
ROVER SERIES 2 SE  ADVANCING THE DRIVING EXPERIENCE

REYNOLDS MOTOR
1234 5th Street
City, State

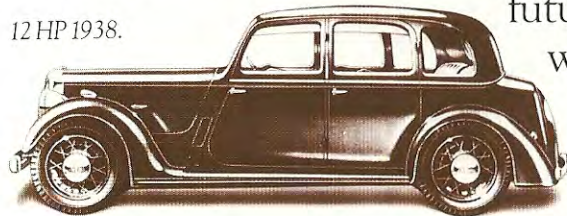
THE ROVER PHILOSOPHY

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.

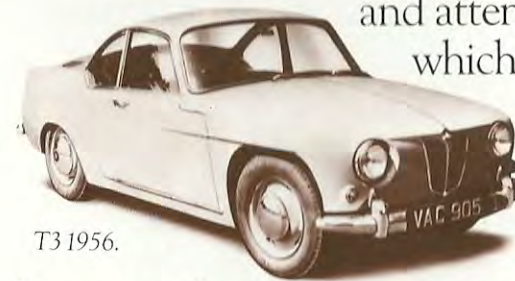
Never afraid of radical new model concepts,

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.

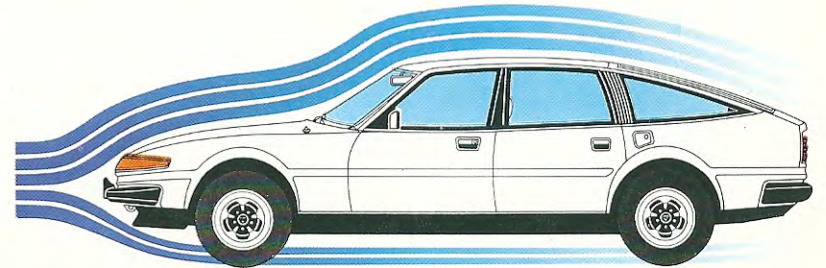
Full equipment luxury without extravagance and style without ostentation; such is the Rover philosophy of fulfilling the needs of discerning owners.

