

## The New Rover 75



The New 75. The unmistakable style of Rover.







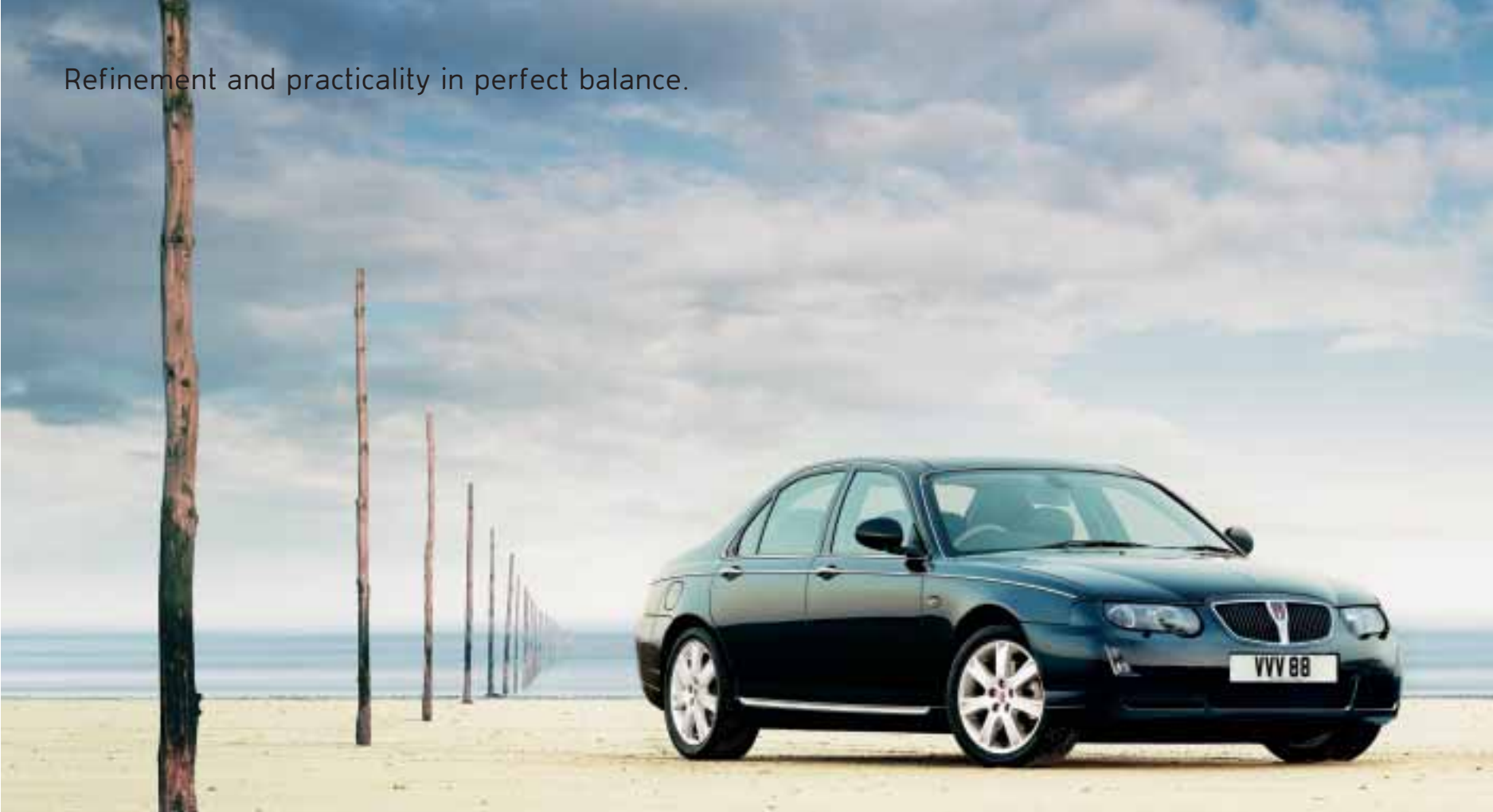


## Presence, power, luxury and choice.

The Rover 75 Saloons and Tourer are examples of that rare animal, a car that actually delivers what its advertising promises – true luxury, classic British styling and a price tag that leaves plenty of change for a designer suit or two. There are three body styles to choose from. Two striking Saloons with the introduction of the new Long Wheel Base, an extraordinary concept that allows you to really stretch your legs, without stretching your budget. And of course, the capacious Tourer. And just like designer clothes, it seems everyone has their own idea of precisely which style suits them best. To acknowledge this our Rover designers have introduced three distinct variants into the new Rover 75 line-up, one to suit everyone's personal taste, to match and complement whatever environment you prefer. The Classic offers the refinement and traditional qualities that one has come to love and expect from a Rover. Connoisseur presents a progressive twist with its fresher, inspiring cabin, whilst the Contemporary is an expression of today's vibrant design. The choice is yours.

