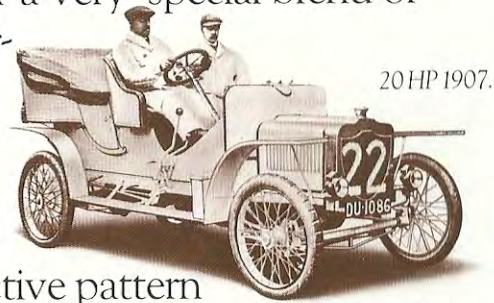

ROVER  **ADVANCING THE DRIVING EXPERIENCE**

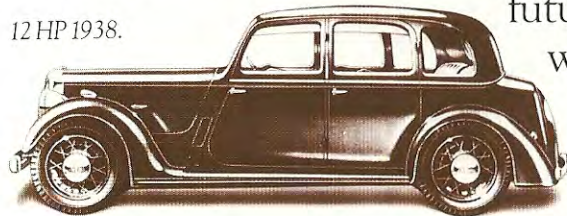
THE ROVER PHILOSOPHY

As a marque with one of the longest continuous traditions in the World's Motor Industry, Rover has always stood for a very special blend of innovative Engineering and Quality in its every sense.

Rover Designers and Engineers have established a distinctive pattern of far-sighted and original thinking. They influence trends rather than follow them, always keeping a right-minded balance between the



12 HP 1938.



futuristic and the well-proven.

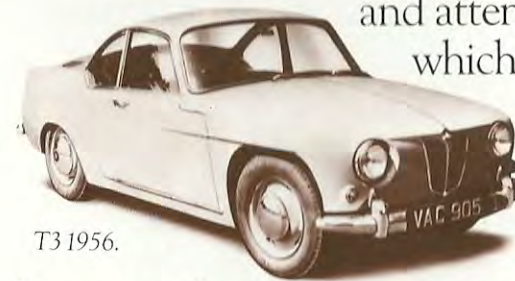
Never afraid of radical new model concepts,

Rover have a notable record for anticipating future requirements and achieving designs which have the appropriate and desirable qualities for their time. Rover research vehicles have included many revolutionary concepts, such as the first gas turbine car in 1950, the four-wheel drive T3

turbine coupé in 1956 and the P6BS mid-engined sports car in 1968. Lessons learnt in these technical masterpieces have been reflected in a successful series of advanced production cars.



Allied to this design expertise is an integrity and attention to detail which has imbued the marque with its solid prestige and respected status.



T3 1956.

Full equipment luxury without extravagance and style without ostentation; such is the Rover philosophy of fulfilling the needs of discerning owners.

Today's Rover Saloon range is the latest in this distinguished line of outstanding designs.



THE NEW GENERATION OF ROVERS



First of the new Rover generation – the 3500.

First appearing in 3500 form, the new generation Rover rapidly proved to be the most successful and widely-appealing design in the company's history. More dynamic in appearance and performance than its predecessors, the new car nevertheless embodied all the traditional Rover attention to detail. It also offered a new level of versatility in combining a luxury touring and business car specification with a stylish interpretation of the hatchback theme.

Six-cylinder 2300 and 2600 versions soon followed the eight-cylinder 3500, using an advanced new overhead camshaft engine design.

Improvement.

Consistent development and specification improvements naturally followed the launches of the new Rovers, with a significant general upgrading taking place for the 1981 models. The latest programme of enhancements, however, is the most far-reaching yet, involving a substantial number of appearance and equipment advances, and the return of one of the great names in motoring – the Rover 2000.

It is appropriate that Rover should return to the 2-litre category, as the original Rover 2000 played a major role in establishing the appeal of this type of car. The new 2000 will win many friends for the marque, with its timely blend of value, economy, accommodation and style.

Amongst the many improvements incorporated in the latest range are several well-considered responses to customer requests, such as the deeper rear window with a wash/wipe facility, the return of traditional Rover interior woodwork on some models, and a new fascia/console design.

Crisper, more emphatic exterior styling details highlight the timeless Rover shape, with features such as body-colour front air-spoilers, new flush-fitting halogen headlamp units and new moulded, impact-resistant bumpers. Almost every imaginable detail has received attention, from more efficient fan-spray windscreen washers, through a new electronic speedometer to attractively colour-keyed seat belts. In addition to all the new items, the overall equipment levels of all models have been raised, with several previously optional extras being made standard equipment. Furthermore, the latest Rover range has a cost-saving longer service interval of 12,000 miles. As the following pages will show, the end result is the finest range of cars ever to carry the Rover name.

ROVER 2000

ROVER 2300

ROVER 2300S

ROVER 2600S

ROVER 3500SE

ROVER VANDEN PLAS



ADVANCING THE ROVER EXPERIENCE



Rover 2000/2300



Rover 2300S



Rover 2600S



Rover Vanden Plas



Rover 3500SE

MODERN TECHNOLOGY ADVANCES THE ROVER EXPERIENCE

Rover are committed to technological advancement in order to maintain their market-leading status.

This endeavour covers every facet of design, development and manufacture, and involves a continuous, selective investment in new facilities such as those shown here.

New Gaydon Proving Ground

Developed and operated by BL Technology Ltd, the Company's Research and Development division, the Gaydon proving ground provides in-depth development facilities of a new order. Extensive test tracks, engineering workshops and sophisticated testing and recording equipment give Rover engineers the latest means to achieving ever higher standards.

A typical example is the mobile data acquisition laboratory as shown below, a special-bodied Range Rover, equipped to record test data direct from a moving development car. Using the data obtained about vehicle and component behaviour, engineers can further refine aspects such as handling, comfort and durability.

Servo Hydraulic Test Laboratory

One of the most modern facilities of its kind in Europe, the BL Technology Servo Hydraulic Test Laboratory incorporates a computer-controlled road simulator rig. This powerful device can reproduce the rigours of over 100,000 miles of road use in a mere three weeks. It can also produce selected suspension frequency inputs for studies of noise and vibration reduction measures. The massive time-saving afforded by this impressive facility means that new or revised components can be tested extremely thoroughly yet quickly, thus accelerating the pace of improvement.

Laser-sharp Accuracy

Another ultra-modern facility, this time related to manufacturing quality, is the new Metrology (Measuring) Centre.



Within this new purpose-built centre, precise environmental conditions are maintained, to the standards found at the National Physical Laboratory, to facilitate extremely accurate measurement of gauges, jigs and components. Ultra-sonic cleaning techniques are used to prepare items for measurement, and the range of equipment includes a computer-monitored laser flatness and length measuring machine.

Measurement to an accuracy of one millionth of an inch demonstrates the remarkable new standards now being applied to Rover quality.

Cathodic Advance

Rover were the first company in Britain to prime car bodysHELLS with the cathodic electrophoretic system, introducing it on the 1981 range and now applying it in a new paint plant for the latest range.

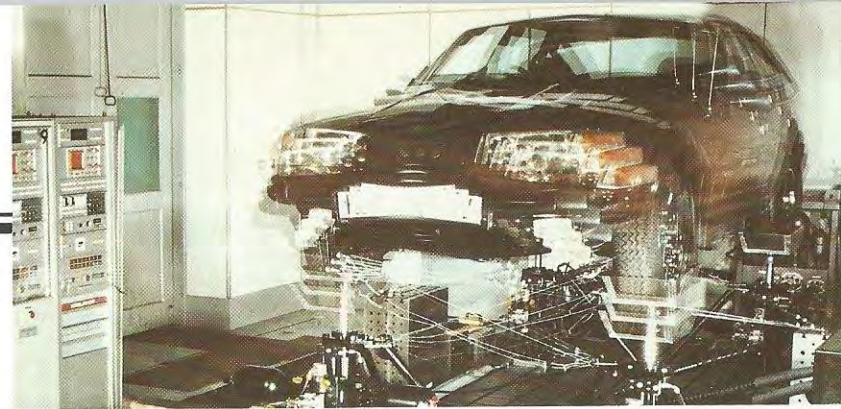
The cathodic priming process gives better adhesion and protection to the vital phosphate anti-rust coating applied before painting, and also ensures a more thorough coating of primer within all the hidden box sections of the body structure.

