THE ROVER 3500.
THE CAR THAT WILL CHANGE THE CAR.

The future of the motor car. And the car of the future.

Few automotive events are as eagerly awaited as the launch of a new Rover.

This time was no exception. And, as always, the wait has been well worth it.

For in the new Rover, one can glimpse the future of the automobile. The direction in which all cars will be going in the 1980s.

A car that provides a maximum of efficiency with a minimum of complexity.

A car that a leading German motoring journalist described as: ". . . a daring step to the eighties".

A car that will change the car. The new Rover 3500 V8.

When we changed the car, we won more than hearts.

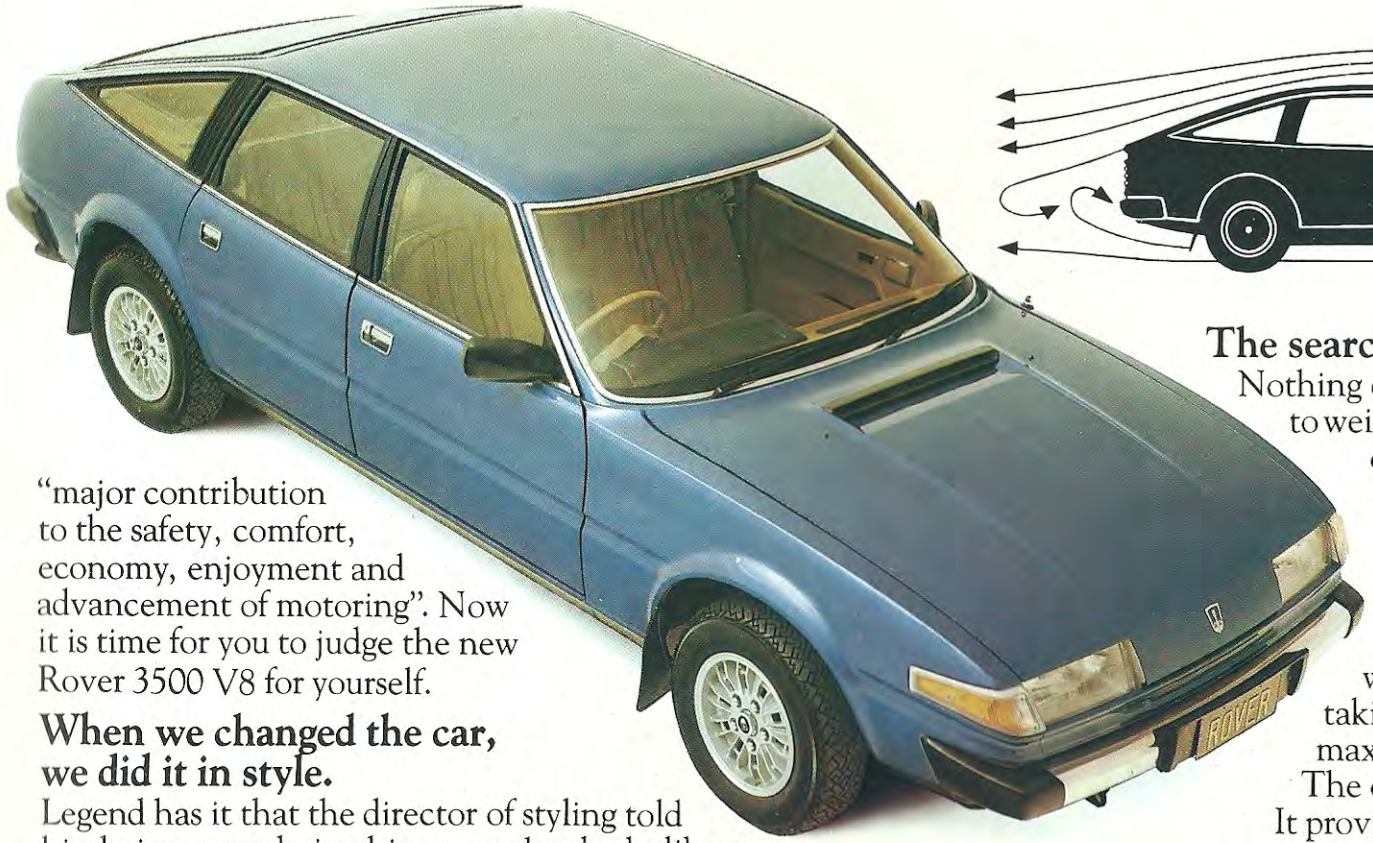
A Rover has always been one of man's prize possessions. But no Rover has won as many prizes in the first year of its life as the new Rover 3500 V8.

