

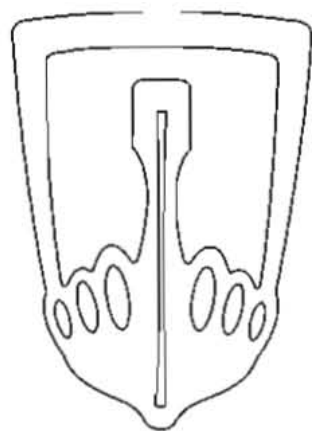


Tomorrow, today. The new Rover 3500









If you drive a quality car today what will you expect to drive tomorrow Rover 3500

Another quality car of course. Preferably one that gives you even greater satisfaction and value for money than the one you are driving now. A car with distinctive styling, versatility for its dual role in your business and social affairs, comfort—luxury even. All-round performance allied to the right level of economy. Safety, technical merit, detail refinement and ease of servicing. Give these characteristics whatever priority you choose and they will still describe today's quality car for tomorrow, the enchanting new Rover 3500. Its pedigree is long and distinguished coming as it does from the design team who gave you the award-winning Rover 2000 concept which discerning motorists took to their hearts thirteen years ago and maintained as class leader ever since. An impressive record to follow but we at Leyland Cars believe the new 3500 has even more to offer than the model it now

replaces and its potential for future development is greater still.

What's so special about this new and elegant motoring package? Firstly it is a Rover, a name that carries worldwide prestige. It is assembled in a purpose-built factory where quality control is rigidly enforced.

It is a 5-door, 5-seater saloon of tremendous character, convertible to a 2-seater luxury estate car; either way both passenger comfort and luggage-carrying capacity are quite exceptional. It has a high built-in safety factor in both primary and secondary phases and incorporates the very latest and most comprehensive rust-inhibiting systems for longer body life.

Handsome is as handsome does, so it is said, and the car's road manners and performance are handsome indeed. Power is provided by the world-famous, all-aluminium Rover V8 engine, uprated from 143 bhp in the previous 3500 model to 155 bhp in the new. Yet fuel economy is improved and the smoothness, silence and instant response are as superb as ever.

Value for money? Read on and see if you know of a class competitor, British or foreign, that can better it.





Tomorrow's total control centre Tomorrow's protected environment

There is more space in the rear of the new 3500 both in width and in leg/knee room. The back seat now takes three people or, with the centre armrest down, provides comfort in style for two. Front seats are fully reclining and incorporate built-in head restraints adjustable to suitable heights. All seats are elegantly formed and shaped to give correct body support. They are faced in short-pile nylon velour, a hard-wearing material that is warm to the touch in winter while retaining a much cooler feel in hot weather than leather or vinyl.

A 5-speed manual gearbox is fitted as standard for drivers wishing to make the most of the car's high-performance potential, but automatic transmission is offered at extra cost for effortless long distant cruising.

The range of instruments, lights and switches is unusually impressive. They are contained in a separate panel in front of the driver where they can be most easily seen and reached. Control stalks



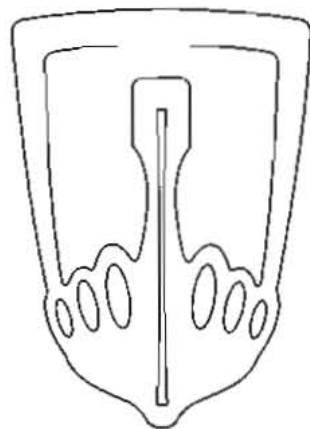
mounted either side of the steering column give instant fingertip operation for equipment such as windscreen wipers/washers, the powerful halogen headlamps, direction indicators and horn. Driver convenience and control are further ensured by a steering wheel adjustable vertically and axially to suit all individual preferences.