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

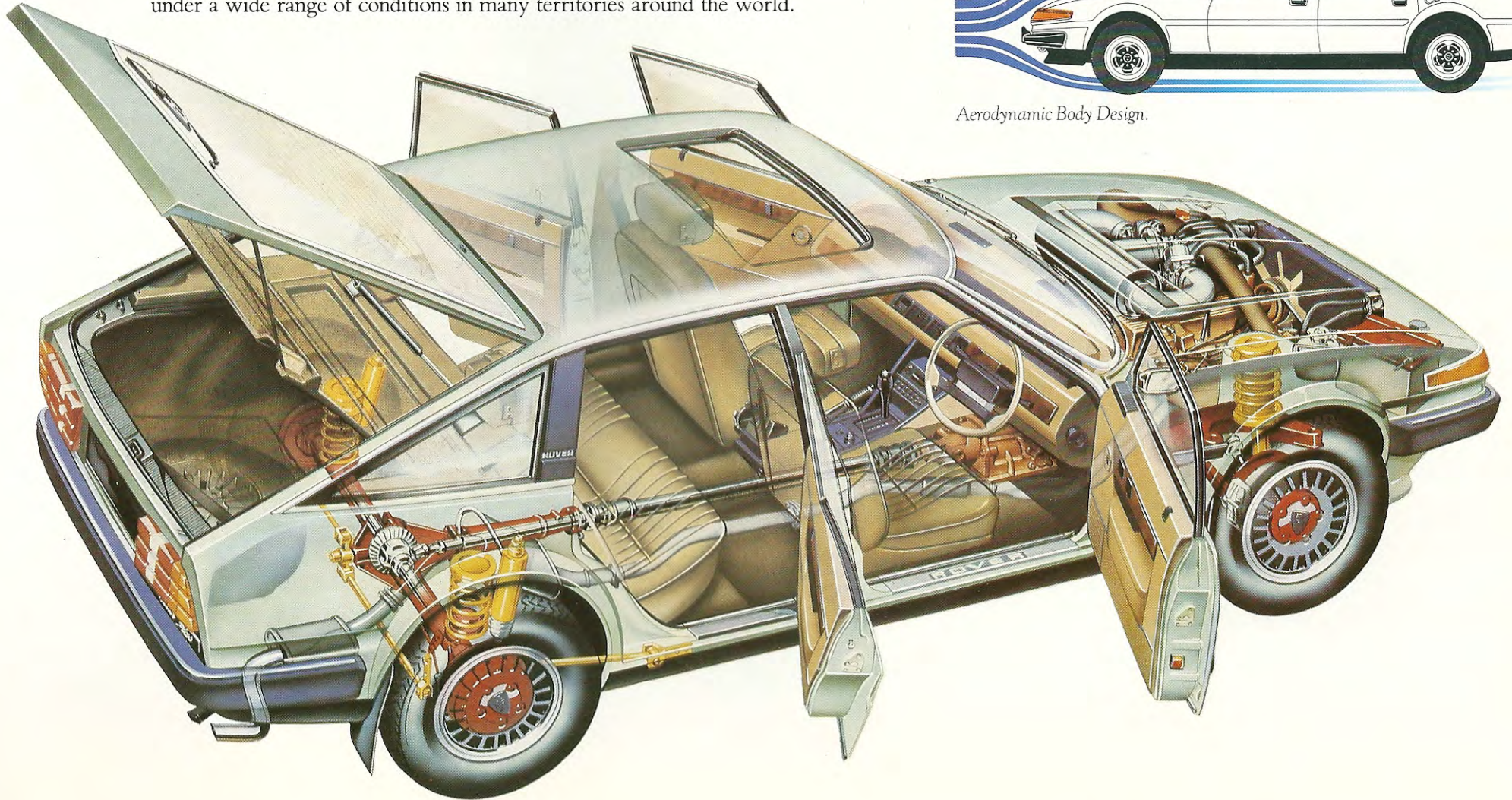


ROVER ADVANCED DESIGN AND ENGINEERING

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.



Aerodynamic Body Design.



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.

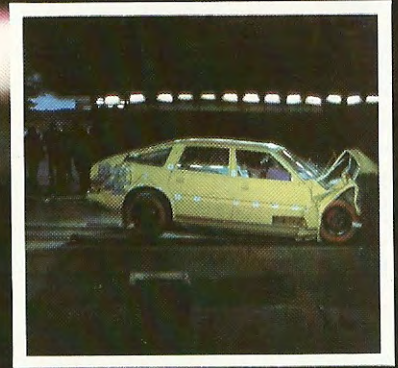
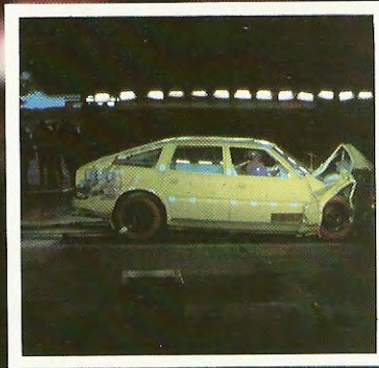
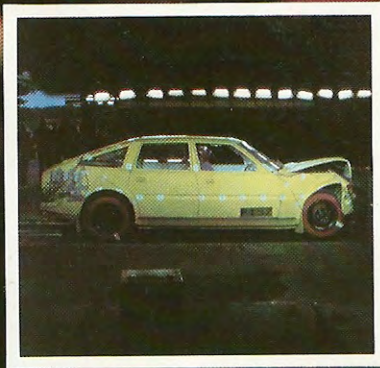


Cathodic Electro-prime.

Lustrous Clear-coat metallic finish.



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.