Corrosion protection, even by conservative assessments is at least doubled compared with the best previous priming system. More immediately obvious benefits stem from another new-technology paint process recently adopted by Rover – the clear-coat metallic finish. Offering a deep gloss “coach-builder” class finish, the clear-coat system is in fact the modern version of the classical varnished enamel finish, whereby the colour and lustre are enhanced by the transparent top coat. In this case the clear coat is a specially developed resin applied in two coats, which bonds to the basic metallic colour finish, protecting it from ultra-violet rays and other environmental effects. The result is an extremely high grade appearance with durability to match.

Gaydon Proving Ground.



Gaydon Water Splash.



Road Simulator Rig.



Metrology Centre.

Lustrous Clear-coat metallic finish.



Cathodic Electro-prime.



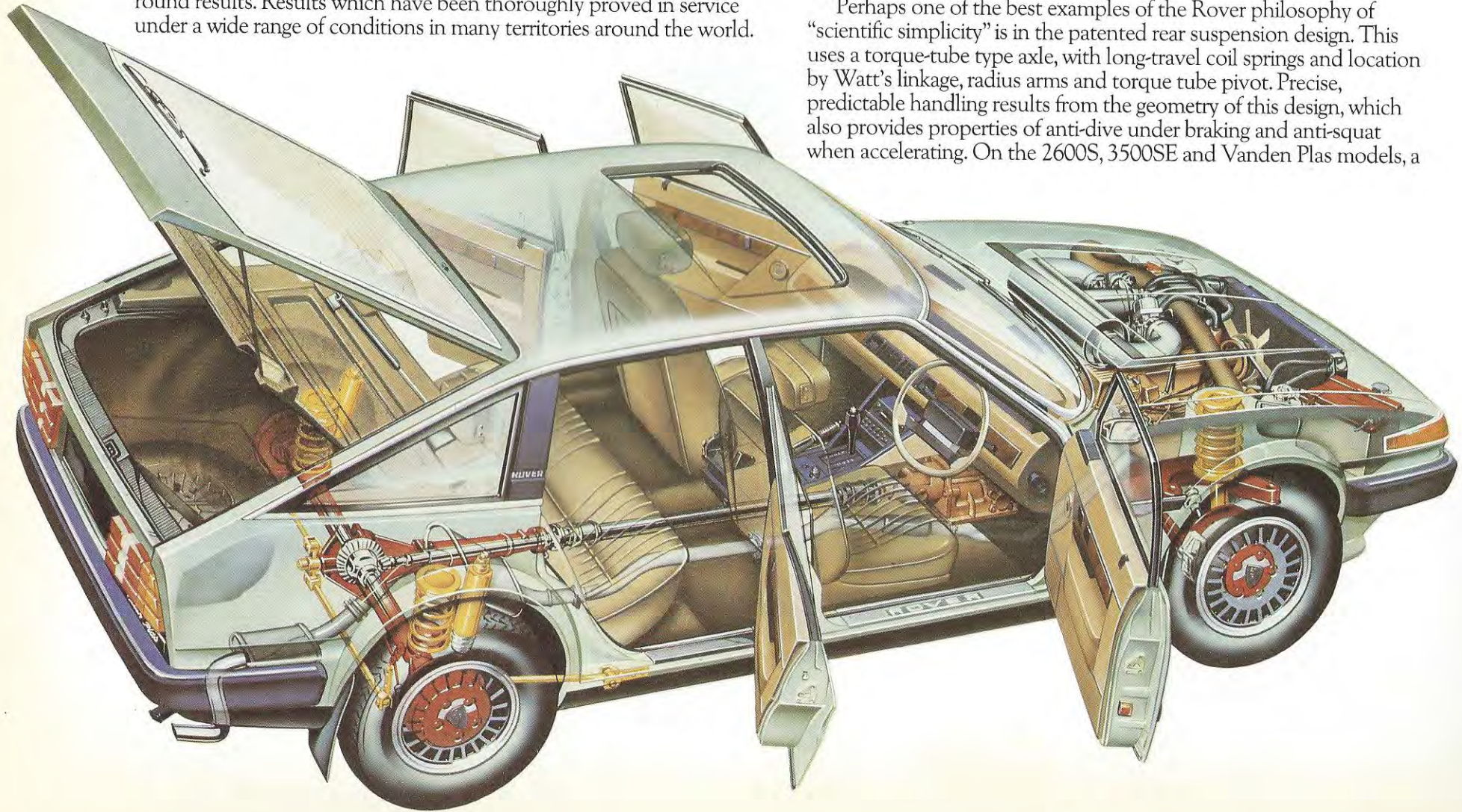
ROVER ADVANCED DESIGN AND ENGINEERING

For the current Rover saloon concept, developed under the code name 'SD1', Rover engineers created an outstanding testament to the designer's adage that "simple and elegant is best." By a combination of original thinking and disciplined development, the deceptively straight-forward design of SD1 was honed to achieve outstanding all-round results. Results which have been thoroughly proved in service under a wide range of conditions in many territories around the world.

Initial design promise, recognised by many accolades following the launch of the 3500, has now been handsomely fulfilled in the latest range, from the new 2000 model to the opulent Vanden Plas derivative

Patented Suspension

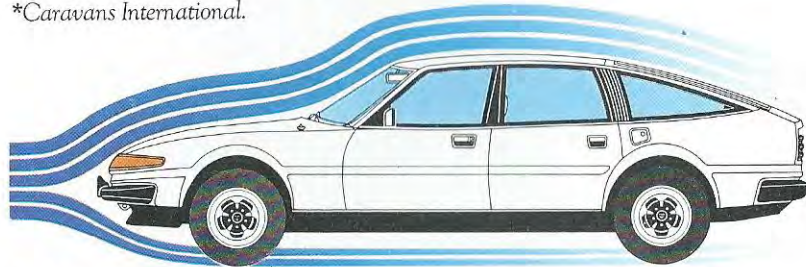
Perhaps one of the best examples of the Rover philosophy of "scientific simplicity" is in the patented rear suspension design. This uses a torque-tube type axle, with long-travel coil springs and location by Watt's linkage, radius arms and torque tube pivot. Precise, predictable handling results from the geometry of this design, which also provides properties of anti-dive under braking and anti-squat when accelerating. On the 2600S, 3500SE and Vanden Plas models, a



further advanced feature of automatic ride-leveling is provided, using special damper units which "re-cycle" otherwise wasted suspension energy to maintain normal ride height regardless of load. This enhances comfort and handling when the formidable carrying capacity of the hatchback body is exploited. No less than 43.98 cubic ft. of cargo space is available with the rear seats folded, and the payload is in the region of half a ton, depending upon model. Another benefit of the self-leveling is that, combined with the Rover's long-wheelbase, wide-track stability, it helps to make it a superb tow-car, as witnessed by the award of the CI* "Tow-car of the Year" Award to the original 3500 model.

Many other ingeniously simple and effective component designs are hidden beneath the sleek, windcheating lines of the Rover bodyshell, all aimed at providing the highest standards of performance with maximum durability and minimum servicing requirements. Such a design philosophy is completely in tune with today's need for efficiency and tomorrow's need for resource conservation.

*Caravans International.