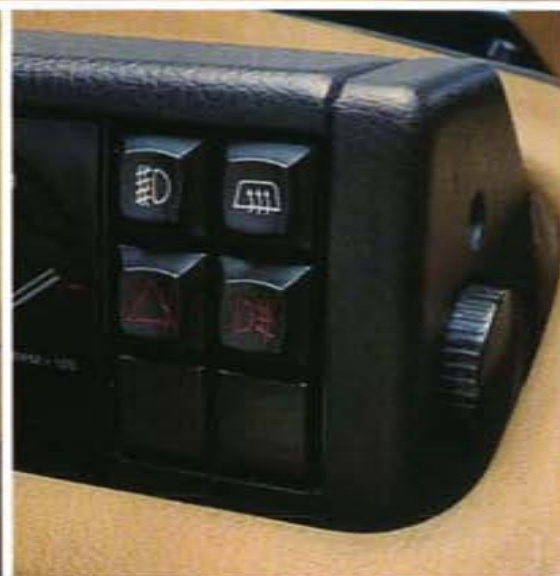
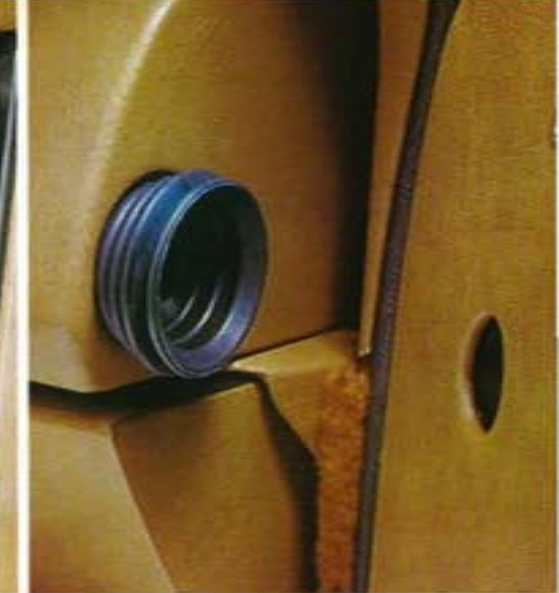
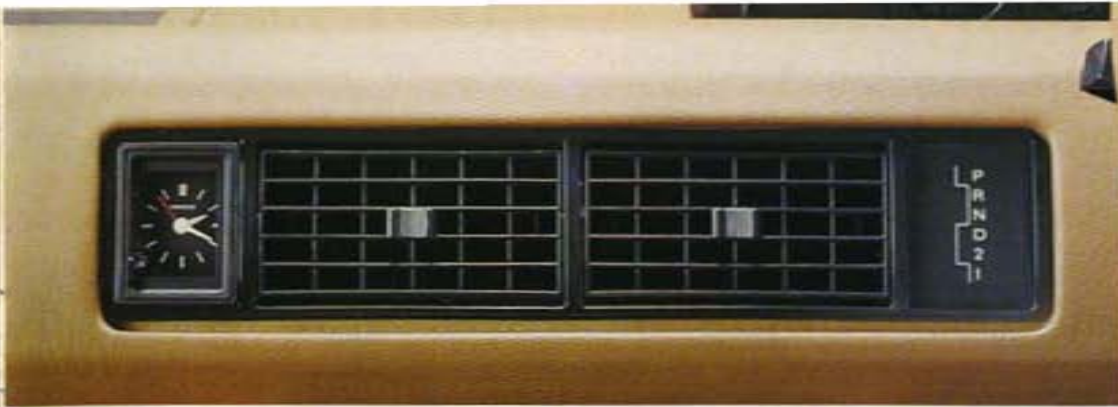
The Rover 3500 must have one of the most effective heating and ventilating systems of any car on the road today—or even tomorrow, providing for fresh, warm or cool air as occasion demands. A three-speed booster fan is in continuous operation except when the system as a whole is switched off. Adjustable fresh air inlets are positioned centrally in the fascia, directly in front of the driver and front seat passenger, while additional ducting not only provides for windscreen clearance but for demisting the front door windows as well (illustration, top right). Extractor vents are located at the rear of the car, positioned in such a way that the through-flow of air assists demisting of the side and rear windows. Heater controls are illuminated for safe, no-fumble adjustment at night.

Safety and security are taken care of in a similarly comprehensive and Rover-like manner. The completely new body of the 3500 incorporates the latest techniques of stress analysis and some important features of the Leyland Experimental Safety Vehicles have been included in the design.

There are high-intensity fog guard lights at the rear and twin fog lamps at the front. Inside, safety padding is applied throughout the fascia area and to the large central pad of the steering wheel. Childproof locks are fitted to the rear side doors and the locking system as a whole allows for the greatest security. Additionally, there is a central locking system operated by the front door key, or by a control inside the driver's door by means of which all five doors can be locked and unlocked in one operation. The lower anchorages of the inertia-reel seat belts are mounted actually on the front seats slides and move backward or forward with the seats. This allows correct belt location across the body for all seat positions. There is a new generation safety windscreen too, introduced on the Rover 3500—the first production car in the world to be so equipped.