And to personalise your Rover 75 yet further just ask your Rover Distributor about our Monogram Bespoke Build programme. You can design your car to be as individual as you are.  monogram

Refinement and practicality in perfect balance.



With their eye-catching presence and timeless proportions, the Rover 75 Saloons and Tourer exude an unmistakable air of quality. So it will come as no surprise to learn that the Rover 75 always features strongly in JD Power customer satisfaction surveys. Or that a large proportion of Rover 75 owners repeat their purchase when the time comes to sell their present model. Its sweeping lines give it a striking and distinctive air, while its interior is as refined and spacious as you'd expect from a car with such high standards. Beneath its surface



lie state-of-the-art electronic driving systems and the uncompromising use of the most advanced materials. Exhilarating performance is complemented by impressive handling, which can be exploited to the full by any of the engines in the range. In fact, with their unique blend of luxurious comfort, sparkling performance and superb engineering, the Rover 75 Saloons and Tourer possess every attribute of a premium vehicle except one – a premium price.

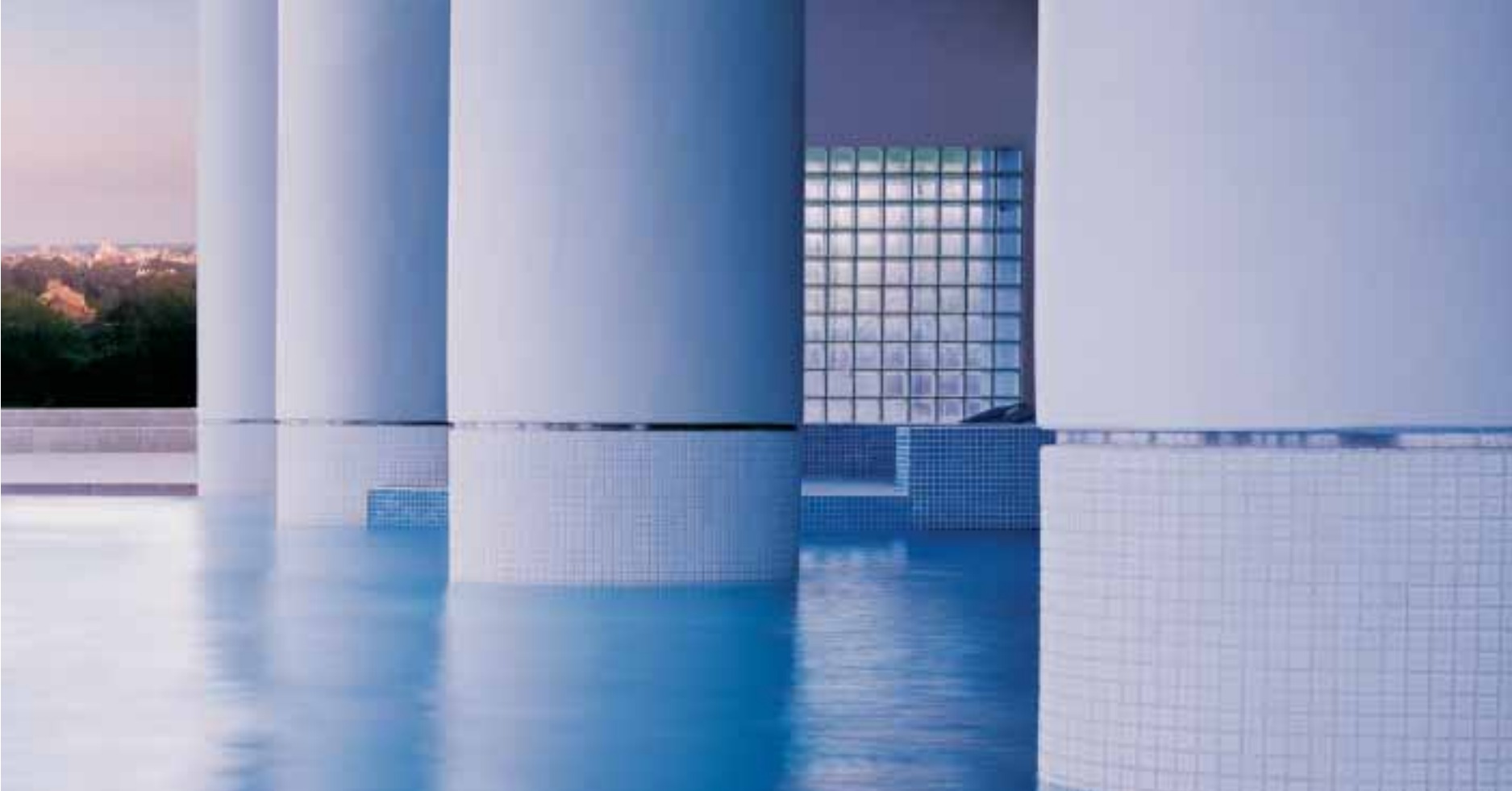
Cars shown are a Connoisseur Saloon and a Contemporary Tourer