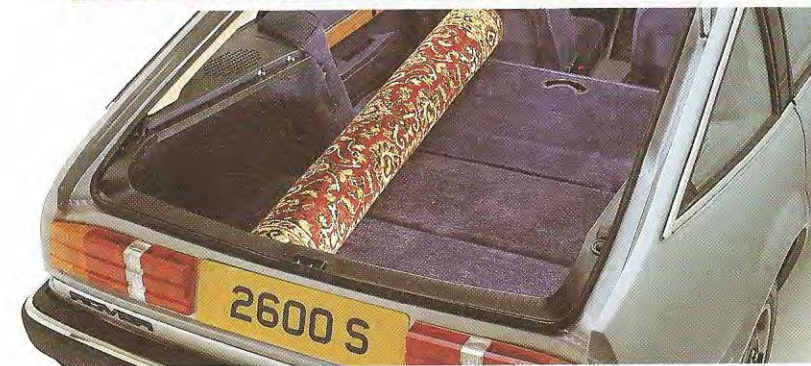


Aerodynamic Body Design.

Rover Awards – Car of The Year, AA Gold Medal, Style Auto.

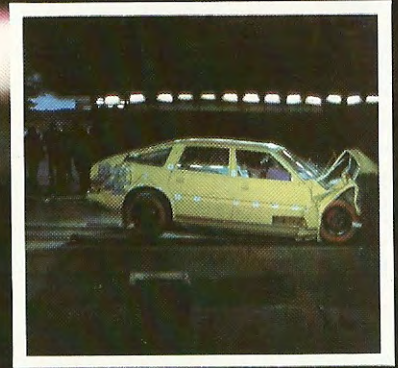
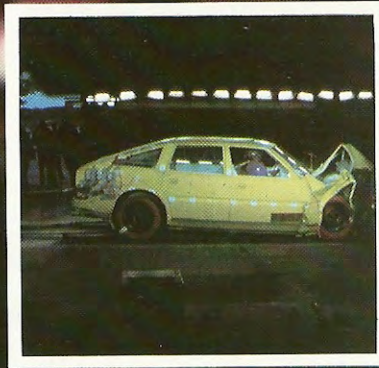
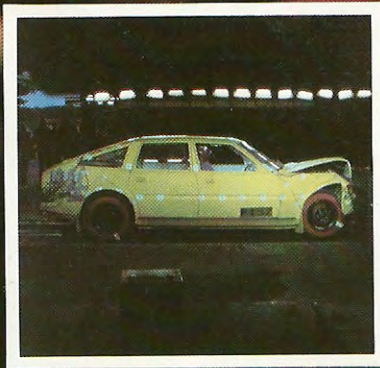


Fuel-saving 5-speed transmission.



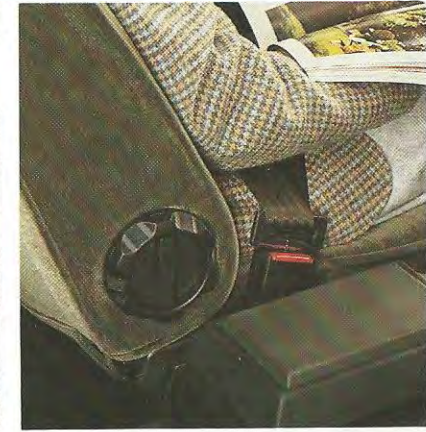
Versatile Accommodation.

ROVER AND SAFETY



Legislation throughout the world has had a generally beneficial effect in raising safety standards on all cars. But Rover are jealous of their reputation for offering all-round safety standards that are well in advance of what is merely acceptable. Recognition of their application of this philosophy to the original concept of today's range came with the award of the "Don Safety Trophy" in 1977.

Extensive experience in world markets has confirmed the judgement of the independent panel of safety experts who selected the Rover for this international award. Not only does the design offer high primary safety, in terms of accident avoidance, but it also has remarkable secondary safety attributes including a high degree of impact protection, proven not only in the test laboratory but also in real life experience.

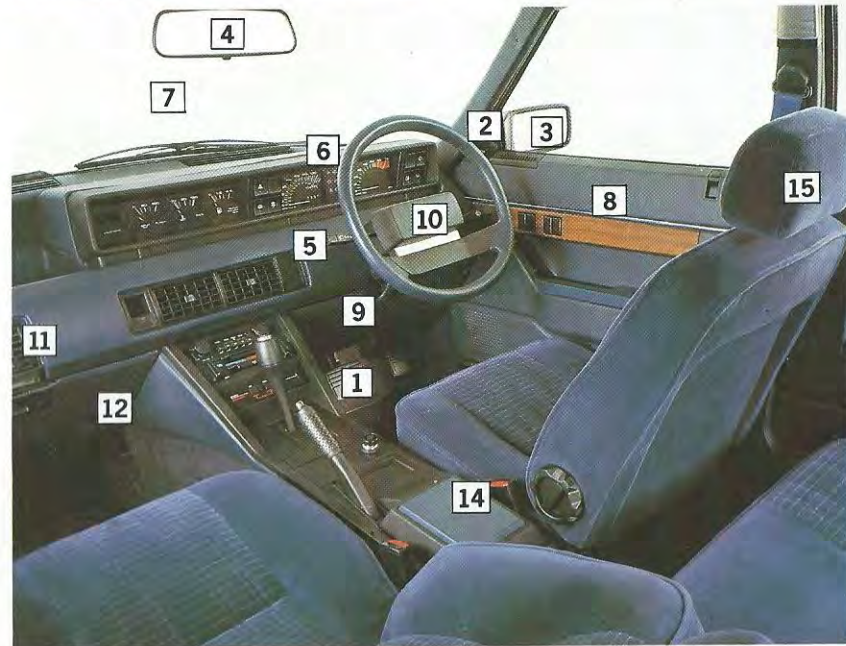


The Don safety award.
Door open warning light.



A selection of the safety features to be found in every new Rover.

- 1 Dual circuit brake system.
- 2 Ducted side window demisting.
- 3 Internally adjusted door mirrors.
- 4 Dipping rear view mirror on safety mounting.
- 5 Fingertip control of safety critical functions.
- 6 Warning lights include brake fluid / failure and bulb failure.
- 7 Laminated windscreen, bonded to bodyshell.
- 8 Protective compression struts in doors.
- 9 Impact absorbing steering column system.
- 10 Large steering wheel pad.
- 11 Deep fascia padding over collapsible steel structure.
- 12 Safety-padded lockers beneath fascia.
- 13 Protected front seat belt reels and webbing. (Not illustrated.)
- 14 Seat-mounted lower belt anchorages for correct fit.
- 15 Head restraints.



Opposite: A sequence from one of Rover's severe safety tests beyond legal requirements—a one-corner barrier impact.

