Model Year 1990

CAN A LUXURY CAR BE FUN TO DRIVE?

If you've driven a Sterling, you know the answer to this question. Surrounded by leather and wood and a world of convenience, you've felt the road come to life under your wheels. And you've smiled. Because Sterling is a luxury car for people who like to drive.

As such, Sterling is quintessentially English. It stands at the adventurous forefront of the British motoring heritage—a new heir to a grand tradition.

This should come as no surprise. Sterling is made in England by Rover Group, easily Britain's largest manufacturer of automobiles, including the famed Range Rover and Land Rover. As a subsidiary of British Aerospace, Rover is itself part of a multi-billion dollar per year technology giant. And, in the British tradition of internationalism, Rover has teamed up with the Honda Motor Company to create one of the world's most formidable technology and manufacturing partnerships.

So, Sterling hails from a powerful family as well as a rich tradition. It is the true point of intersection between the British motoring ideal and the new automotive technology.

The 1990 model year brings enhanced versions of the Sterling 827SL and 827SLi—plus a new model, the Sterling 827Si. Though each offers distinct pleasures, all benefit from the ongoing relationship between Rover and Honda, which supplies the remarkable power train.

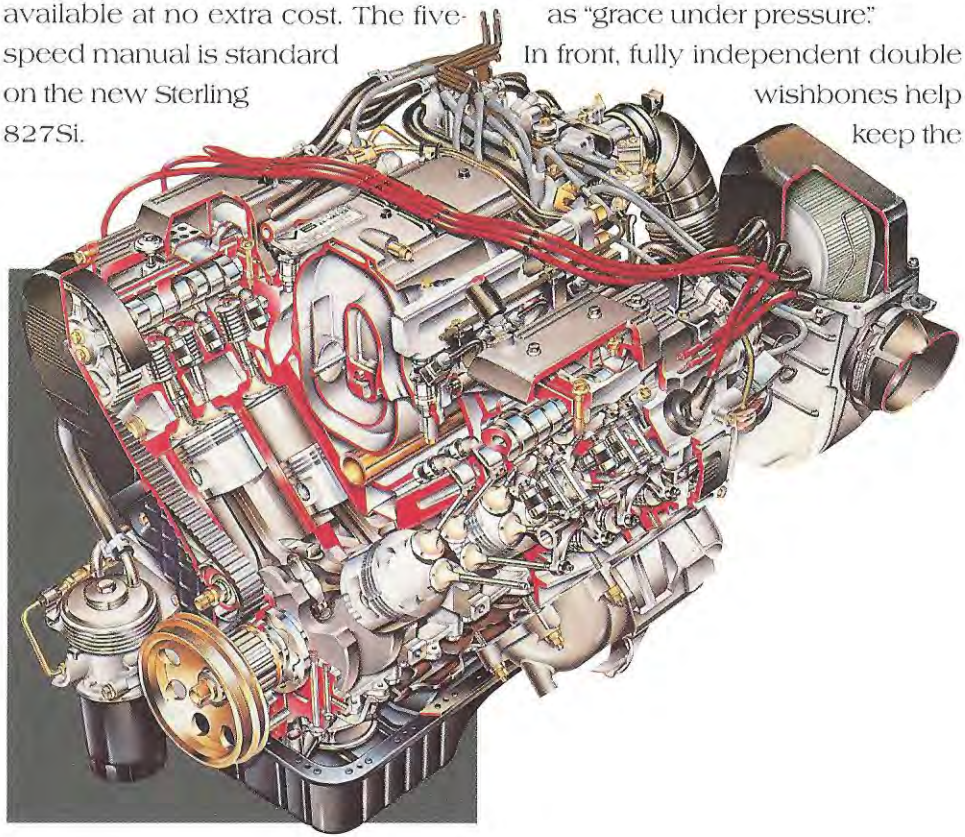
STERLING PERFORMANCE: THE TECHNOLOGY OF EXHILARATION.