Instant recognition.



The distinctive lines of the Rover 75 Saloons are mirrored in the elegant, versatile Tourer, with both cars capable of turning heads wherever they appear. In fact, when the Rover 75 Saloon was launched in Italy – it won the accolade of being the 'Most Beautiful Car'. From their restyled deep front grilles to their aerodynamic silhouettes, the Saloon and Tourer follow the Rover ethos of 'design integrity', where each individual portion of a car's form is made to balance and complement the whole. Even the smallest design details maintain this principle by bringing subtle highlights to each facet of the car – such as the hallmark exterior chrome trim of Classic and Connoisseur, or the





body-coloured waist mouldings and black window surrounds that give Contemporary a noticeably sportier appearance. The process continues with many further enhancements. For instance, the distinctive Rover twin-lens lamp units take on a subtle new form to house the latest powerful halogen projector headlights, which are fitted as standard. The revised front and rear bumper designs also bring cleaner, simpler lines to the car. Thanks to this constant attention to detail of proportion and form, the Rover 75 Saloons and Tourer possess a dynamic beauty, unhurried at any speed.

Car shown is a Contemporary Saloon





## A class-leading ride.

Highly capable handling requires one engineering factor above all others – a stiff body shell. Without it, no amount of suspension tuning will deliver handling prowess. The Rover 75's engineers specified an impressively stiff body shell from the very beginning, using innovative, dual-thickness steels which combine strength with lightness. The result is a chassis with all the prerequisites for a great driving experience (and one that gathered a 'Best Engineered' award in Germany, no less). When coupled with lightweight, compact MacPherson strut front suspension and an ingenious adaptation of the renowned Z-axle at the rear, you have a car with qualities of handling and control that will tempt you to take the long route to every destination. Anti-dive and anti-squat geometry help keep the resultant ride reassuringly stable under both braking and acceleration. Power-assisted steering now has a quicker rack ratio which adds to the responsive feel at all speeds. You'll find that the Rover 75 Saloons have a supple and agile character that never compromises ride comfort, while the Tourer disproves the traditional view that estate cars always have less impressive handling than saloons.