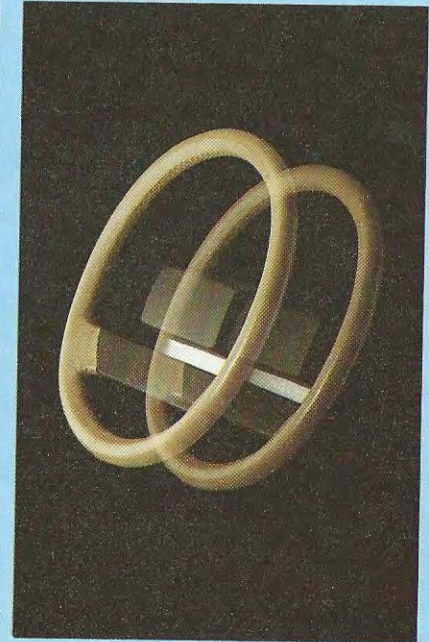
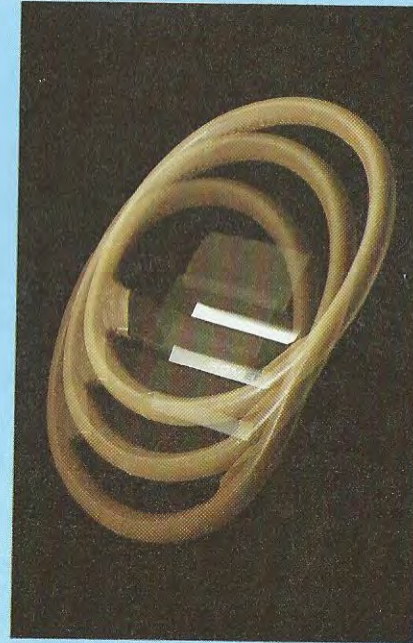
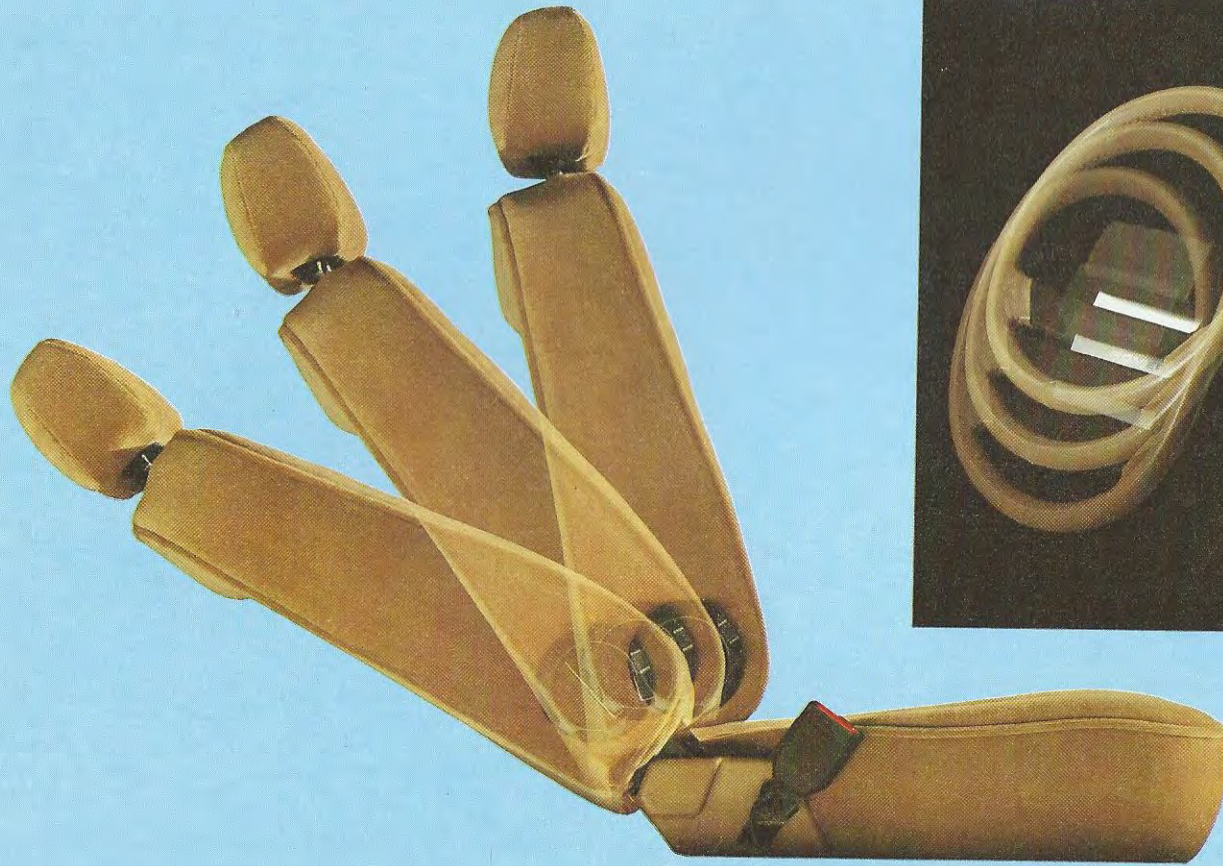
EXPERIENCE THE COMPLETE DRIVING ENVIRONMENT

Rover take comfort very seriously. Seriously enough, for instance, to provide both reach and angle adjustment for the steering wheel and its associated stalk controls.

Combined now with an extended fore/aft range of seat adjustment and the precise handwheel setting for backrest angle, the adjustable steering wheel permits a wide range of driving positions to ensure

comfort and safety. Height-adjusting head restraints are fitted to all Rover models, and an additional refinement on models from the 2300S upwards is a built-in adjustable lumbar support in each front seat.

Luxurious upholstery complements all this hidden engineering, with carefully contoured seating, covered with plush velvet fabrics except in the opulent, leather-upholstered Vanden Plas. Hairline

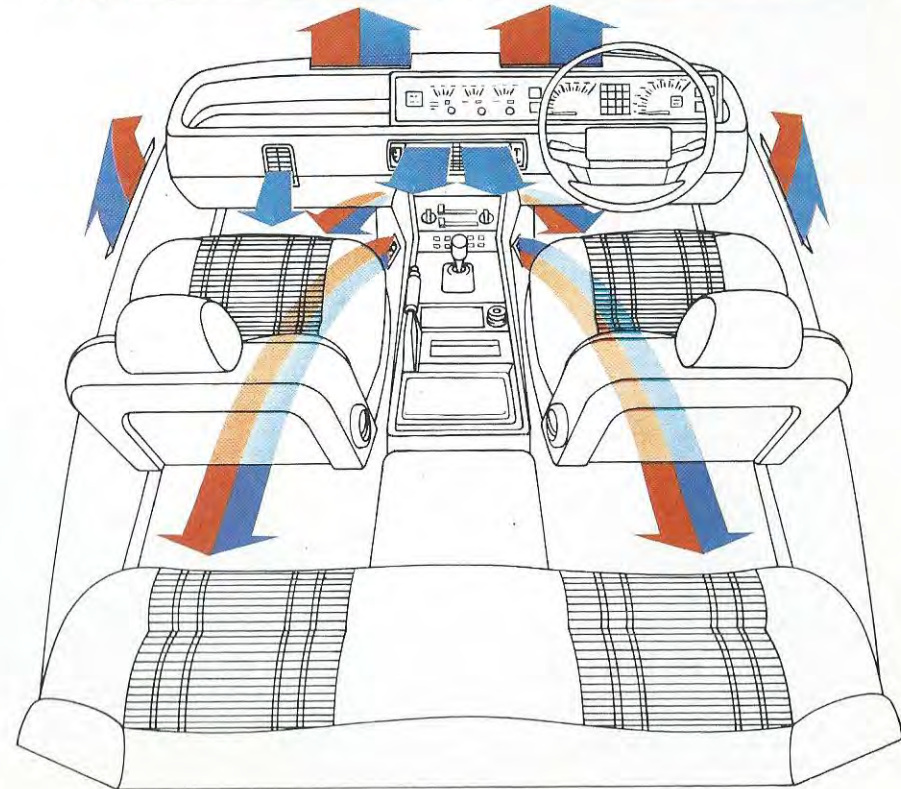
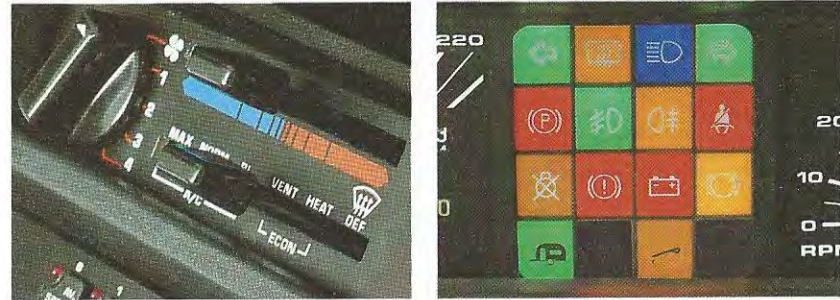


velvet trim can be specified at no extra cost on the Vanden Plas, just as leather is available as an optional extra on the other models. All versions of the Rover have a folding rear centre armrest and built-in armrests in all four door casings.

