Australia's most advanced family car has advanced further.

The New Fuel-Injected Rover SE.

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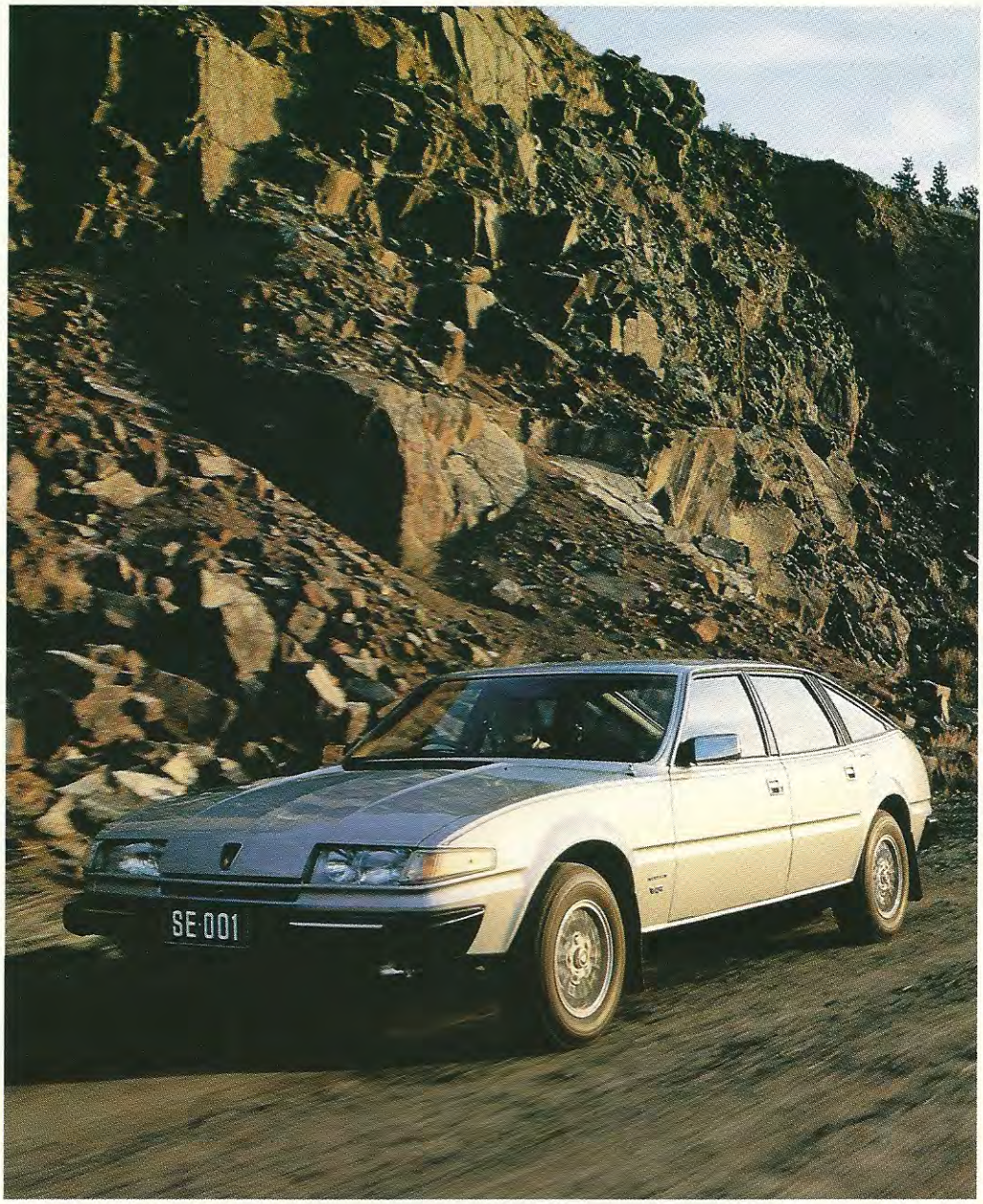


The new Rover SE is fuel-injected.

The most significant mechanical difference between the Rover 3500 and the new Rover SE is the use of fuel-injection instead of carburation.

The Rover SE uses the same brilliantly simple Lucas-Bosch Jetronic system as the Series 3 Jaguar.

The result is everything you'd expect.

The new Rover SE is quicker off the mark.

Quicker through the gears. Quicker to respond. And always immaculately smooth.

Though the Rover is now quicker, it's worth noting that it was hardly a slouch to begin with.

Like the Rover 3500, the SE has a small, but very efficient, light-weight aluminium engine.

Its lightness produces a high power-to-weight ratio which in turn produces typical V8 performance.

Without a typical V8 thirst.

The suspension is cunningly modified.

The new Rover SE sits a touch lower and corners at a flatter attitude.