The interior layout is a real eye-opener. Take the push-button radio with twin speakers fitted as standard, driver's door mirror adjustable from **inside** the car, the wide fascia parcel shelf, twin lockable glove compartments with lights, map-reading light, underbonnet light and boot light. As for the carpeted boot itself, it can best be described as all things to all motorists for all seasons. Combined with a detachable rear parcel shelf and folding rear seat back, and having a removable floor board, it offers a variety of accommodative possibilities.





Technical merit comes high on the list of attributes with which this latest Rover is so well endowed. The basic thinking behind the design concept has been to seek the simplest solutions to problems and then refine them to ensure high levels of quality, durability and reliability. Ease of servicing too, for which private owners can be grateful.

The 3500 V8 power unit has electronic ignition which ensures maximum performance availability over long periods of running. It also embodies an engine diagnostic device to allow accurate checking of the ignition system. There is a dual-line hydraulic braking system with a pressure release valve on the rear brake line which cuts out in the event of front brake line failure. Any brake fault is immediately shown up in a tell-tale light on the driver's control panel. Power steering is another standard fitting, as is self-levelling rear suspension which maintains a level fore and aft aspect of the car however it is loaded. Within reason of course. (A similar type of device is fitted to the Range Rover.)

It is perfectly obvious that there is something very special about tomorrow's quality car, the Rover 3500, and in a catalogue like this only part of the story can be told. Remember, all the features so far described are standard equipment



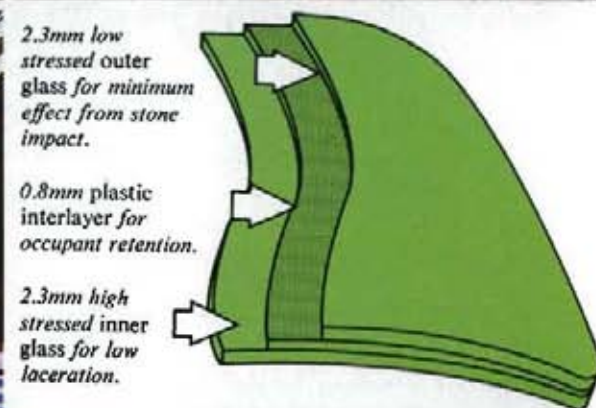
though some might well be considered as 'extras'. Extras you get in this Rover at its normal, competitive price. If you require extra extras what about the Denovo safety, run-flat tyre, power-operated windows and special cast road wheels with 195/70 tyres. As Unipart accessories you can also obtain child safety seat fitting kits and many other items with which you can further personalise this very personable car.

When we talk about value for money at Leyland that is exactly what we mean, and where Rover is concerned there is always that extra air of distinction to go with it.

An advanced safety windscreen—fitted as standard

A new generation laminated car windscreen has been developed—Triplex Ten Twenty. This new concept promises a very significant reduction in facial laceration injury over conventional windscreens in use today, whilst retaining the advantages of existing laminated windscreens in the event of stone impact—visibility is retained and the shattered windscreen nuisance is avoided.

This very great improvement is achieved by the closely controlled toughening of the thin inner glass component of the laminate, giving a fragmentation of very fine particles in the area of head impact.



Specifications

ENGINE: In line 4-stroke 90° V8 Engine with in-line overhead valves. Bore 3.5 in (88.9 mm). Stroke 2.8 in (71.1 mm). Capacity 3528 cc. (215 cu. in). Oil 5.5 litres (9.5 pints). Twin HIF 6 carburettors and develops 155 b.h.p. at 5250 rev/min. Maximum torque 198 lbf.ft at 2500 rev/min. Compression ratio 9.25 : 1. Electrical fuel pump immersed in petrol tank with low oil pressure cut off. Fuel tank capacity 14.5 gallons (65.9 litres). Pressurized cooling system with cooling fan driven by viscous coupling.

CLUTCH: 9½" diaphragm spring. Single dry plate.

GEARBOX: Five-speed, all synchromesh on all forward gears. Ratios: 1st 3.321 : 1, 2nd 2.087 : 1, 3rd 1.396 : 1, 4th 1.000 : 1, 5th 0.833 : 1, reverse 3.428 : 1.

AUTOMATIC TRANSMISSION (Optional at extra cost): Three-speed with manual override. Transmission oil cooler in engine radiator. Ratios: 1st 2.39-4.97 : 1, 2nd 1.45-3.02 : 1, 3rd 1.00-2.08 : 1, reverse 2.09-4.35 : 1.