Smooth, sure power–on demand. Sterling's 2.7 liter Honda V6 is, quite simply, a masterwork of automotive engineering. It's lightweight, compact, and whisper quiet. It responds smoothly and flexibly across the full range of engine speeds. It is, in short, a very sophisticated engine.

Yet, with four valves per cylinder, programmed fuel injection, and an ingenious Variable Intake Control System for managing airflow, the 160 hp, overhead-cam, alloy V6 is ready to respond with an eagerness you can feel. So this engineer's engine also has a sporting side.

And it finds a willing ally in the Honda four-speed automatic transmission. Microprocessor controlled, it shifts surely and smoothly in response to road speed and engine load. Should the spirit move you, you can switch from Cruise mode to Sport mode, which produces quicker acceleration by electronically raising the shift points for each gear.

While the automatic transmission is standard on both the 827SL and SLi, a close-ratio, Honda five-speed manual transmission is optionally available at no extra cost. The five-speed manual is standard on the new Sterling 827Si.



A finely tuned suspension with a feel for the road. It's been said Sterling is most British in its taut, sure-footed suspension. Rover Group's top engineers would agree: they designed it to handle the twists and turns of their native country roads with dash and style.

And with a certain British quality that the world has come to recognize as "grace under pressure."

In front, fully independent double wishbones help keep the tires at right angles to the road. The result is sure handling and confident cornering, even through tight turns. And since the unequal-length wishbone design allows the shock absorbers to be more finely tuned, ride quality is an exceptional balance of comfort and control.

A balance which is enhanced by the Bosch II Anti-Lock Braking System (ABS) and the speed sensitive, power assisted rack and pinion steering... both standard on all 1990 Sterlings.

STERLING. GRACE UNDER PRESSURE.

THE ENHANCED STERLING 827SL

The lines are crisp and classic. The gleaming, clear coat finish looks deep enough to fall into. And the interior beckons with the best of British coachwork. Indeed, as *Road & Track* remarks, "the Sterling sedans are the very lap of elegant luxury." And the enhanced 827SL leads the way.

Inside, surrounded by the warm elegance of Connolly leather and burled walnut, you'll discover a wide-ranging technology of comfort. The Recaro eight-way power-adjustable front seats offer driver's side heat and

a computer memory that stores the personal comfort settings of up to four drivers, as well as their preferred outside mirror positions. The electronic analog instrumentation is not only precise, but extremely readable and pleasing to the eye as well. For the ear, there's Sterling's best eight-speaker AM/FM cassette sound system with separate power amplifier.

Of course, the long list of standard features goes on to include the 24-valve, overhead-cam Honda V6 engine and four-speed automatic transmission with Cruise and Sport modes; automatic temperature control; a self-leveling rear suspension that automatically helps keep the car in trim when you carry extra weight in back; Bosch II ABS; a power moonroof; a 10-function trip computer with vehicle map; and a security system that's so good, the United States government has exempted Sterling from its usual parts marking requirements.

STERLING
827 SLi
STERLING

THE ENHANCED STERLING 827SLi

Road & Track has referred to the swept back and sporty five-door SLi as "the rogue of the Sterling family." While it has the same dimensions as its brothers, its fifth-door back angles down to the rear of the car where it culminates in a wing spoiler. In other words, it looks fast.

The SLi's new Roversport alloy wheels and low profile, 205/55 VR16 Michelin tires further declare its sporting heart. And, indeed, with a drag coefficient of 0.30, it's even more slippery than its aerodynamic brothers. So, the eager Honda V6 and the taut British suspension reach their full sporting potential, while power assisted, four-wheel disc brakes with Bosch II ABS add a new margin of safety to the road car experience.

Still, the enhanced SLi is a Sterling, and luxury will have its due. Standard features include an eight-speaker sound system, rosewood interior trim, Connolly leather seat facings with Recaro eight-way power adjustment for the front seats, heated driver's seat with memory, 10 function trip computer with vehicle map, automatic temperature control, dual position electric moonroof with louvered blind, tilt steering column, tinted glass... and more.

THE NEW STERLING 827Si

A logical, attractive, and accessible alternative for the sporting enthusiast who has, perhaps lately, developed a taste for more luxury.