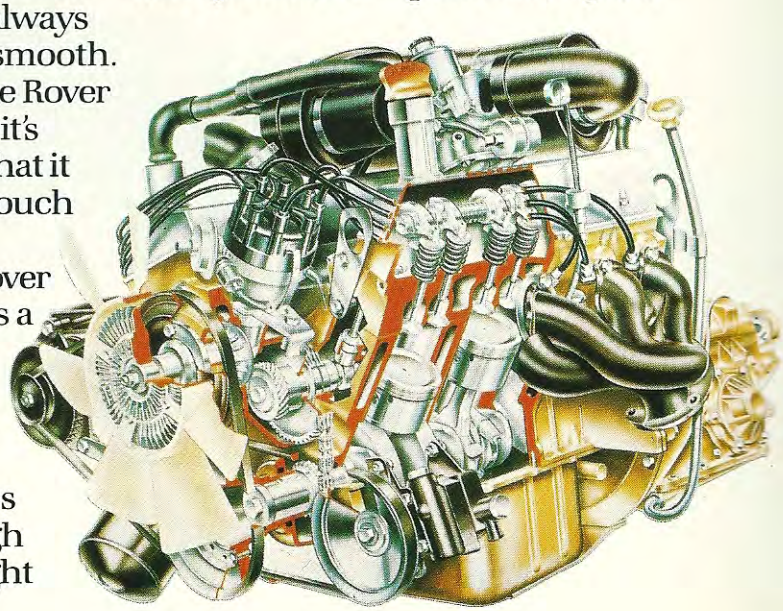
What was already an exceptional ride is now superb.

Less body roll means less lean and sway, particularly for rear seat passengers.

The sound and shock caused by road surface irregularities have been suppressed even further.

'Bump-thump' as its known, may be a joy to sports car buffs, but its suppression adds to the luxury of the Rover.

These modifications plus additional moulded underbonnet and underfloor sound-deadening have given the Rover SE something that's hard to find these days. Genuine peace and quiet.



The interior is as different as the exterior is familiar.

Obviously there are excellent reasons for remaining faithful to the original Rover body shape.

By far the most compelling reason is that it is so original.

Combining, as it uniquely does, an elegant luxury car exterior with the roominess and practicality of a station wagon.

Nevertheless, the interior has undergone significant revision.

The trim and appointments are more plush than ever, and tastefully co-ordinated

The seats have been re-sculptured to provide more head and leg room.

The front seats now have a greater range of recline adjustments operated by a rotary handwheel which is repositioned on the inner sides of the seats.

Within each handwheel is a second control which adjusts the amount of lumbar support.

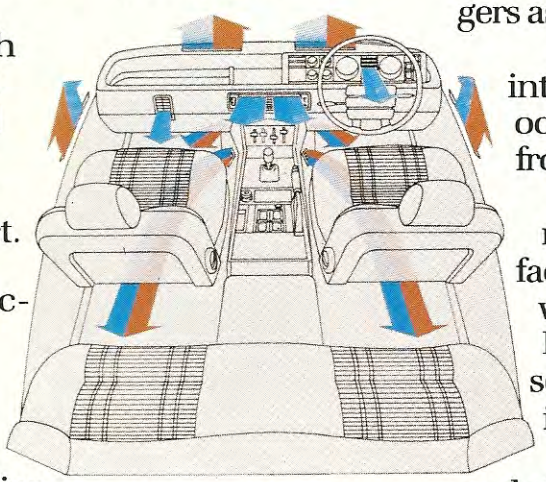
The automatic gear selector has been completely re-designed.

With illuminated graphics and a more convenient, conical gear knob.

The gear shift action has also been changed to make manual override easier.

A new AM/FM radio cassette system completes the picture.

And what a pretty picture it is.



The airconditioning could chill a polar bear.

The factory-integrated SU Butec airconditioning unit could make January in Darwin feel like winter on the Russian front.

It's also very refreshing in that it recognises the needs of rear seat passengers as well.