Forty nine of Europe's most critical motoring journalists compared the new Rover 3500 V8 with 16 new cars from the U.K., Germany, Sweden, Italy, France and Japan.

Then voted the new Rover 3500 V8 Car of the Year for 1977. Some of the judges' comments we prize almost as much as the award itself: ". . . I fell in love with the Rover 3500. I admire her . . . appearance. I appreciate her easy handling and superb roadholding. I love her immediate . . . reaction when I give her full throttle", enthused Holland's Paul Krol.

"A technical masterpiece . . . giving outstanding roadholding and high driver comfort", wrote Austria's Hans Patleich.

Other judges on other panels were equally impressed, and in a few short months the new Rover 3500 V8 had won the Don Safety Trophy, the Style Auto Award, "Autovisie" magazine's prestigious Safety Award, the Caravan Industries' Tow Car of the Year Award and the coveted AA Gold Medal, which was awarded to the new Rover 3500 V8 for its:



"major contribution to the safety, comfort, economy, enjoyment and advancement of motoring". Now it is time for you to judge the new Rover 3500 V8 for yourself.

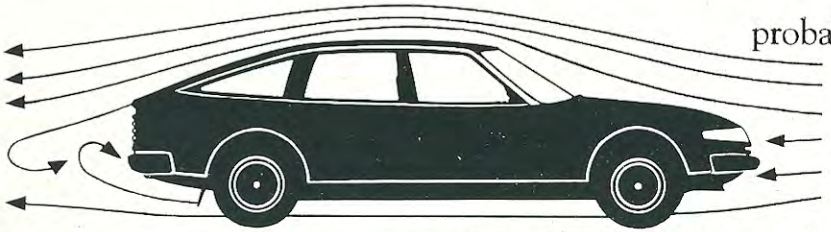
When we changed the car, we did it in style.

Legend has it that the director of styling told his designers to design him a car that looks like a four-door Ferrari Daytona. "Whether that's really true or not", surmised "Wheels Magazine", "the result certainly looks that way". But while our body will turn many heads, it is as functional as it is stylish.

Because it is aerodynamically "slippery", it is a totally efficient shape.

Wind tunnel tests show that the full sized car, fitted with mudflaps, radio aerial and mirrors, produces a drag co-efficient of only 0.39. The correctly balanced profile of the new Rover 3500 V8 and the front spoiler aid straight line performance, and contribute towards outstanding roadholding, even in high crosswinds.

Thus styling contributes directly to both performance and surprising fuel economy. A fact which caused the authoritative "Wheels" magazine's European correspondent, Mel Nichols, to comment: "what



probably impressed me most about the Rover was its . . . steadiness". So while many will love the new Rover 3500 V8 for her body alone, many more will appreciate the fine minds behind it.

The search for the perfect power to weight ratio.

Nothing contributes as much to a car's performance as its power to weight ratio. The most common solution is to use a small engine to save weight. And complex mechanicals to achieve power. All of which have to be maintained in a constant state of high tune. At Rover, we hit upon an uncommon solution. A larger V8 engine to provide power without stress or complexity. But made from aluminium, to provide that power without weight. As a result, the Rover's engine is still taking it easy – even at top speed. A fine example of a maximum of efficiency with a minimum of complexity.