The new 827Si benefits from the same 2.7 liter V6 as its brother Sterlings. The precise, Honda five-speed manual transmission is standard. As are Bosch II ABS, speed proportional rack and pinion power assisted steering, the front bib spoiler, tinted windows, the electric moonroof, and 16" Roversport alloy wheels with V-rated 205/55 Michelin tires.

A word to the wise: look for equipment you might expect to find only on far more expensive competitors. The Sterling 827Si will reward such an investigation handsomely.

Inside, the Si's seats are faced in Connolly leather and Lightning pattern cloth. Both driver's and passenger's seats have Recaro eight-way power adjustment and lumbar support. Wood trim is rosewood. Other standard features include a central door locking system with infrared remote control, an AM/FM/cassette system with six speakers for high fidelity sound, automatic temperature control, and the list goes on.

KEY
S– Standard equipment
A– Available at no extra cost
O– Optional equipment

MECHANICAL FEATURES	827SL	827SLi	827Si
2.7 liter, 24 valve Honda V6 engine with programmed fuel injection and Variable Intake Control System	S	S	S
Four-speed automatic transmission with programmed Sport and Cruise modes	S	S	O
Five-speed manual transmission	A	A	S
Speed sensitive power assisted rack and pinion steering	S	S	S
Power assisted 4-wheel disc brakes with Bosch II Anti-Lock Braking System (ABS)	S	S	S
Self-leveling rear suspension	S	–	–

EXTERIOR FEATURES	827SL	827SLi	827Si
Tinted glass with shade band	S	S	S
Dual position electric moonroof with louvered blind	S	S	S
Dual outside mirrors, electrically adjusted & heated	S	S	S
15" Prestige alloy wheels	S	–	–
16" Roversport alloy wheels	–	S	S
Metallic paint	A	A	O

INTERIOR: SEATING & TRIM	827SL	827SLi	827Si
Recaro eight-way power adjustable front seats with power lumbar support	S	S	S
Heated driver's seat	S	S	–
Power rear seats	O	–	–
Memory function for driver's seat & outside mirrors	S	S	–
Connolly leather seat facings	S	S	–
Connolly leather/Lightning cloth seat facings	–	–	S
Burled walnut trim on doors, instrument panel & console	S	–	–
Rosewood trim on doors, instrument panel & console	–	S	S

INTERIOR: COMFORT & CONVENIENCE	827SL	827SLi	827Si
Air conditioning with automatic temperature control	S	S	S
Anti-theft stereo AM/FM/cassette with eight speakers, power amplifier, & rear window antenna	S	S	–
Anti-theft stereo AM/FM/cassette with six speakers and rear window antenna	–	–	S
10-function trip computer with vehicle map	S	S	–
Cruise control with resume	S	S	S
Two-speed wipers with variable intermittent	S	S	S
Programmed rear intermittent wiper	–	S	–
Power windows with one-touch-down driver's window	S	S	S
Passive control security system with central door locking and infrared remote	S	S	S

MODEL	EXTERIOR COLORS	INTERIOR COLORS
827SL	Black	Coffee Beige Leather
	White Diamond Duotone	Flint or Coffee Beige Leather
	Flame Red Duotone	Coffee Beige Leather
	Pulsar	Mink Leather
	Stone Grey	Coffee Beige Leather
	Pearlescent Cherry Red[1]	Mink Leather
	Steel Grey	Flint Leather
	Lynx Bronze Duotone	Mink Leather
	Atlantic Blue	Coffee Beige Leather
827SLi	Flame Red	Coffee Beige Leather
	Pulsar	Flint Leather
827Si	Black	Flint Leather/ Lightning Cloth
	White Diamond	Flint Leather/ Lightning Cloth
	Flame Red	Flint Leather/ Lightning Cloth
	Pulsar[2]	Flint Leather/ Lightning Cloth

[1] A special metallic finish, Pearlescent Cherry Red is an extra cost option on the SL Model.
[2] Pulsar, a metallic finish, is available at extra cost on the Si Model.