Rover's thorough approach to comfort also includes a comprehensive heating and ventilation system. Using a high capacity air-blending heater/demister unit, the system offers normal ram or two-speed boost throughput of fresh air, or a recirculation setting to exclude unwanted fumes. By using a large diameter boost fan, which handles large volumes of air at a low rotation speed, the system always operates quietly. Fresh, cool air, independent of the heater temperature setting, is available via three face-level vents, and fully ducted side window demisting is provided within each front door. A new arrangement of slide and rotary controls allows precise control of the system. For even more comprehensive control of the in-car environment, an integrated air-conditioning system is available on the 2600S, 3500SE and Vanden Plas models.

Quietness is another aspect of comfort in which Rover have always excelled. From the painstaking isolation of road noise to the carefully-prescribed acoustic insulation provided on each model, the latest Rover models further this desirable tradition.

When it comes to the more subtle and intangible aspects of comfort, the Rover concept again achieves high standards. Although the suspension, for instance, has low-rate springs for a resilient ride, this has been combined with finely-tuned damping and an inherently stable chassis design that provides a justifiable sense of security for the passengers at all speeds. The well-planned interior, with its spacious amenity and thoughtful detail design also contributes to the agreeable impression of enjoying hospitality rather than being merely transported.



ROVER ENGINEERING AND PERFORMANCE



Effortless consumption of distance without undue consumption of fuel has long been a Rover attribute. Today's Rover range demonstrates the combination of performance and economy even more emphatically than before.

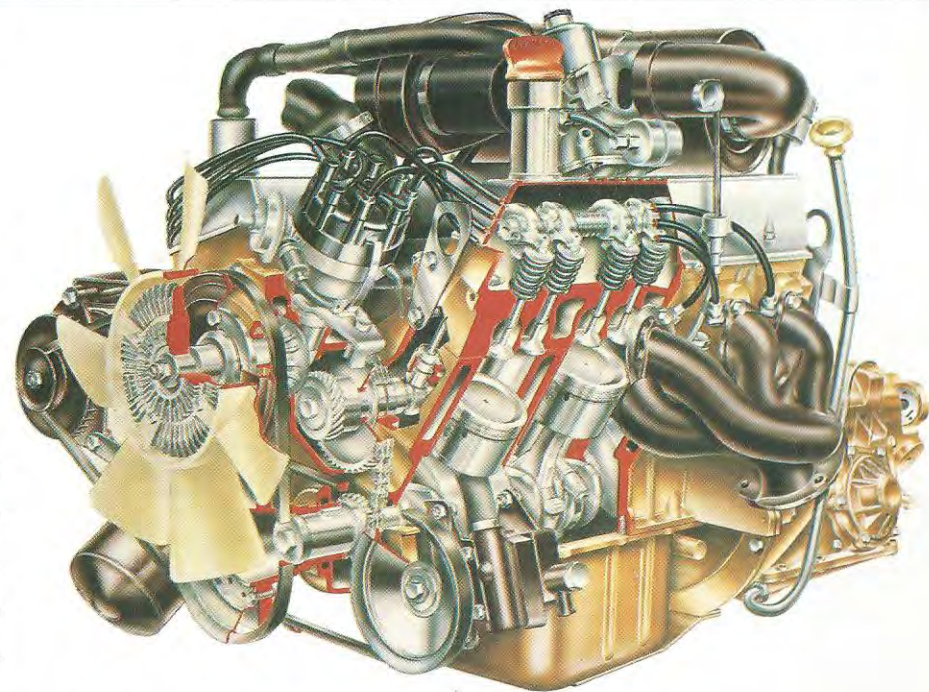
After dominating recent British Group 1 saloon car races, the Rover 3500SE is now well established as a sporting fun-to-drive car which is nevertheless supremely refined and fuel-efficient. At the other end of the range, the new 2000 model offers a remarkable potential for economy, with a steady speed consumption of nearly 33 mpg even at 75 mph, yet performance remains brisk and smooth.

A low-drag body shape, efficient power units and high-g geared transmissions are the key factors in Rover's solution to the conundrum of how to have good performance and economy in each model.

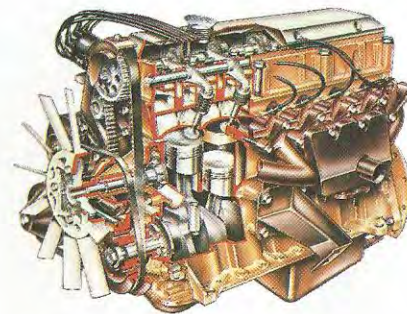
PASSENGER CAR FUEL CONSUMPTION ORDER 1977

The results of the officially approved tests for this range of models in miles per gallon and litres per 100 kilometers are as follows:

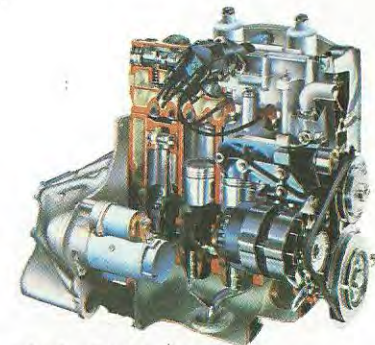
Model	CONSTANT SPEED					
	URBAN		56 mph (90 kph)		75 mph (120 kph)	
	mpg	L/100 km	mpg	L/100 km	mpg	L/100 km
Vanden Plas 3500SE } Man	16.9	16.7	38.8	7.3	28.0	10.1
Vanden Plas 3500SE } Auto	18.5	15.3	31.9	8.9	23.6	12.0
2600S Man	19.0	14.9	40.9	6.9	31.1	9.1
2600S Auto	20.2	14.0	37.4	7.6	28.0	10.1
2300/2300S Man	20.5	13.8	40.1	7.0	30.8	9.2
2300/2300S Auto	21.0	13.5	34.6	8.2	24.6	11.5
2000 Man	23.9	11.8	42.6	6.6	32.7	8.6
2000 Auto	24.7	11.4	36.2	7.8	27.6	10.2



Rover V8 engine fitted in Vanden Plas and 3500SE models.



Rover Straight Six engine fitted in 2600S, 2300S and 2300 models.



4-cylinder OHC engine fitted in Rover 2000.

ROVER VANDEN PLAS

THE MOST ADVANCED ROVER DRIVING EXPERIENCE

The Rover Vanden Plas possesses all the characteristic virtues of the Rover range in full measure: luxury, prestige and high performance, yet with an outstanding degree of economy.

The prestige and luxury are obvious at first glance. The gleaming coachwork, finished in a wide range of colours which includes clear-coat metallics, looks sleek and purposeful with its aerodynamic front spoiler and wrap-round bumpers, which have bright inserts. The neat side rubbing strips and bright-finish exhaust also contribute to the stylish practicality of the body. A further touch of class is added by the bronze tinted glass and special zone-tinted windscreen.

The performance matches the appearance of the Vanden Plas, thanks to the 155 bhp 3528 cc V8 engine, which whisks the big Rover up to 60 mph in 9 seconds or less, with a top speed of around 125 mph. Yet despite this sparkling performance, the fuel economy is highly creditable. In standard automatic transmission form, the steady speed economy figures at 56 mph and 75 mph are 31.9 mpg and 23.6 mpg respectively. With the 5-speed manual gearbox (optional at no extra cost) these figures become 38.8 mpg and 28.0 mpg.

Sheer performance is one thing; in a luxury car such as the Rover Vanden Plas, the manner in which that performance is achieved is at least as important. This is where the Rover scores even more heavily. Good aerodynamics and excellent sealing insulate the driver and passengers from wind noise; similarly, road and engine noise, vibration and harshness are subdued by advanced modern design supplemented by the extensive use of the latest sound insulation materials and techniques.