The engine itself is a tried and tested power plant. It provided power for our previous Rover, then continued to prove itself in our unstoppable Range Rover.

Now it has been further refined and improved, including the installation of maintenance-free electronic ignition.

As Mel Nichols was quick to note: ". . . the car responds magnificently to throttle control . . .".

But perhaps the best summation of the power of the new Rover 3500 V8 comes from the UK's leading motoring magazine, "Motor": "Make no mistake, this is a very quick car".

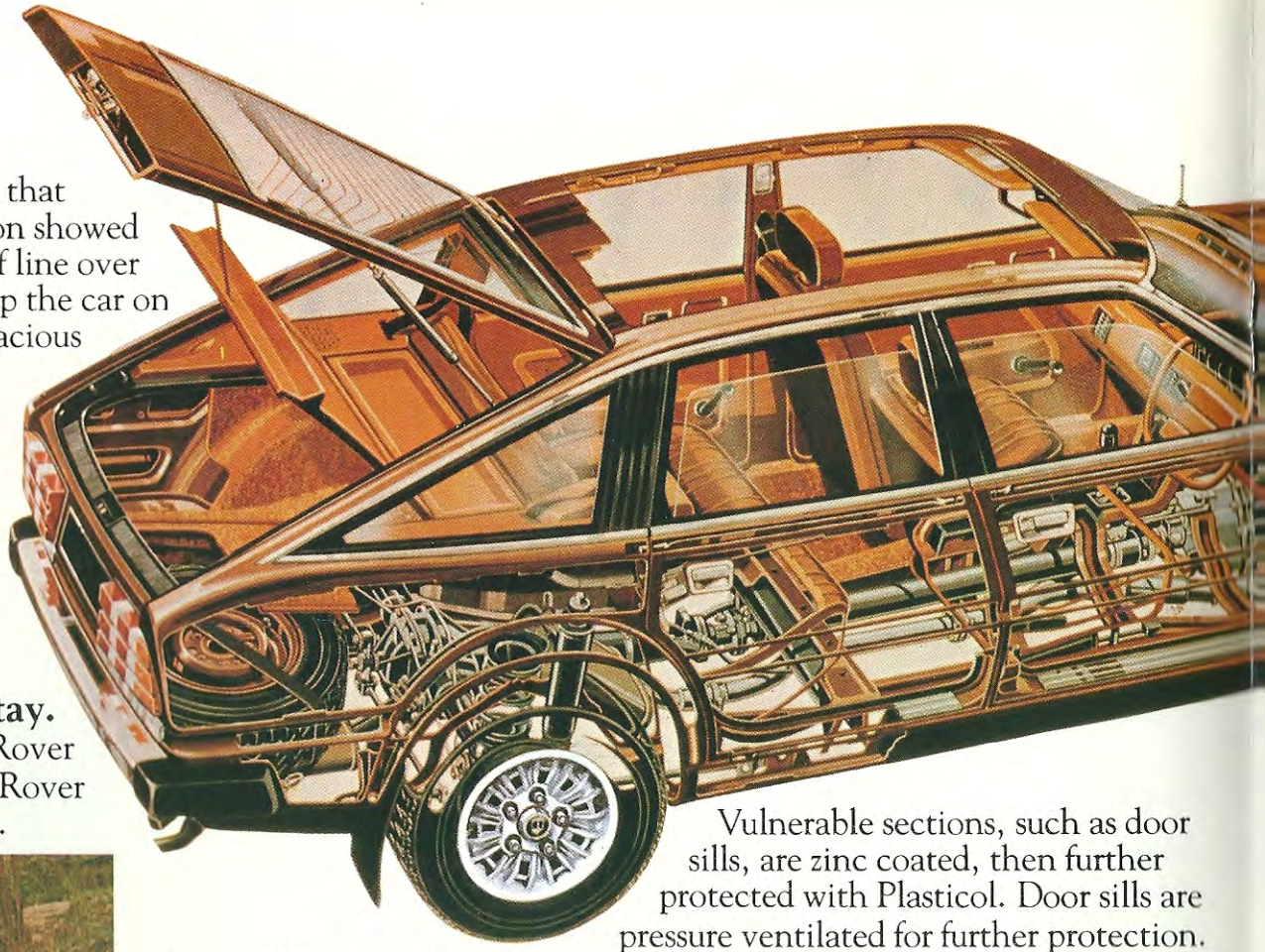
Our suspension won't keep you in suspense.