ACCESSORIES

See your Sterling dealer for a full range of accessories including car cover, nose bra, splash guards, bike and ski carriers, and locking lug nuts. Rear wing shown on 827Si is a dealer installed accessory.

ENGINE

Type	24-valve, overhead-cam, alloy V6
Bore	87.0 mm
Stroke	75.0 mm
Displacement	2675 cc
Compression ratio	9.0:1
Horsepower, SAE net	160 BHP @ 5900 rpm
Maximum torque	162 ft. lb. @ 4500 rpm
Fuel injection	Electronic programmed multiple port
Fuel requirement	Regular unleaded

SUSPENSION

Front	Unequal length double wishbones, coil springs, tubular shock absorbers, anti-roll bar
Rear	Strut system with transverse lower control arms, tubular shock absorbers, anti-roll bar. On the 827SL only: gas filled self-leveling shock absorbers.

BRAKES

Bosch II Anti-Lock Braking System (ABS), dual circuit, servo assisted

Front	11.2" vented discs
Rear	10.2" discs

WHEELS

827SL	Cast alloy, 6J x 15
827SLi/Si	Cast alloy, 6J x 16

TIRES

827SL	195/65 VR15 Michelin MXV
827SLi/Si	205/55 VR16 Michelin MXV2

STEERING

Speed sensitive power assisted rack and pinion

Turns, lock to lock	3.45
Turning circle	36.5'

CAPACITIES

Fuel	17.0 gal.
Engine	4.8 quarts, including filter

EXTERIOR

		Manual	Automatic
Curb weight (lb.)	827SL	3,186	3,230
	827SLi	3,285	3,330
	827Si	3,153	3,197

Wheelbase	108.6"
Track	58.7"/57.1" front/rear
Length	188.8"
Width	68.1"
Height	54.8"
Ground clearance	5.7"
Drag coefficient	827SL/Si, 0.33 827 SLi, 0.30

INTERIOR

Seating capacity	5 persons
Legroom	41.2"/36.4" front/rear
Headroom	37.8"/36.3" front/rear
Shoulder room	54.9"/54.3" front/rear
Loadspace	827SL/Si, 12.1 cu. ft. 827SLi, 49.6 cu. ft.

PERFORMANCE

	5-speed manual	4-speed automatic
0-60 mph	8.2 sec.	8.9 sec.
Standing 1/4 mile	16.6 sec.	17.1 sec.
Top track speed		
827SL/Si	133 mph	130 mph
827SLi	135 mph	132 mph

*FUEL ECONOMY

	5-speed manual	4-speed automatic
City	19 mpg.	18 mpg.
Highway	23 mpg.	22 mpg.
Combined	20 mpg.	20 mpg.

* Compare these estimates to the estimated mpg of other cars. Your mileage may differ depending on speed, weather conditions, trip length, or the condition of the car.

WARRANTY AND SERVICE

Every Sterling owner is protected by an extensive, 3-year or 36,000 mile warranty. And, as an owner, you're automatically enrolled for 3 years in the Cross Country Motor Club at no extra charge.

As a Cross Country member, you have access to a toll-free Emergency Service Hotline 24 hours a day, 365 days a year. And you're covered for everything from emergency road service and lost key retrieval to trip interruption assistance of up to $500 per occurrence.

Every Sterling also has a corrosion warranty of 6 years or 60,000 miles—to show the confidence we have in our galvanized steel construction and comprehensive, multi-step rust-proofing process.

Sterling Motor Cars believes the specifications in this brochure to be correct at the time of printing. We reserve the right to make changes at any time, without prior notice, in colors, materials, accessories, standard and optional equipment, specifications, and models. Colors may vary from those shown. Availability is subject to change without notice.

Some equipment may be unavailable when your car is built. Please consult your authorized Sterling dealer for advice concerning current availability of equipment and verify that your car includes the optional equipment ordered.

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Test drive a Sterling soon. For the name and location of your closest Sterling dealer, call us toll-free at **1-800-622-0550.**

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