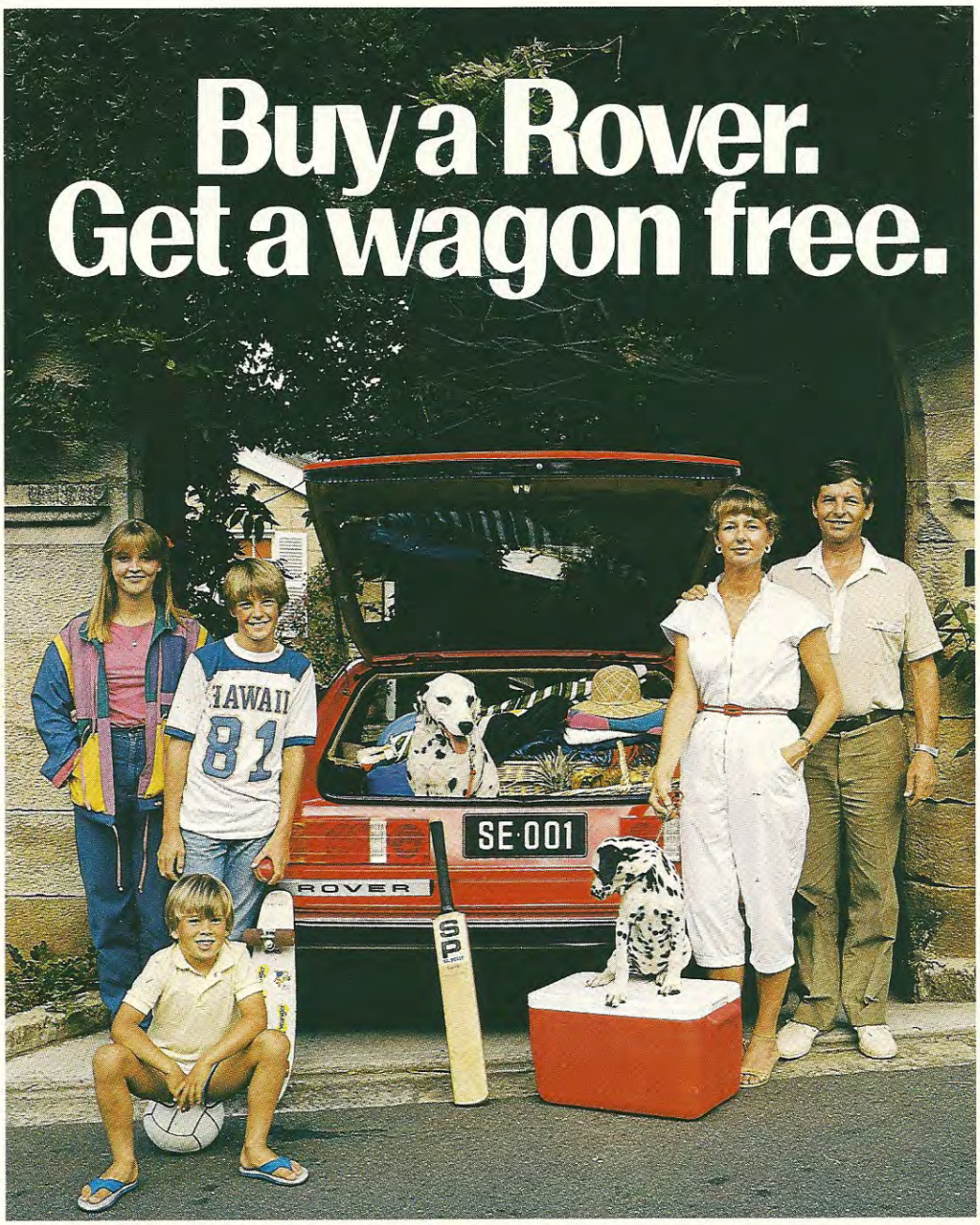
It cools all the interior, not just the occupants of the front seats.

Conversely, the new 'ram' hot air facility could make winter on the Russian front seem like summer in Darwin.

Very quickly and efficiently it distributes warm air everywhere it's needed.

Which is to say, everywhere.

Buy a Rover. Get a wagon free.



While other luxury cars may offer the pace and comforts of a grand tourer, none but Rover offer the roominess and practicality of a station wagon.

With the back seat folded down, the new Rover SE boasts a full cubic metre of loadspace (35 cu.ft.).

Room for everything the family could ever ask you to carry.

Including the family dog and the family dog's family.

With the back seat in position, you're still left with more luggage space than you'll find in most luxury cars.

This is one of the benefits of the hatchback design which, as makers of small cars have discovered, is the way to put vast interiors into compact exteriors.

And make the vast interiors easy to get at.

Clearly the new Rover SE is a remarkable car. It's worth remembering that when the Rover first appeared in its current form, it was hailed as the most significant breakthrough in luxury car design for decades.

It still is, only more so.

Specifications.

Engine: Capacity 3528cc. Power 106kW at 5000 rpm. Torque 245Nm at 3000 rpm. Fuel System Lucas Fuel Injection

Transmission: 5 speed Manual or 3 speed Automatic.

General Dimensions: Wheelbase 2815mm. Overall length 4698mm. Width 1768mm. Height 1354mm. Kerb weight (unladen) 1428kg.

Suspension: Independent front suspension. Live rear axle with coil springs and combined telescopic damper/ride levelling units.

Brakes: Direct-acting servo-assisted split system with separate activation of front discs and self-adjusting rear drums.

Tyres: 195 HR14 Radials.

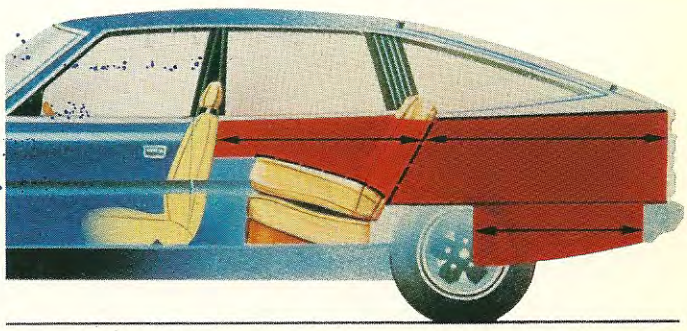
General Equipment: Power-assisted steering, electric windows, AM/FM radio cassette, central door locking, airconditioning, tinted side and rear windows.

Mastercare. The Mark of Quality.

A unique customer assurance programme which provides the purchaser of any new Rover SE 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.



The specifications shown were current as at November 1981, 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.
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