Though uncomplicated, it is refined to the point of perfection. And combined with a self-levelling mechanism that ensures the rear of the car stays at the correct ride height at all times. No matter whether

the car is fully loaded or just driven by one person. So much so, that "Wheels" after their first drive of the car wrote: "The Rover soon showed that it has an excellent high speed ride, that it will not move off line over bumps, that the anti-dive, anti-squat geometry does indeed keep the car on an even keel at all times, that the roadholding is extremely tenacious and that the handling is first class". Dev Dvoretsky writing for Australia's "Modern Motor" was equally enthusiastic: "On the road, the (Rover) is a remarkable car. It is effortless in its progress . . . on very twisty and narrow minor roads . . . the (Rover) is equally at home . . . the ride seems flat without being too firm . . . there is sufficient power and torque available to power through the tighter corners . . ." Whatever today's roads may present, the Rover we designed for tomorrow, can more than handle.

The car that will change the car is certainly here to stay.

When you build something as durable as the rugged Range Rover you learn a lot about building cars that last. Underneath, every Rover is protected from water and mud by a tough bitumen-like finish.



Vulnerable sections, such as door sills, are zinc coated, then further protected with Plasticol. Door sills are pressure ventilated for further protection. As you drive, air is forced through the doors and over the sills, to drive out any moisture that may be trapped there. Wheel arches are round and smooth, thus eliminating the accumulation of water and mud.

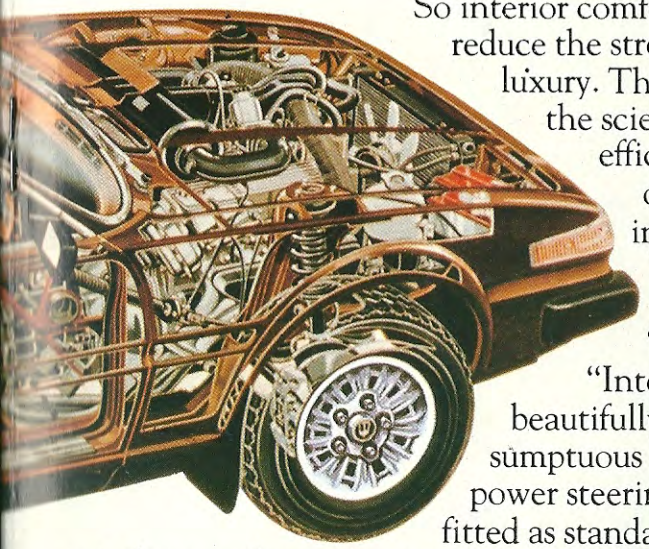
Four separate priming and preparation processes followed by four coats of acrylic thermoplastic paint guarantee a smooth, durable finish which is easily matched in the event of unavoidable chips or scratches.

Even the exhaust has been aluminised at its most vulnerable part for longer life.

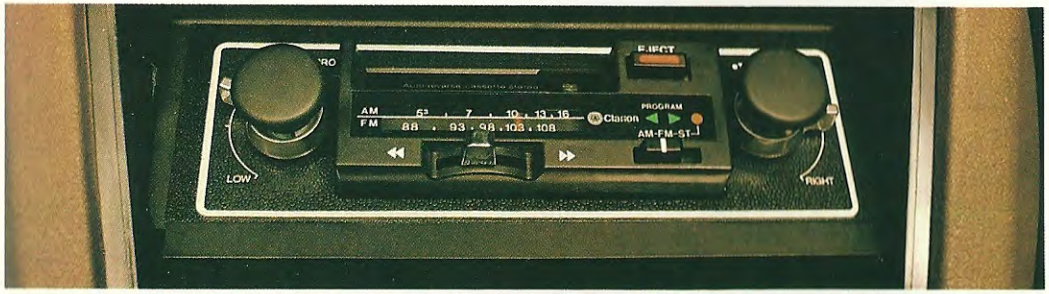
The car we built for the 1980s will last the distance.