In this atmosphere of silence and refinement, the occupants of the Rover Vanden Plas can relax in the supremely luxurious interior shown on the next pages.





Headlamp power wash.



Electronic trip computer.



Cruise control.



Electric sunroof.

Inside the Rover Vanden Plas there are so many contributions to creature comfort that it is difficult to know where to begin.

There is a new, completely re-designed, fully equipped fascia, of course, with a comprehensive array of clear instruments, illuminated switches, polished burr walnut inserts to match those on the doors, and a high quality stereo radio/stereo cassette player. For the latest version of the Vanden Plas a new multi-function trip computer is standard equipment incorporating touch-button readouts for average speed, arrival time, instantaneous and average fuel consumption, trip distance, elapsed time and distance to destination.

For further relaxation (and for fuel economy) over long distances, there is an electronic cruise control which can be set to a constant road speed, one touch of the brake returns control of the throttle to the driver.

Upholstery is luxurious in the extreme, with seats upholstered in rich Connolly leather (hairline woven velvet is optionally available at no extra cost), plus head restraints front and rear with their own detachable cushions. There are map pockets at the rear of the front seats, and shag pile footwell mats for the passengers.

For complete control of atmosphere and temperature, the comprehensive Rover ventilation and heating system is supplemented by an electrically-operated sliding steel sunroof, and full air conditioning is available at extra cost.

The Rover Vanden Plas: it is unmistakable with its unique combination of modern efficiency and traditional luxury.



ROVER 3500SE

THE CLASSIC ROVER V8

Since it was launched as the first of the modern generation of Rovers, the 3500 has won every major European motoring award for design and safety, and it has truly become a classic. In its latest form, the Rover 3500SE is even more impressive.

Under the bonnet, it retains the famous Rover V8 engine (which now has an automatic choke), constructed largely of aluminium alloy for light weight, to provide the sparkling but economical performance for which Rovers are renowned. The smooth 5-speed manual gearbox matches the characteristics of the engine precisely; and a fully automatic gearbox is available at extra cost.

Externally, the 3500SE looks even better than before, with its new bumpers, front spoiler and grille. As you would expect from a car produced in the most advanced paint plant in Europe, the beautiful

paintwork will keep its gleaming brightness for years to come, thanks to a seven-stage pre-treatment programme, electro-priming, and underseal. Mudflaps for the special 6 in. rim alloy wheels, with their 195/70 radial tyres, also help to protect the bodywork, which has a stylish coachline. Another 3500SE feature is the distinctive bronze tinted glass of the windows.







The interior of the Rover 3500SE can only be described as sumptuous. Supremely comfortable seats are upholstered in the highest quality hairline velvet, colour-keyed not only to the door trims with their burr walnut inserts, and to the cut pile carpet, but also to the leather rim of the steering wheel. Inertia reel seat belts are fitted both front and rear.

In addition to the luxurious equipment common to all Rovers and described on the following pages, the 3500SE has a host of fittings for both comfort and convenience. For example, there is a combined radio and stereo cassette player with four speakers and a front/rear balance control, plus a useful box to hold the cassettes. The electric aerial automatically rises when the radio is switched on.

For further convenience – and safety – the door mirrors can be remotely controlled and demisted electrically. There are reading lamps for the rear passengers, whilst a delay system keeps the courtesy lamps on for ten seconds after the doors are closed, unless the ignition is switched on before the ten seconds have elapsed. Another safety feature on all Rovers is a warning lamp to indicate worn brake pads.

All in all, there is no doubt that the Rover 3500SE is now more of a classic than ever.



Radio/stereo cassette player.



Electrically-powered aerial.



Remote control demisting mirrors.



Powerful halogen foglamps.

ROVER 2600S

TRUE ROVER PERFORMANCE

With its smoothly powerful six-cylinder 2597 cc engine giving 130 bhp, the Rover 2600S combines exceptionally high performance (116 mph and 0 to 60 mph in only 10.3 seconds for the manual version) with even greater economy than the two V8-powered models. Like them, it now has an automatic choke and is the leader in its class on fuel economy, returning over 40 mpg at a steady 56 mph, for example, and over 31 mpg at 75 mph. With the optionally extra automatic gearbox, the Rover 2600S is also outstanding, even giving over 20 mpg in urban conditions.

The 2600S shares most of the exterior features of the 3500SE. These include a new rear window for the tailgate which has deeper glass giving exceptionally good rear visibility—a quality which is enhanced in bad conditions by a wide-sweeping programmed rear wiper, which at the touch of a button automatically washes and wipes.

Note, too, the neat modern badging on its full width plinth, and the smart stainless steel wheel trims.

On the road, the Rover 2600S has all the sure-footed roadholding and controllability that is necessary for a high performance, long distance express. Precise rack-and-pinion steering (gently but firmly power assisted), independent front suspension with anti-roll bar, and torque tube rear axle with constant rate springs, have been finely developed to form an integrated combination which acts predictably and reliably under all conditions. In addition, the automatically self-levelling rear damper units maintain the car in the same attitude whatever the load, and contribute to a smooth ride at low speeds—the smooth ride which is a characteristic of the true Rover performance of the 2600S.







Electric window controls.



Door panel wood trim.

The woven velvet upholstery of the Rover 2600S is even more comfortable than it looks. The carefully shaped front seats, for example, have backrests which are fully reclining and lock at any desired intermediate angle. In addition, they have adjustable lumbar support, which means that they can be contoured to suit exactly the occupant's back, for maximum comfort and reduced fatigue on long journeys.

Notice, too, the high quality of all the materials inside the Rover 2600S – such as the brushed nylon headlining and the door casings with their satin finish straight grain walnut inserts, which incorporate the switches for the electric windows. These have a special isolator switch to prevent mishaps when there are children travelling in the rear seats.

As with all Rovers, the fascia and instrument panel deserve special mention. The instruments, in a wide, stylish binnacle, are comprehensive and clear, and they employ the latest technology. The speedometer, for instance, is electronic, with no mechanical cable drive.

Altogether, the 2600S clearly shows the progressive thinking that has gone into producing the new Rover range.

ROVER 2300S

EXCEPTIONAL ECONOMY AND LUXURY

Typical of the Rover philosophy of economy with luxury, the 2300S glides up to 60mph in only 11.4 seconds (with manual gearbox) – yet its fuel consumption matches that of many smaller and slower cars. Top speed is 112 mph (manual model), or 109 mph with automatic gearbox.

All this is due to the efficiency of the 120 bhp 2350 cc 6-cylinder automatic choke engine, and the efficient aerodynamics of the body design, with its front spoiler, colour keyed to the Rover's glistening paintwork.





Air spoiler.



Manually operated sunroof.



Central door locking facility.



Typically Rover, too, is the high overall specification of the 2300S, with its luxury items such as sliding steel sunroof, and the convenience of central locking for all five doors. The velvet upholstery has pinstripe centre panels, the front seats have adjustable lumbar support, and even the boot has fitted carpet. All these items are tastefully colour toned to the grained fascia covering and the moulded door casings – the entire interior typifying the quality Rover concept.

THE 104 MPH ROVER 2000 AND 112 MPH ROVER 2300

New to the Rover range is the 2000 model; for the first time in many years the benefits of 2-litre motoring are available to those who want Rover prestige, quality and performance.

The performance is sparkling, to say the least – 104 mph, and 0 to 60 mph in 12.5 seconds for the manual gearbox version. The power to provide this performance comes from a modern 100 bhp overhead camshaft engine.

Economy is just as remarkable – at 56 mph, this big luxury 5-seater car gives no less than 42.6 mpg. The Rover 2000 with automatic

gearbox is similarly impressive, giving nearly 25 mpg in urban conditions.