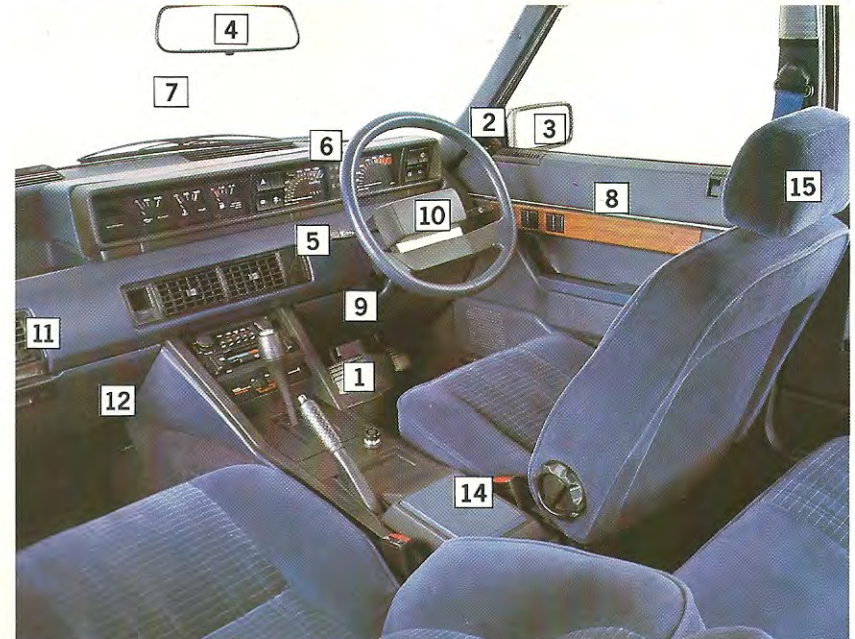


The Don safety award.
Door open warning light.



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.

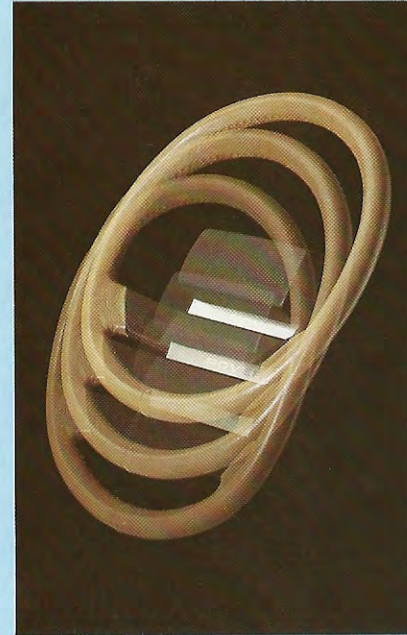
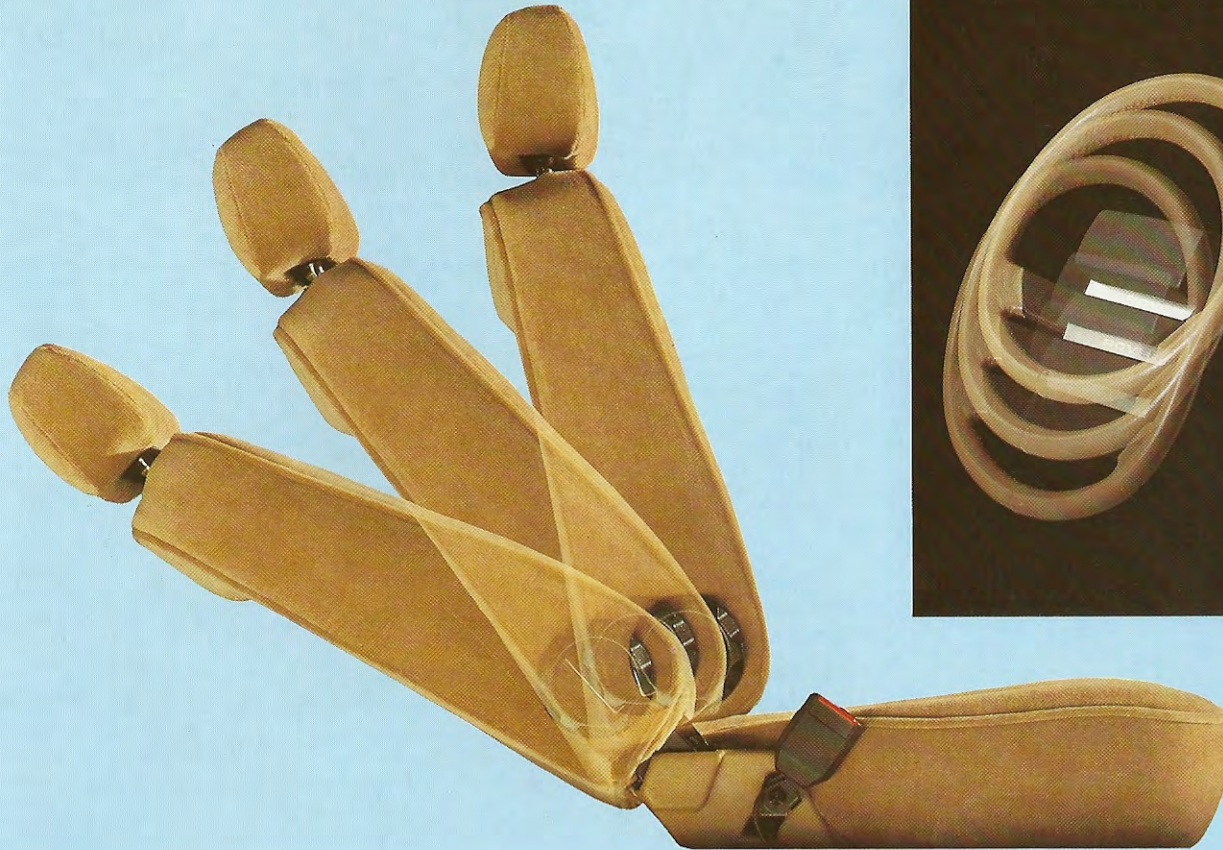
EXPERIENCE THE COMPLETE DRIVING ENVIRONMENT