## Getting loads out of life.

Whether you're taking off for the beach, packing skis or a snowboard, or just heading for the horizon to see what's out there, the Rover 75 Tourer is a great place to be. Like its Saloon counterparts, it's a car designed to cover long distances smoothly and effortlessly, leaving its passengers feeling fresh and ready for action when they reach their destination. The Tourer adds the additional ability to cover these distances fully loaded with your worldly possessions. Thanks to the introduction of the latest sound absorbent materials, noise and vibration have been reduced to insignificant levels. In estate cars, extra noise can be generated by air reverberating around the cargo area, yet sound dissipation techniques have virtually eliminated this in the Tourer, leaving you cocooned in a calm, quiet atmosphere to enjoy your surroundings to the full. An advanced, self-levelling suspension system is also available which can compensate for a variety of loads by raising and levelling the ride height, so ensuring sharp and precise handling under all conditions – the ultimate option for both driving enjoyment and passenger comfort.

## An engine for every purpose.

Each of us has differing needs and priorities when it comes to our choice of engine. That's why five very different engine options are available for the Rover 75 Saloons and Tourer. Refined, effortless power is available from a 2.5 litre V6, an engine that takes long-distance, high-speed cruising in its stride. A responsive, lightweight 1.8 litre, 4-cylinder design demonstrates impressive economy with its low fuel consumption. Innovative engineering has produced a 1.8 litre turbo version with smooth power and generous torque. Finally a highly regarded, multi-valve diesel engine, available in two frugal but highly advanced common rail diesel variants. As you would expect, this engine is also one of the most powerful 2.0 litre diesels in its class, yet with reassuringly low fuel consumption of 48.8 mpg on the combined cycle and low CO<sub>2</sub> emissions. Drivers will find this engine is particularly effective in a car like the Tourer, designed to relish weighty loads.

Car shown is a Connoisseur Tourer



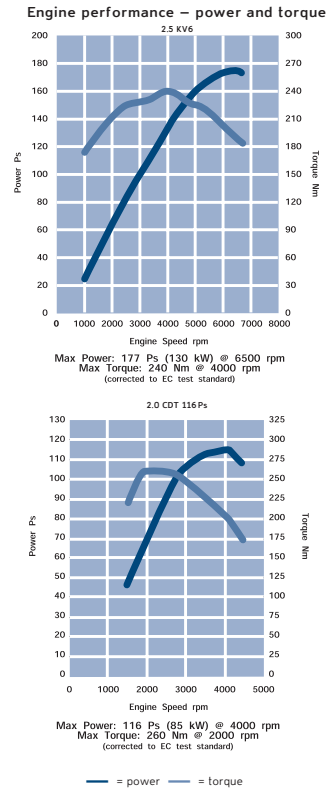






## Smooth, effortless power.

The Rover 75 is renowned for its smooth, effortless power delivery, and this is true of all the engines in the range. Take the two examples shown opposite. Here you see the remarkable similarity in power characteristics demonstrated by two very different engines – the 2.5 litre KV6 and the 2.0 litre CDT diesel. Notice how power rises smoothly with engine speed, but generous levels of torque are present throughout the rev range. This is the ideal profile for an executive car with serious motoring in mind. Efficient power delivery has the added benefit of lower fuel costs and lower environmental impact. Environmental advantages feature too in the LPG conversions, which are available via Rover Distributors for the 2.5 litre V6, and 1.8 litre engines. Clean-burning LPG can provide savings of up to 50% on fuel costs without compromising the smooth delivery of power. These conversions can also qualify for a 100% rebate on the daily London congestion charge. The 1.8 litre petrol turbo offers impressively low CO<sub>2</sub> emissions with correspondingly low tax ratings for such a powerful engine. It can also be converted to LPG fuel, to reduce running costs even further.



## Surprising power, welcome economy.

The innovative 1.8 litre turbo-charged engine marks a remarkable step in engineering achievement. It outperforms many larger engines from power and torque to top speed, emissions and fuel consumption. Commuter and business-users will appreciate its greatly reduced CO<sub>2</sub> emissions which translate into as much as 6% lower company car tax, while improved fuel consumption delivers welcome savings on every trip. Power and performance are therefore improved without the usual penalty of an increased charge appearing on the benefit-in-kind section of your tax bill. And none of this is at the expense of driving enjoyment either. The 4-cylinder, 16-valve turbo configuration features intercooling and high-flow injectors for sparkling performance, while the torque curve is close to the ideal flat profile, putting generous pulling power at your disposal irrespective of engine speed. The improvement that the turbo brings to mid-range torque produces significant gains during in-gear acceleration – vital for safe and fast overtaking. The 1.8 litre turbo engine is available with manual and automatic transmission for both Rover 75 Saloons and Tourer.