Sister to the Rover 2000 is the 2300 model, basically similar except for having the 2350 cc 6-cylinder engine of the Rover 2300S.



Both the 2000 and the 2300 have an energy-absorbing fascia incorporating twin glove boxes and a coin tray, and which conveniently houses the fuse box. The matching instrument binnacle is most completely furnished with instruments and gauges – all incorporating variable illumination – electronic speedometer and tachometer, gauges for oil pressure, fuel level and water temperature. Also incorporated in the binnacle are warning lights for all important functions, and illuminated switches for the minor functions. There is also a fascia mounted digital clock which can function as a stop watch.

On either side of the steering column (adjustable for reach and rake)

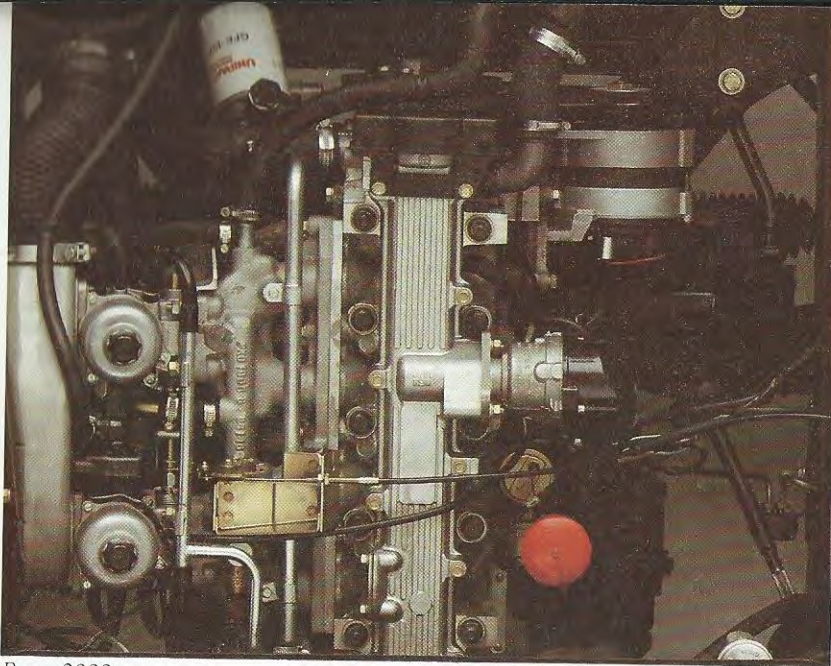
with its colour keyed leather rim, are two stalks which, to international standards, control the twin tone horns, direction indicators (with lane change facility), headlamp dip, and the two-speed wipers with flick-wipe and fan spray screen wash.

The Rover 2300 also has intermittent screen wipe facility, an automatically programmed wash/wipe function, and (like all six-cylinder and V8 Rovers) a low oil level warning light.

Both models have as standard a push-button radio giving excellent sound quality through twin door speakers.







Rover 2000 power unit.



Push button radio.



Digital clock.



5 speed manual gearbox.



Rear window wash/wipe.

The 2000 and 2300 have typically luxurious Rover interiors – spacious, modern and totally comfortable, with elegant woven velvet upholstery. There is cut-pile carpet – even for the detachable parcel shelf. A centre console incorporates the gear change, front and rear ashtrays, plus a cigar lighter and a useful trinket tray.

The comfort of the driver and passengers is enhanced by the heating and ventilation system, which operates either through ram air pressure or by a two-speed blower. For use in traffic, a recirculation facility avoids the necessity of drawing exhaust fumes into the interior, and the flexible system can provide not only face level ventilation but also side window demisting. The large rear window is demisted electrically and has its own programmed wash/wipe.

Under the bonnet of the Rover 2000 (left) is the heart of its performance – the twin carburettor 1994 cc 4-cylinder engine, with its automatic choke, electric cooling fan and award-winning inlet air temperature control unit. Matched to the power unit is a manual gearbox with five well-chosen ratios – or an automatic box is available at extra cost, as it is on the Rover 2300 with its 2350 cc 6-cylinder engine.

The 2000 and 2300 – two of the models in the new Rover range which can only be truly appreciated with a test drive. Only then is it possible to understand just what is meant by the Rover advanced driving experience.

TECHNICAL SPECIFICATIONS

Engine and Transmission	Steering, Suspension and Brakes	Wheels & Tyres	Body & Exterior	Interior	Instruments & Electrical	Optional Extras
<p>ROVER 2000</p> <p>1994 cc, 4 cylinder 100 bhp engine with automatic choke, overhead camshaft, aluminium cylinder head. Compression ratio 9.0:1. Twin SU carburettors, light emitting diode timing. Inlet air temperature control unit. Safety cut-out of fuel pump operated by oil pressure. Manual transmission, 5 forward gears. Electric cooling fan.</p>	<p>Rack and pinion steering, collapsible column. Independent strut front suspension with anti-roll bar, torque tube rear axle with variable rate coil springs, telescopic dampers, front caliper disc brakes, rear self-adjusting drum brakes, dual line servo-assisted braking.</p>	<p>5½ in. rim wheels, 175 HR 14 steel-braced radial tyres.</p>	<p>5 door all-steel monocoque construction, pressure ventilated zinc coated body sills, wax injected door and body panels, energy absorbing door struts, full bitumastic underbody coating, electrophoretic anti-chip primer, alkyd gloss paint, fuel tank ahead of rear axle, lockable fuel filler flap, aluminised exhaust system, black wrap-round moulded bumpers, laminated windscreen, heated rear window with enlarged tail-gate glass. Full width grille, bright bonnet surrounds, internally adjustable bright finish door mirrors.</p>	<p>Reclining front seats with head restraints, folding rear seat squab with centre arm rests, woven velvet upholstery, cut pile carpet with moulded retainers. Carpeted rear parcel tray and loadspace rubber mat. Moulded door casings, brushed nylon head lining, energy absorbing fascia incorporating twin glove boxes, coin tray, colour keyed instrument binnacle and fascia, fuse box in fascia top, steering wheel adjustable for reach and rake; colour keyed leather steering wheel rim. Centre console incorporating gear change, front and rear ash trays, cigar lighter and trinket tray. Push-button radio with twin door speakers, digital clock keyboard, rotary/slide heater controls with recirculation, ram air, and two-speed blower modes, face level ventilation and side window demist. Sun visors with ticket pocket and vanity mirror, interior rear view dipping mirror, colour keyed integral inertia reel front seat belts, stainless steel sill tread strips, child-proof rear door locks.</p>	<p>Four beam halogen headlamps incorporating pilot lights, direction indicating lamps. Rear direction indicator, stop, tail reversing and fog guard lamps plus number plate illumination. Front door open warning lamps, fascia switched interior courtesy lamps, boot lamp, rheostat controlled instrument illumination. Electronic speedometer with odometer and trip meter, tachometer, oil pressure, fuel, and water temperature gauges, fascia mounted digital clock with stop watch function, warning lamps: direction indicators, heated rear window, main beam, handbrake, rear fog lamps, seat belts, bulb failure, brake failure, no charge, brake pad wear. Illuminated switches and heater controls, hazard warning lights, rear window wash/wipe, two-speed wipers with flick wipe and fan spray screen wash, ISO stalk control layout with lane change facility on direction indicators, twin tone horns, illuminated auto gear change selector (if specified).</p>	<p>Alloy wheels with 195 tyres. Automatic transmission. Clear coat metallic paint. Black paint. Electric windows. Front fog lamps. Headlamp powerwash. Rear seat belts. Leather upholstery. Power assisted steering. Radio/stereo cassette player with 4 speakers and electric aerial. Stereo radio/cassette player with 4 speakers and electric aerial. Manual steel sunroof. Electric steel sunroof. Tinted glass. Trip computer. Central door locking. Electric remote control and demist door mirrors.</p>



ROVER 2300
Features additional to, or replacing, those of the 2000.