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 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.

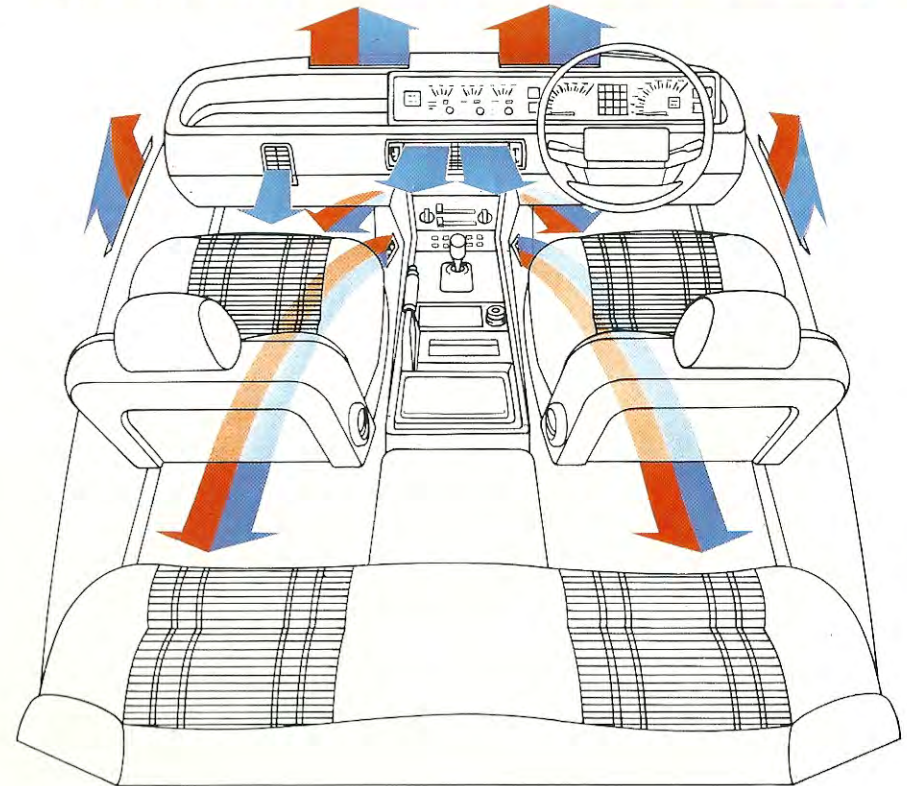
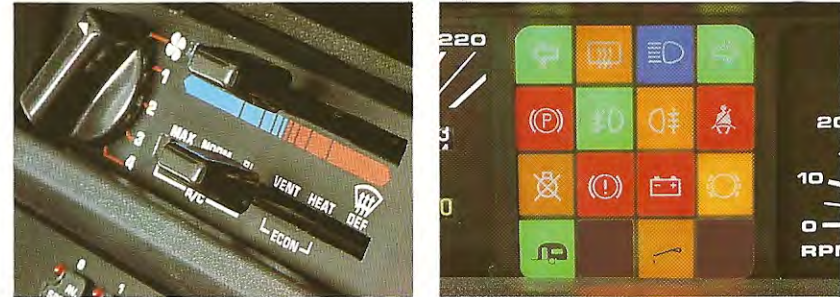


All versions of the Rover have a folding rear centre armrest and built-in armrests in all four door casings.

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 standard.