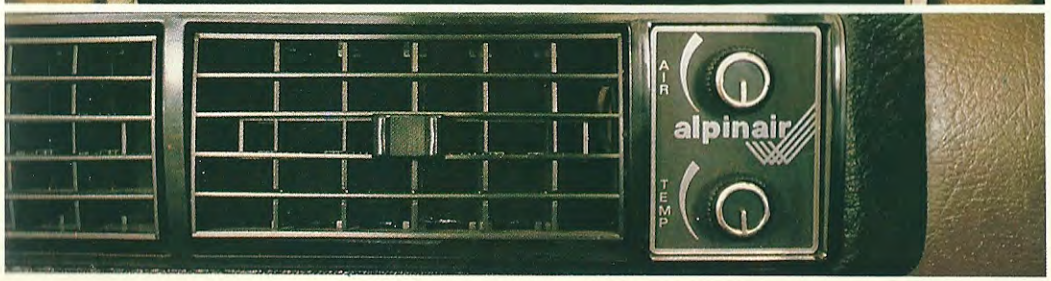
We changed the car, but not the traditional Rover comfort.

To realise the full potential of any car, the driving environment should complement the car's dynamic qualities.



So interior comforts that add to the pleasure or reduce the stress of driving are more than a luxury. They are necessities. This is called the science of ergonomics. It means efficient design for function – not only style. The fact that the interior of the new Rover 3500 V8 is stylish yet still superbly functional is an added bonus. "Modern Motor" recorded: "Internally the body is big and beautifully fitted . . . seats are well fitting, sumptuous . . .". As one would expect, power steering and air conditioning are fitted as standard. As are electrically operated windows, radio and a stereo cassette player. The deep cut pile velour seats are designed to support the backs of driver and passenger alike, in true Rover comfort. Controls and instruments are ergonomically





correct: easy to reach and easy to see. A central locking control in the driver's arm-rest allows him to lock and unlock all doors at the same time. (A little luxury one's family will appreciate on rainy nights.)

Rover have long designed and built executive luxury cars. Cars that would transport driver and passenger alike smoothly, quietly and in a very satisfying manner.

The new Rover 3500 V8 is no exception.