FINAL DRIVE: Live rear axle with differential front extension carried by separate cross member. Final drive ratio 3.08 : 1.

STEERING: Power-assisted rack and pinion. Turning circle between kerbs 34 ft 3 in (10.44 metres).

ROAD WHEELS: Pressed steel disc wheels with centre spigot location and retained by five wheel nuts. Fitted with 185/HR/14 steel-braced radial ply tyres.

BRAKES: Independent dual circuit hydraulic system—servo assisted. Front: 10.16 in diameter discs. Rear: 9.00 in diameter drums. Pressure differential warning actuator to indicate failure of one line and apply full pressure to rear brakes in the event of front line failure.

SUSPENSION: Front: MacPherson strut with eccentrically mounted road spring. Anti-roll bar directly connected to lower suspension arm. Rear: Live axle with low rate coil springs and self-actuating ride levelling units. Semi-trailing arms and transverse Watts linkage. Accelerating and braking reactions taken by extended differential nose.

ELECTRICAL: Negative earth system with a 12 volt 68 ampere hour battery located under bonnet. Alternator 55 ampere output. Ignition system is the transistorised electronic trigger type. Twin horns. Two-speed windscreen wipers with intermittent wipe. Cigar lighter and clock. Heated rear window. Diagnostic servicing system. Twin courtesy lights operated by all side doors or integral switches. Boot light operated by switch on fifth door. Seat belt warning system. Glove bin illumination light for driver, and map light/glovebox light for front seat passenger. Push-button radio. Under-bonnet lights. Door open warning lights. Halogen headlights. Front fog lamps.

INSTRUMENTS: Tachometer and speedometer incorporating total and trip odometers with push-button zeroing. Fuel gauge. Battery condition indicator. Water temperature gauge. Oil pressure gauge. Clock. Warning lights for ignition, oil pressure, choke, direction indicators (both operated for hazard warning), main beam, brake system failure or handbrake 'on', low fuel level, heated rear window, rear fog guard lamps, and seat belts. Bulb failure warning light to indicate failure of side, tail or stop lights. Control stalks mounted on steering column and operation is as follows:

1. RH lever—horns, headlamp flash and dip, direction indicators and lane change.
2. LH lever—windscreen wipers and washers.
3. Switch for exterior and panel lights with off position, side and head positions.

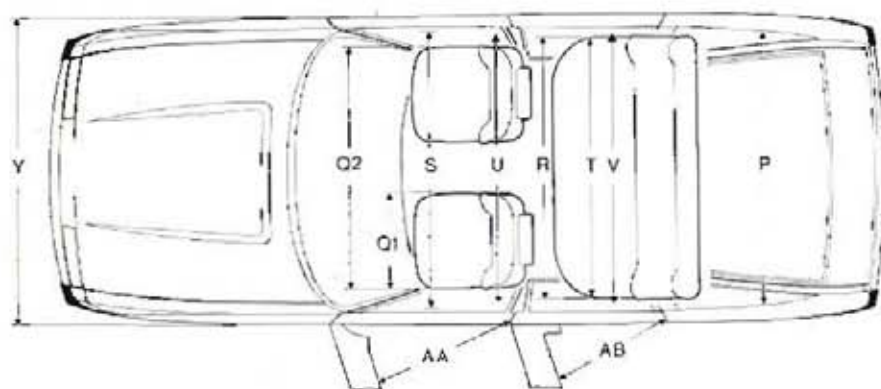
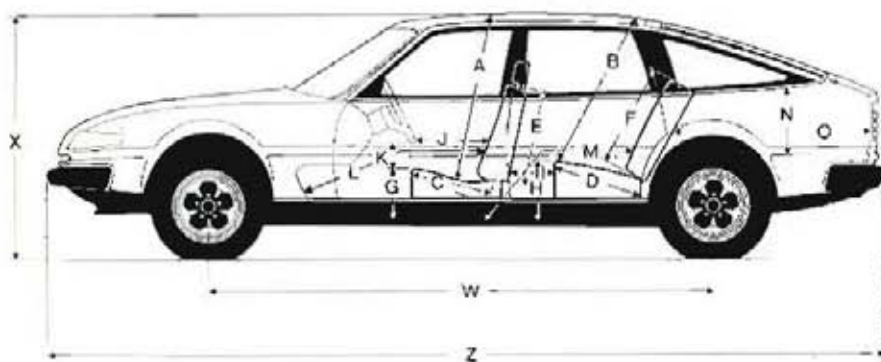
Switches on instrument nacelle to control front fog lamps, rear fog guard lamps, hazard warning lights, heated rear window.