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 VANDEN PLAS

THE MOST ADVANCED ROVER DRIVING EXPERIENCE

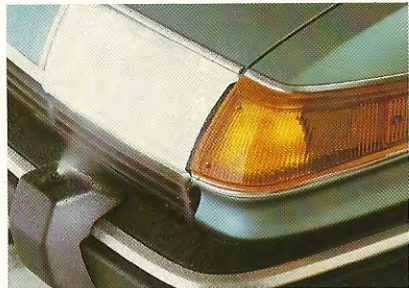
The Rover Vanden Plas possesses all the characteristic virtues of the Rover range in full measure: luxury, prestige and high performance, yet with an outstanding degree of economy.

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-around 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 on side and rear windows.

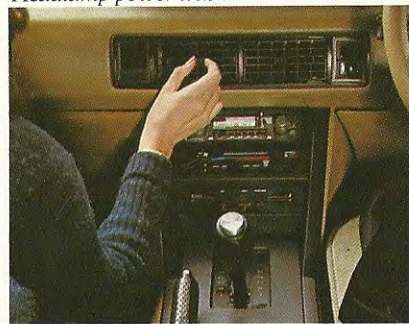
The performance matches the appearance of the Vanden Plas, but sheer performance is one thing. In a luxury car such as the Rover Vanden Plas, the manner in which that performance is achieved is at least as important. This is where the Rover scores even more heavily. Good aerodynamics and excellent sealing 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.



Integrated air conditioning.



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.

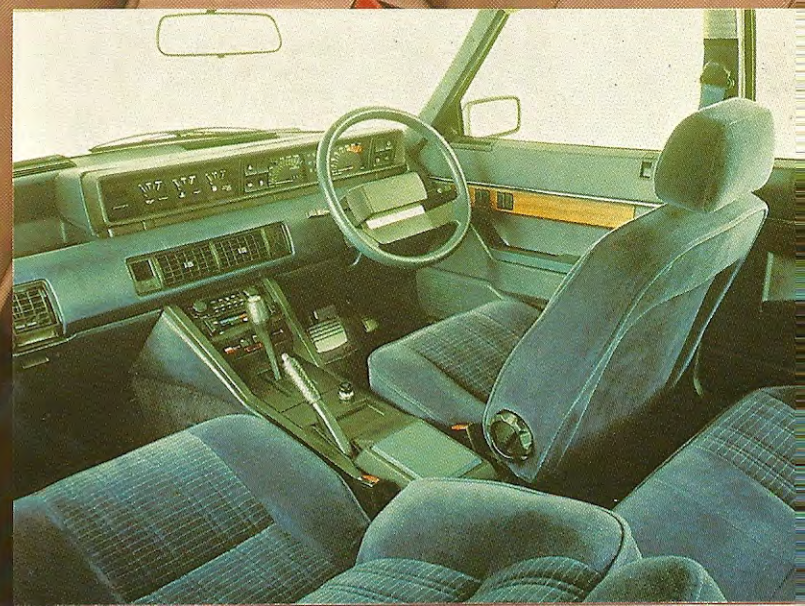
There is a new, completely re-designed, fully equipped fascia, of course, with a comprehensive array of clear instruments, illuminated switches, polished burr walnut inserts to match those on the doors, and a high quality stereo radio/stereo cassette player.

For 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, 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.

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



ROVER SERIES 2 SE

THE CLASSIC ROVER V8

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

Under the bonnet it retains the famous Rover V8 engine (with electronic fuel injection), 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 SE 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 SE feature is the distinctive bronze tinted glass of the side and rear windows.







The interior of the Rover SE 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.

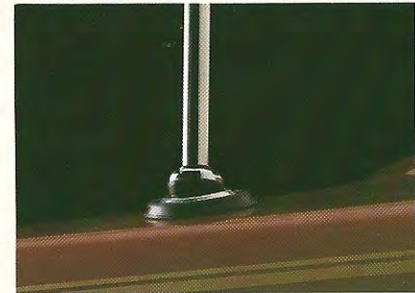
In addition to the luxurious equipment common to all Rovers and described on the following pages, the SE has a host of fittings for both comfort and convenience. For example, there is a combined radio and stereo cassette player with four speakers and a front/rear balance control, plus a useful box to 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 SE is now more of a classic than ever.



Radio/stereo cassette player.



Electrically-powered aerial.



Remote control demisting mirrors.