Car shown is a Connoisseur Saloon





## An auto that's automatically better.

Rover 75's automatic transmission is designed to make your driving life as easy as possible. Equipped with five speeds for sharper acceleration, extra responsiveness and improved economy, this sophisticated auto is capable of making its own intelligent decisions about the correct gear ratio for varying road conditions. It's programmed with three different modes – Winter, Sports and Normal (economy shown opposite) each of which is designed to suit the needs of a different set of driving circumstances. Winter mode helps avoid wheel-spin in icy conditions by pulling away in second; reducing torque to improve traction and help you maintain better control. Sports mode changes down earlier, keeping the engine revs in close relationship with peak power making easy work of passing vehicles quickly and safely. And despite its name, Normal mode turns out to be anything but; it's capable of adapting its shift pattern to suit every situation from high altitude driving to pulling a trailer. So whether you are transporting a full load in your Tourer or entertaining friends in the luxury of your Long Wheel Base Saloon, driving a Rover 75 equipped with auto transmission ensures the task is less of an undertaking and more of a delight.









## Three interiors with no equal.

The Rover 75 Saloons and Tourer possess one of the most admired interiors in the motoring world. And now, with the introduction of the Classic, Connoisseur and Contemporary variants, you have no less than three distinctive styles to consider. Classic level demonstrates that a refined and luxurious interior is a standard feature of the Rover 75, with its Burr Walnut wood style fascia and sumptuous cloth trimmed seats. Connoisseur brings a light, refreshing tone to the Rover 75 fascia with its Light Oak interior theme, while Contemporary introduces the striking, modern lines of a Black Oak wood style, matched by snug, sports-styled seats. A further range of desirable interior items are available via the choice of SE comfort levels for both Connoisseur and Contemporary. But whichever interior you choose you'll find a quiet, cocooning environment, thanks to the presence of a double bulkhead between the passenger cabin and engine bay and the fitting of window glass that's a full 40% thicker than standard. The revised rear seating design of these latest models makes access even easier and allows your legs more room to manoeuvre once you're seated.







## Introducing a surprising Contemporary.

The striking modern lines of Contemporary herald the arrival of a Rover 75 interior with a very different feel. Taking a fresh direction in Rover 75 styling, the Black Oak interior theme sits perfectly with the new cream-faced elliptical dials, Black cloth trimmed sports-style seats and all Ash interior. Fully automatic climate control, front fog lamps, a CD Tuner and 16" Multi-spoke wheels complete the picture. Contemporary SE raises the standard equipment to even more impressive levels with Black leather electric memory seats, windscreen rain sensors and a class-leading premium audio system from harman/kardon. The innovative Trafficmaster® Alert System provides real-time traffic congestion warnings across the UK's busiest routes. Carefully designed Option Packs with selected convenience features are available on both the Contemporary and SE derivatives to enhance your ownership pleasure further.





- Trip Computer Control. 1
- Glove box CD autochanger. 2
- harman/kardon tweeters. 3





## Luxury with a progressive twist.

Connoisseur establishes a new style for the Rover 75 Saloons and Tourer. The airy feel of its Light Oak interior theme creates a very different atmosphere, yet its cloth trimmed and piped luxurious seats are reminders that this cabin still boasts all the legendary comfort you'd expect from a Rover 75. You can choose between Sandstone Beige or Black cloth trimmed seats both of which are complemented by matching fascia colour ways, while standard features boast fully automatic climate control and electric front and rear windows. The folding rear seat also includes a long-load hatch, allowing it to swallow long objects or extra suitcases with ease. Selecting Connoisseur SE brings the added beauty of a wood and leather steering wheel and gearknob; the luxury of piped leather, heated electric seats with the convenience of memory seat settings; and colour-keyed footwell mats. A range of Option Packs are available on both the Connoisseur and SE derivatives.



- 1 Sandstone Beige leather.
- 2 Long load-through hatch.
- 3 Electric seats with position memory.