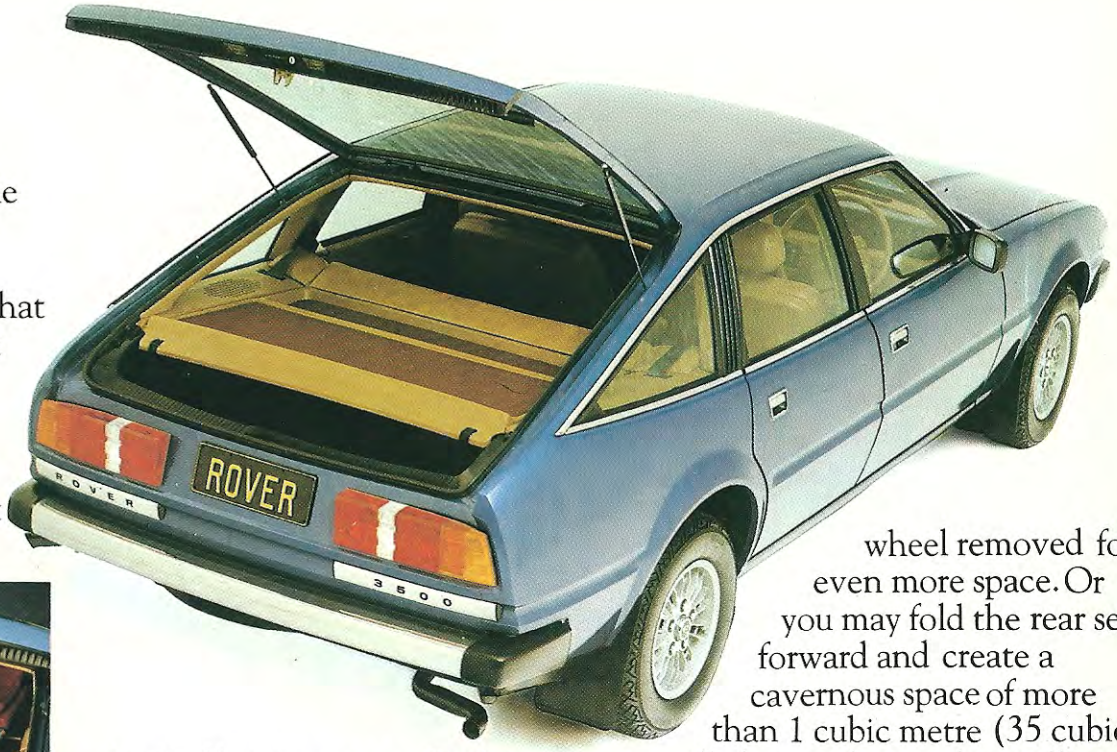
You can take it with you.

The five door sedan is becoming widely accepted in Europe. Not just for its near-perfect aerodynamics, but for its flexibility.

Now Rover brings the five door luxury sedan to Australia.

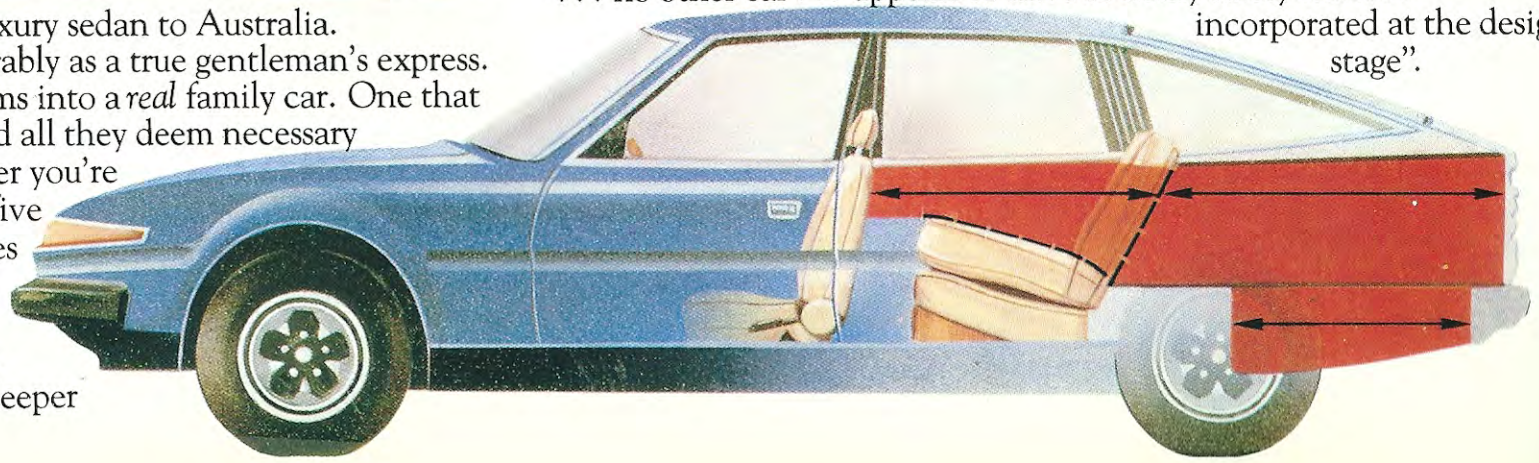
During the week it performs admirably as a true gentleman's express.