COACHWORK: Five-door, six-light, five-seater saloon. Corrosion-resistant body of steel monocoque construction with separate front suspension cross member. Forward hinged bonnet. Tinted glass. One-piece rear tailgate. Internally adjustable rear view mirror on driver's door. Stainless steel front and rear bumpers with separate urethane end pieces in black. Nylon velour fabric seat facings, head restraints and valances trimmed in PVC leathercloth. Floor covering of cut pile carpet with rubber heel mat for the driver. The gearbox and transmission tunnel are covered with matching moulded carpets and the door sill tread plates are of high impact PVC. The door casings are fibre mouldings, incorporating combined armrests and door pulls. Master locking system operating on all five doors. A moulded front console and tunnel finisher extend to the rear of the front seats and incorporate a small change tray, the gearlever, choke, handbrake, heater controls and the radio unit. The door posts are trimmed in PVC material colour-keyed to the primary interior colour. The fibreglass roof lining is finished in brushed nylon and has recesses for the sun visors which have a similar finish. The rear parcel shelf is in two sections and foldable on a transverse hinge line with interconnection to the fifth door. The parcel shelf may also be removed completely. The boot area is trimmed with carpet.

OPTIONAL EXTRAS: Passenger door mirror, Denovo wheels and tyres, Auto transmission, Electrically operated windows, rear seat belts, cast alloy road wheels and 195—70 tyres.

PERFORMANCE DATA OBTAINED BY BRITISH LEYLAND ENGINEERS:

	Auto	Manual
0-60 mph in secs	9.0	8.6
Top speed mph	123	126
Fuel consumption mpg		
steady 30 mph	34.7	37.5
steady 50 mph	30.2	35.0
steady 60 mph	27.3	30.6
Touring	24	26



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Dimensions

		in	mm
Front Seat Headroom (Cushion Depressed)	A	36.50	927
Rear Seat Headroom (Cushion Depressed)	B	36.25	927
Front Seat Cushion depth	C	19.50	495
Rear Seat Cushion depth	D	18.50	470
Front Seat squab height (Cushion Depressed)	E	23.50	597
Rear Seat squab height (Cushion Depressed)	F	26.50	673
Front Seat cushion height (Cushion Depressed)	G	11.00	279
Rear Seat cushion height (Cushion Depressed)	H	13.00	330
Distance between seats (Max)	I	13.75	349
Distance between seats (Min)	J	7.50	191
Steering Wheel to Squab (Max)	J	19.00	483
Steering Wheel to Squab (Min)	J	10.50	267
Steering Wheel to Cushion (Max)	K	7.00	178
Steering Wheel to Cushion (Min)	K	4.00	102
Front Seat Leg reach (Max)	L	45.00	1143
Front Seat Leg reach (Min)	L	39.00	991
Rear Seat Leg reach (Max)	M	46.50	1181
Rear Seat Leg reach (Min)	M	42.75	1086
Luggage Boot height (Max)	N	15.25	387
Luggage Boot height (Min)	N	13.00	330
Luggage Boot depth (Max)	O	45.50	1156
Luggage Boot depth (Min)	O	35.00	889
Luggage Boot width (Max)	P	58.00	1473
Front Seat Cushion width	Q1	22.50	571
Front Seat Cushions overall width	Q2	54.50	1384
Rear Cushion Overall width	R	55.00	1397
Width between Doors (Front at waist)	S	55.00	1397
Width across rear seat (between armrests)	T	53.25	1352
Shoulder width over front seat	U	57.00	1448
Shoulder width over rear seat	V	57.00	1448
Wheelbase	W	110.80	2815
Overall height (Max—unladen)	X	53.30	1354
Overall width	Y	68.60	1768
Overall length	Z	185.00	4698
Front Entry Door width	AA	29.25	743
Rear Entry Door width	AB	18.25	464
Track at Front		59.10	1500
Track at Rear		59.10	1500
Ground clearance (fully laden)		6.10	155
Kerbside weight (5-speed gearbox)		3006 lb.	1363 kg.
Maximum towing weight		2240 lb.	1016 kg.

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SUPERCOVER



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