ROOTES GROUP ANNOUNCE A NEW SPORTS CAR

THE BRILLIANT 1½ LITRE SUNBEAM ALPINE

An entirely new, fast, well equipped sports car in the lower price range is announced by the Rootes Group.

Powered by a highly efficient 1½ litre o.h.v. engine, the Sunbeam Alpine offers not only rapid acceleration up to 100 miles per hour, but admirable road holding and an exceptional degree of comfort.

It revives a name already engraved on the world's major rally trophies, and has been developed to meet a growing demand for this type of car throughout the world.

FULLY TESTED

Hundreds of thousands of miles of road testing under various climatic conditions - in London traffic, on European racing circuits, on high speed Autostradas and in the mountains of the French and Swiss Alps - have already been completed by this new addition to the Sunbeam range.
ALL-WEATHER COMFORT

The Alpine is being offered in open or hard top form. In either case there is room behind the front seats which can be used either for occasional seating or to supplement the luggage space provided in the boot.

A completely concealed fold away hood and wind down side windows give the car all weather comfort. The stylish detachable hard top, which is sold separately, can be easily removed for storage when not required.

NEW POWER UNIT

The 1494 c.c. engine, which develops 53.5 b.h.p. at 5,300 r.p.m., has an aluminium cylinder head giving excellent cooling characteristics and allowing the use of a high compression ratio of 9.2 to 1.

Use is also made of twin carburettors and a streamlined twin exhaust system to ensure high performance with the most efficient use of fuel.

Many components in the new power unit are also used in the rally-bred Sunbeam Rapier engine so production costs are reduced, and servicing and replacement parts supplies simplified.

FLEXIBLE AND ECONOMICAL PERFORMANCE

A short stick floor mounted gear shift has been fitted to the close ratio four speed gear box which ensures the best use of the ample power available. With or without overdrive, the Alpine engine is remarkably flexible in traffic, and combines an economical fuel consumption with fast acceleration through the gears.
A newly designed Laycock de Normanville overdrive unit operating on third and top gears and giving a 25% reduction in engine speeds is available if required.

**DISC BRAKES**

Girling disc brakes have been fitted to the front wheels where the major strain of heavy braking is taken. These are self adjusting, fade free, easy to service, and extremely effective at high speeds. High efficiency drum brakes with a lining area of 30 sq. ins. have been fitted at the rear.

**ELEGANT AND EFFICIENT**

From the tapering bonnet to the graceful tail fins, which house the rear light clusters and indicate to the driver the exact width of the car when reversing, the unitary constructed body of the Alpine is as elegant as it is technically efficient.

The Rootes stylists have made use of Sunbeam's long experience of international rallies in designing the interior, which is particularly spacious for a car of its size and class.

Both front seats, which are adjustable fore and aft and tip forward to allow the rear compartment to be easily reached, are of deep foam rubber and provide not only comfort over long distances, but a firm grip during fast cornering.

There is generous elbow and leg room, and behind the front seats there is room for small children or additional luggage and even adult passengers if required.
LUXURIOUS TRIM

The interior trim is in the luxury class. Soft crash pads run above and below the facia panel which is equipped with speedometer, rev counter, water temperature, oil and fuel gauges, ignition, main beam and flashing indicator warning lights, and toggle type light switches. Provision is also made for an ammeter, clock and radio.

The padded arm rest between the front seats conceals a roomy lockable glove box and there is, in addition, a convenient open cubby box in the facia panel.

BUILT-IN VENTILATION SYSTEM

A ventilation system, which can be controlled to direct fresh cool air to the screen or to the interior, is built into the car and can be used whether or not the heater, available as an extra is fitted.

The spare wheel is kept in a separate compartment in the luggage boot, leaving ample room for normal size suit cases. The petrol tank has a capacity of 9 gallons.

In standard form the Alpine has pressed steel wheels with brake cooling apertures, but centre lock wire wheels with knock on hub caps are also available.

Five single tone colour schemes with black hoods or hard tops and harmonising interior trims are being produced - Thistle Grey, Carnival Red, Glen Green, Moonstone and Embassy Black.
PRODUCTION

In order to supplement the Rootes Group production resources, an arrangement has been made whereby Bristol Siddeley Engines Limited are undertaking the body and final assembly of the new Sunbeam Alpine at their Coventry factory.

Other production and all commercial arrangements will be the responsibility of the Rootes Group in the normal way.