## Luxury in the Classic style.

The moment you enter the Rover 75 Classic interior, you know you're in one of the most refined and comfortable driving environments in any motoring category. The sweep of the handsome dash has the unmistakable air of a luxury environment, with its traditional glow of rich Burr Walnut wood style — matched by the Ash and Light Smokestone duo-tone fascia. Sink into the sumptuous seats with their modern Black cloth trim and cosseting dual-firmness foams for extra support and comfort; and note the thoughtfully placed details like individual directional reading lamps for both front and rear passengers. A wealth of features mark this interior as far from standard, including a leather steering wheel with integral volume controls, air-conditioning and CD-tuner. An Option Pack is available on the Classic variant.





Analogue clock. 1

Electric window and door mirror controls. 2

4x20W CD-Tuner. 3





## Wide open spaces.

How big is your lifestyle? The Rover 75 Tourer offers over 1200 litres of highly flexible loadspace, which should cover most people's needs and then some. And to ensure you get the most out of its versatile interior, its 60:40 split-folding rear seats fold down to produce a completely flat cargo floor. But we believe it's the subtle attention to detail that will make living with this estate car such a pleasure. For instance, either rear seat can be folded with an easy, one-handed action instead of the usual wrestling match, we've even refined the location of the seat belt straps to offer maximum occupant protection, without the risk that they become tangled during seat folding. There are four robust lashing points, one in each corner of the loadspace to secure loose or awkward-shaped packages and additional carrying hooks on either side that use a clever push-push design and sink flush with the surface when not in use. Compared with the Saloons, you'll notice the rear doors are redesigned to accommodate a longer window in the Tourer, which provides improved views for rear-seat passengers too.



Integral net cassette system. 1

Side wall 'push-push' hook. 2

Lashing point. 3





## Packing in clever ideas.

Here's a quick tour of the Tourer and its many thoughtful features. Let's start with the tailgate, which has a particularly clever configuration — a wide, one-piece, top-hinged design incorporating a separate opening glass window to give easy access to the cargo area. For added convenience, the tailgate can now be released remotely using the door-key fob. There's a roller-blind loadspace cover behind the rear seats to create a secure area for your belongings, and a versatile load-restraint net can be fitted behind the front or rear seats to provide protection from loads that could shift during a journey. The versatile 60:40 seat permutations allow you to make the most of cargo and passenger space, while a folding armrest in the centre of the rear seats houses a through-load flap for lengthy objects like skis or a fishing rod. You'll even find a special stowage compartment for a warning triangle set into the tailgate, keeping the interior as free as possible for luggage.



## Defence from a position of strength.

The Rover 75 has earned an admirable 4 star NCAP safety rating after being carefully engineered to shield both its occupants and their belongings from the dangers of today's crowded roads. Nearly 40% of its body weight consists of special high-strength steels, including the outer door skins – first line of defence against side impacts. Underfloor box beams, reinforced footwells and side-impact beams form a strong passenger safety cell, while a ring of steel around each front door opening prevents jamming during a frontal impact. Cabin protection features include twin front and side (thorax) airbags, seatbelt pretensioners and seats with anti-submarine ramps. Four-wheel sensing ABS, disc brakes all round and Electronic Brakeforce Distribution (EBD) are fitted as standard for controlled braking in all circumstances. For your security and peace of mind while driving we've fitted a console-mounted master locking switch. While you're away from your Rover, superlocking disables door and tailgate lock releases and sophisticated electronic networks stand ready to trigger the alarm. In a feature combining safety with convenience, the Saloon's boot can only be opened by the remote control. A robust engine immobiliser and remote control with continuously changing security code complete the defences.










## Be You

If you ever wanted to own a car that sets you apart from the crowd then our Monogram Bespoke Build programme is for you. With Monogram you can choose to spec your car further to reflect your own personal taste. From the colour and finish of the bodywork to the seat trim and interior. There are a range of features and options to choose from, so talk to your Rover Distributor for details.  monogram

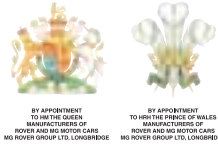




A CLASS OF ITS OWN



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