Powerful halogen foglamps.

ROVER ENGINEERING AND PERFORMANCE



SPECIFICATIONS	VANDEN PLAS	SERIES 2 SE
General Dimensions		
Wheelbase	2815 mm	
Track:	front	1506 mm
	rear	1506 mm
Ground clearance (5 up condition)	137 mm	
Turning circle (between kerbs)	10.4 m dia.	
Overall length (unladen)	4698 mm	
Overall width (unladen)	1768 mm	
Overall height (unladen)	1382 mm	
Weights		
All-up kerb weight	1480 kg	1458 kg
Gross vehicle	1915 kg	
Capacities		
Petrol tank	63.6 litres	
Engine sump and oil filters	6.1 litres	
Engine sump — drain and refill	5.5 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	106kW at 5000 rpm	
Max Torque DIN	245 Nm at 3000 rpm	
Fuel Injection	Lucas L electronically controlled	
Gear box		
Automatic	3-speed	
Manual	—	5-speed synchro
Transmission		
Final Drive	Live 'torque tube' type axle with hypoid differential	
Ratio — Automatic	3.08:1	
Ratio — Manual	3.455:1	
kph 1000rpm top gear—Auto	38.0	
kph 1000rpm top gear—Manual	43.0	

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 68 amp hour at 20 hour rate. Located under bonnet.

Alternator

75 amp output.

Body

Type — Integral monocoque construction with front (bolt on) cross member. 5 seats, 5 door.

Rover Vanden Plas Upholstery — Seats sculptured in rich Connolly Leather and the front seats are finished with seat back map pockets. Head restraints front and rear with detachable headrest cushions. Polished burlled walnut fascia panels to complement the walnut door inserts. Shag pile footwell mats for each of the passengers complement the fully carpeted interior and boot.

Instruments — Comprehensive instrumentation with speedometer, tachometer, fuel, temperature, oil pressure gauges. Warning lights for: low oil pressure, low fuel level, parkbrake on, low brake fluid level, brake line failure, pad wear, side/tail and brake light bulb failure, heated rear window, main beam headlights and rear fog lamps. Switches and controls are illuminated for easy night and day reading. Seat Belts — Inertia reel seat belts for all outboard seating positions. Centre rear seat is fitted with a lap belt.

Rover Series 2 SE Upholstery — Sculptured fade resistant Rachele velvet trim fabric on seat cushions, squabs and head restraints, Walnut door inserts, colour keyed interior, courtesy light delay and rear reading lamps. Deep pile carpeting throughout.

Instruments — Comprehensive instrumentation with speedometer, tachometer, fuel, temperature, oil pressure gauges. Warning lights for: low oil pressure, low fuel level, hand brake on, low brake fluid level, brake line failure, pad wear, side/tail and brake light bulb failure, heated rear window, main beam headlights and rear fog lamps. Switches and controls are illuminated for easy night and day reading.

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. Front side windows and door mirror demist.

General Equipment

Rover Vanden Plas — Stereo Cassette, AM/FM Radio with electric aerial, digital clock with stop watch function, electrically operated windows, central door locking system, electric remote control door mirrors with demisters, electric sliding sunroof, cruise control. Headlamps fitted with power wash, rear window with wash/wipe. Unique machined finish on the wide alloy wheels, fitted with steel belted radial tyres. Bright finish to exhaust tail pipe. Metallic paint with body side rubbing strips, tinted side and rear windows.

Rover Series 2 SE — Stereo Cassette, AM/FM Radio, with electric aerial, digital clock with stopwatch function, electrically operated windows, tinted side and rear windows, central door locking system, electric remote control door mirrors with demisters, steel belted radial tyres, heated rear window with wash/wipe.

Options

Rover Series 2 SE — Electric sunroof, Cruise Control, Metallic Paint. Automatic transmission.

Important Notice:

The specifications in this publication apply to cars produced for the U.K. Market. Specifications for models produced for the Australian market differ, generally to conform with local regulations or to improve the vehicle's suitability for local conditions.

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A unique Customer Assurance Programme which provides the purchaser of any new Rover Vanden Plas or Rover Series 2 SE with:

- Full Factory Parts and Labour Warranty for 2 Years or 40,000 kilometres, which ever occurs first 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 40,000 kilometre service, which ever 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 Vanden Plas or Rover Series 2 SE Mastercare Handbook.