2350 cc, 6 cylinder 118 bhp engine with automatic choke, belt-driven overhead camshaft, aluminium cylinder head. Compression ratio 9.25:1, twin SU carburettors, diagnostic service plug, viscous drive cooling.







Low-oil level warning light, intermittent screen wipe facility and automatic wash/wipe mode.

DIMENSIONS Overall length is 15 ft. 5 in. (4698 mm).
 (All models) Overall width is 5 ft. 9½ in. (1768 mm).
 Quick Reference Overall height is 4 ft. 6½ in. (1384 mm).

Fuel Capacity 14.5 gallons
 (65.9 litres).
Boot Capacity (gross)
 Conventional use: 12.25 cu. ft.
 (0.34 m³).
 Rear seat down: 43.98 cu. ft.
 (1.24 m³).

Towing Capacity
 Maximum towing weights:
 2000 2800 lb (1270 kg)
 2300 2912 lb (1321 kg)
 2300S 2912 lb (1321 kg)
 2600S 2912 lb (1321 kg)
 3500SE 3360 lb (1524 kg)
 Vanden Plas 3360 lb (1524 kg)

	Engine and Transmission	Steering, Suspension and Brakes	Wheels & Tyres	Body & Exterior	Interior	Instruments & Electrical	Optional Extras
<p>ROVER 2300S Features additional to, or replacing those of the 2300.</p>		Power assisted steering.	Stainless steel wheel trims.	Sliding steel sunroof, bright bumper inserts, colour keyed front spoiler.	Woven velvet upholstery with pinstripe centre panels, adjustable front seat lumbar support, cloth covered front seat backboard, loadspace carpet, stainless steel carpet retainers, central all door locking facility.	Passenger map light, glovebox lights.	Alloy wheels with 195 tyres. Automatic transmission. Clear coat metallic paint. Black paint. Electric windows. Front fog lamps. Headlamp powerwash. Rear seat belts. Leather upholstery. Radio/cassette player (as 2000). Electric steel sunroof. Tinted glass. Trip computer. Electric remote control and demist door mirrors.
							
<p>ROVER 2600S Features additional to, or replacing those of the 2300S.</p>	2597 cc, 6 cylinder 130 bhp engine. Other details as 2300S.	Torque tube rear axle with constant rate springs and automatic levelling damper units.			Satin finish straight grain walnut door trim insert, incorporating electric window switches.	Electrically operated front and rear windows with rear window isolation switch.	Air conditioning. Alloy wheels with 195 tyres. Automatic transmission. Clear coat metallic paint. Black paint. Front fog lamps. Headlamp powerwash. Rear seat belts. Leather upholstery. Radio/cassette player (as 2000). Electric steel sunroof. Tinted glass. Trip computer. Electric remote control and demist door mirrors.
							
<p>ROVER 3500SE Features additional to, or replacing those of the 2600S.</p>	3528 cc, V8 155 bhp engine, aluminium cylinder heads and block, hydraulic tappets, electronic ignition, compression ratio 9.35:1. Manual transmission, 5 forward gears.		6 in. rim painted alloy wheels. 195/70 tyres.	Mudflaps, bronze tinted glass, coachline.	Hairline velvet seats, inertia reel rear seat belts, rear cigar lighter, cassette box, AM radio/stereo cassette unit with 4 speakers and balance control, gloss finish burr walnut trim insert, carpet kick strips.	Electric remote control and demist door mirrors, electric aerial, courtesy lamp delay system, underbonnet lamp, halogen front fog lamps, rear reading lamps.	Air conditioning. Automatic transmission. Clear coat metallic paint. Black paint. Headlamp powerwash. Leather upholstery. Stereo radio/cassette player with 4 speakers. Electric steel sunroof. Trip computer. Cruise control.
							
<p>ROVER VANDEN PLAS Features additional to, or replacing those of the 3500SE.</p>		Automatic transmission (5 speed manual gearbox optional at no extra cost).	Unique machined/painted alloy wheels.	Clear coat metallic paint or black paint available at no extra cost. Body side rubbing strip. Zone tinted windscreen, headlamp powerwash, bright finish exhaust tail pipe.	Leather seat facings (hairline woven velvet upholstery available at no extra cost). Rear head restraints, front and rear headrest cushions, passenger shag pile footwell mats, stereo radio/stereo cassette unit, burr walnut fascia inserts, front seat back map pockets.	Electric steel sliding sunroof. Trip computer. Cruise control.	Air conditioning.
							



Is the most efficient system of routine maintenance for your car, carefully designed and planned by BL Cars so that our Distributors and Dealers can offer you a service which will ensure maximum reliability at minimum costs.

Approved

Leycare is the only approved system of maintenance for Austin Morris Jaguar Rover Triumph.

Sequenced Servicing

All necessary maintenance operations are identified and a logical and economical sequence of operations is provided in a special work sheet which the mechanic follows when carrying out a Leycare service.

Factory Trained

Everyone concerned in operating Leycare is given Factory designed training and attends refresher courses at regular intervals to keep completely up-to-date with the latest developments.

Quality Service

Quality controls and checks are an integral part of the Leycare system and ensures that the very high standards demanded by BL Cars are maintained.

Less Expensive

The most efficient way possible of servicing your BL Car; Saving the mechanic time and consequently saving you money.

More Extensive

Not that any corners are cut. Over 100 separate items are checked at every major service, with a further 28 items checked during the test drive. So it's certainly the most extensive service available for your car, and it comes with an all-inclusive 3 month or 3,000 mile signed guaranteed.

What's more there are no hidden extra charges, you'll know exactly how much you have to pay when you book your car in, Leycare service prices will be prominently displayed in the reception area.

Leycare: Another good reason for buying a BL Car, and with over 1800 BL Dealers throughout the country there is bound to be one located conveniently for you.



The only approved service for Austin, Morris, Jaguar, Rover, Triumph.



Even if you never need it, it's good to know you've got it.

When you buy your new BL car from your local BL cars dealership, you'll have the reassurance that, in addition to the car of your choice, you'll also be able to enjoy all the benefits of the most comprehensive consumer protection scheme ever offered by any major motor manufacturing company. Just check through the following benefits and you'll soon agree that Supercover provides an unparalleled range of advantages for the motorist.

1. Pre-delivery check Before being offered for sale in the showroom, every new car arriving at your BL Cars Dealer undergoes a complete, thorough pre-delivery check. The checklist steering wheel hanger is your assurance that the car is satisfactory in all respects.

2. Parts and labour warranty Twelve months unlimited mileage – just what you'd expect from Britain's

leading car manufacturer and available from a dealer network with over 1800 outlets.

3. Free AA Roadside Assistance for one year 24-hour assistance in case of a breakdown, on the road, anywhere away from home in Great Britain. This is provided by an AA team, over 3000 strong, of radio-linked patrols plus support from AA appointed garages.

4. Free AA Relay Service for one year If a prompt local repair cannot be arranged following a major breakdown or accident, the driver, the car and up to four additional passengers will be transported together free of charge, by AA Relay to the required single destination on the UK mainland.

5. The full range of other AA membership benefits All the other benefits of belonging to the world's largest motoring organisation, such as free member's handbook, free legal, technical and insurance services, touring information and numerous other benefits.

Important BL Cars Limited are constantly seeking to improve the specification, design and production of their vehicles and alterations take place accordingly. While every effort has been made to ensure accuracy of this brochure, it should not be regarded as an infallible guide to current specification, nor does it constitute an offer for sale of any particular vehicle. Distributors and Dealers are not agents of BL Cars Limited and have absolutely no authority to bind the manufacturer by any express or implied undertaking or representation.