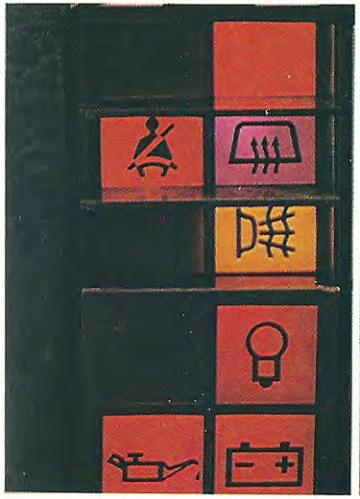
At weekends it magically transforms into a *real* family car. One that will hold wife, children, family dog and all they deem necessary to take with them — no matter whether you're driving 500 kilometres on holidays or five blocks to the beach. The fifth door rises easily on gas-filled struts and the fully carpeted boot space is usable in three different ways. As a normal boot, with the rear parcel shelf in position. As a deeper boot, with the panels over the spare wheel removed for even more space. Or you may fold the rear seat forward and create a cavernous space of more than 1 cubic metre (35 cubic feet) of luggage space. In doing so, you will change the car that will change the car into one of the world's best looking station waggons.

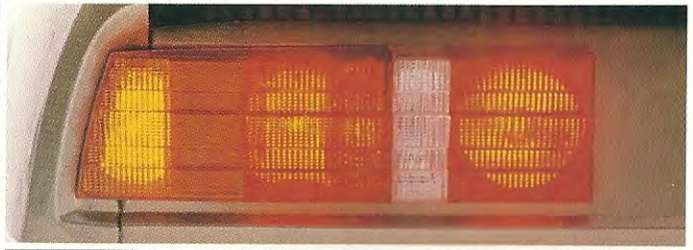


When we changed the car, we played it safe.

So safe, the judges who awarded us the Don Safety Trophy commented: ". . . no other car . . . appears to have so many safety features incorporated at the design stage".







But safety is nothing new to us.

As "Modern Motor" discovered: "Detroit used more Rover 2000/3500 series for crash testing and finding out what made them hang together than perhaps any other foreign car".

Rover is widely credited with building the world's first production safety car. And the new Rover 3500 V8 maintains this tradition with a rigid steel "passenger cell" with the occupants further protected by special horizontal compression struts designed to feed any impact through the body. A thick impact-absorbing pad tops the jointed, energy absorbing steering column.

But Rover has always given their customers far more safety features than mere Government legislation demands.

For example, the new Rover 3500 V8 is fitted with the safest available laminated windscreen in the world: Triplex Ten Twenty. It reduces the risk of facial injury dramatically.

Side windows demist for wider visibility.

In the event of a collision, or if the oil pressure drops below a certain level, the fuel pump automatically cuts out.

The external door mirror can be adjusted and "dipped" from inside the car.

Door guard lamps warn others that your doors are open.

And a special warning panel alerts the driver if something — like brake pressure failure, or bulb failure — goes amiss.

The changes we make today will be the standard safety fittings of tomorrow.

In conclusion.

We have always quietly anticipated the direction in which cars should go.

With the introduction of the new Rover 3500 V8 we are showing the way once again. With a car "Modern Motor" said: ". . . promises to revolutionise the car industry . . ."

"Modern Motor" also gave what is perhaps the best reason of all for purchasing the new Rover 3500 V8:

". . . good cars come fairly regularly these days. Great cars — and make no mistake this Rover is one — are somewhat rarer to come by".

The new Rover 3500 V8. The car that will change the car.

