

CENTENARY ROVER – THE 75 COUPE SAYS IT IN STYLE

Britishness, understated elegance and always an interior that is undeniably 'a better place to be' are Rover virtues that have come together in the Rover 75 Coupe concept car.

The Rover 75 Coupe is an elegant two-door expression of the stylish Rover 75 sedan. The company's design team wanted to mark the first 100 years of the Rover marque with a stylish design that would sit confidently as the latest in the line of renowned Rovers like the P4, the handsome P5 coupe, the innovative P6 2000 model and the bold SD1 hatchback.

This has been achieved in the form of the Rover 75 Coupe concept – a beautiful and elegant two-door expression of the stylish 75 Saloon. The concept's interior strongly focuses on Yew wood and Tan leather hide introducing the style of designer furniture into the automotive lounge, extending Rover's trademark for a welcoming interior.

Peter Stevens, Rover's design director says: "I want people to turn away for a moment from post modern brutalism and to enjoy the elegant and timeless lines of the 75 Coupe's design. The true character of a Rover comes from its ability to present a cossetting environment with comfort and refinement being the high priorities, elements that should be expressed in the form and detailing of the exterior of the car.

"Heritage is a great strength for a marque as it gives you the terms of reference and something to build on for the future. That is exactly how we saw the challenge of presenting a Rover concept in its Centenary year."

Currently MG Rover UK is analyzing the production viability of the model. As the coupe is based on the existing Rover 75 platform, there is a strong possibility for both front wheel drive Quad Cam V6 and rear wheel drive V8 derivatives becoming available. The development of the Rover 75 coupe also provides an opportunity for a range topping MG X-Power ZT 385bhp supercharged V8 derivative also being produced.