SPECIFICATIONS

GENERAL DIMENSIONS:

Wheelbase	2815 mm
Track: front	1506 mm
rear	1506 mm
Ground clearance (5 up condition)	155 mm
Turning circle (between kerbs)	10.4 m dia.
Overall length	4698 mm
width	1768 mm
height (unladen)	1354 mm

Weights

All-up kerb weight	1428 kg
Gross vehicle	1915 kg

Capacities

Petrol tank	65.9 litres
Engine sump and oil filters	5.45 litres
Engine sump — drain and refill	4.69 litres
Rear axle	0.90 litres
Cooling system and heater	11.08 litres

Engine

No. of Cylinders	8 in Vee formation
Bore	88.9 mm
Stroke	71.1 mm
Capacity	3528 cc
Compression ratio	8.13:1 (nominal)
Max. Power DIN	102 kW at 5000 rpm
Max. Torque DIN	245 Nm at 3000 rpm
Carburettors	Two Zenith Stromberg 175 CDSET

Gear box

Automatic	Borg-Warner type 65
Manual	5-speed syncro

Transmission

Final Drive	Live 'torque tube' type axle with hypoid differential.
Ratio	3.08:1
KPH/1000 rpm top gear	Automatic 37.0 kph

Mastercare

The Mark of Quality

A unique Customer Assurance Programme which provides the purchaser of any new Rover 3500 with:

- Full Factory Parts and Labour Warranty for 12 months unlimited kilometres from the date the car is first registered.
- Plus we undertake to pay the labour costs of regular maintenance, as set out in the owners handbook, for 3 years or up to and including the 40,000 kilometre service, whichever occurs first.

IMPORTANT: Some items related to normal wear factors, or classified as additional service operations are not covered by warranty or the maintenance plan. Full details are set out in the Rover Mastercare Handbook.

Suspension
Front — Independent Macpherson strut with lower link. Fore and aft location by anti-roll bar.
Rear — Torque tube type live axle with coil springs and combined telescopic damper/ride levelling units. Fore and aft location by trailing arms and transverse location by Watt's linkage.

Wheels
Wheel type: cast alloy; Diameter: 35.5 cm (14 in); Rim Section: 6J; No. of wheel fixings: 5.

Steering
Power-assisted rack and pinion mounted on front cross member. The steering column incorporates a collapsible safety system and is adjustable both axially and vertically. There are 2.7 turns from lock to lock with a 10.4 m dia. turning circle.

Brakes
Direct-acting servo assisted split system with separate actuation of front discs and self-adjusting rear drums. The system incorporates a pressure limiting valve to reduce the likelihood of locking the rear brakes. In the event of failure of one circuit, a pressure differential switch actuates a dashboard warning light.

Battery
12 volt 66 amp hour at 20 hour rate. Located under bonnet.

Alternator
55 amp output.

Fuel System
65.9 litres tank with submerged electric fuel pump.

Body
Type — Integral monocoque construction with front (bolt-on) cross member. 5 seater, 5 door.
Upholstery — Short pile nylon, box pleated velour seats. Deep pile carpeting throughout.
Instruments — Comprehensive instrumentation with speedometer, tachometer, fuel, temperature, oil pressure and battery condition gauges. Warning lights for low oil pressure, low fuel level, hand brake on, low fluid level, brake line failure, side/tail/brake light bulb failure, heated rear window, indicators, mainbeam headlights, rear fog guard lamps and seat belts not fastened.
Seat Belts — Inertia reel seat belts for all outboard seating positions. Centre rear seat is fitted with a lap belt.

Heating & Ventilation
Integrated air conditioning.

General Equipment
Stereo cassette, AM/FM radio; electrically operated windows; tinted side and rear windows; central door locking system; twin external rear view mirrors with internal adjustment; steel belted radial tyres.

British Leyland Limited and Leyland Australia are constantly seeking ways to improve the specifications, design and production of their vehicles, and alterations take place continually. In addition, changes are from time to time necessary in order to conform with newly introduced or altered design and emission regulations.
The specifications shown were current as at June, 1980, but as development is a continuing process, the manufacturer reserves the right to change specifications without notice. Accordingly, this brochure should not be regarded as an infallible guide to current specifications, nor does it constitute an offer for sale of any particular vehicle.