

Deeper into the shadow









*This is a driver's eye view from the new Silver Shadow II. If you already own a Rolls-Royce, you will find it re-assuringly familiar.*

*In actual fact, the new car is distinguished from the original Silver Shadow of 1965 by more than 2000 improvements.*

*The majority have been incorporated over the years in conformity with the programme of refinement Rolls-Royce Motors continuously pursues. But those that come together for the first time now enable the Silver Shadow II to set new and still higher standards. In the way it handles and holds the road; in the comfort and convenience it affords; in operating economy and we believe, in appearance, too.*

*Yet there's more to the Silver Shadow II than advanced engineering. It is also the contemporary re-statement of a philosophy of excellence established in 1904 when the first Royce car rolled out of a back street factory in Manchester.*

*So past and present are side by side as the following pages go Deeper into the Shadow.*

**T**he story of Rolls-Royce is the story of two very different men, who shared a single ideal—the perfection of the motor car.

Frederick Henry Royce was born in 1863, to an early life marked by constant struggle. His father was a mill-owner, whose business foundered. In an effort to ease his financial situation, Royce senior moved to London, taking Henry and one of his brothers with him. Henry helped contribute to the family funds by taking the then unusual step of becoming a newsboy—first in Clapham, then Bishopsgate. Details of his early education are as scanty as it no doubt was, especially after his father's death in 1872. But, with brilliance, tenacity and a little good luck the young Royce acquired sufficient learning to start an engineering apprenticeship—where he absorbed the principles of the science rapidly and naturally. He also showed signs of ambition. At the age of only twenty, he applied for and won the post of Chief Electrical Engineer to the firm installing public lighting in Liverpool. Within little over a year, Royce had started his own company. It was successful, which brought Royce the first real security of his life—and soon, his first motor car.

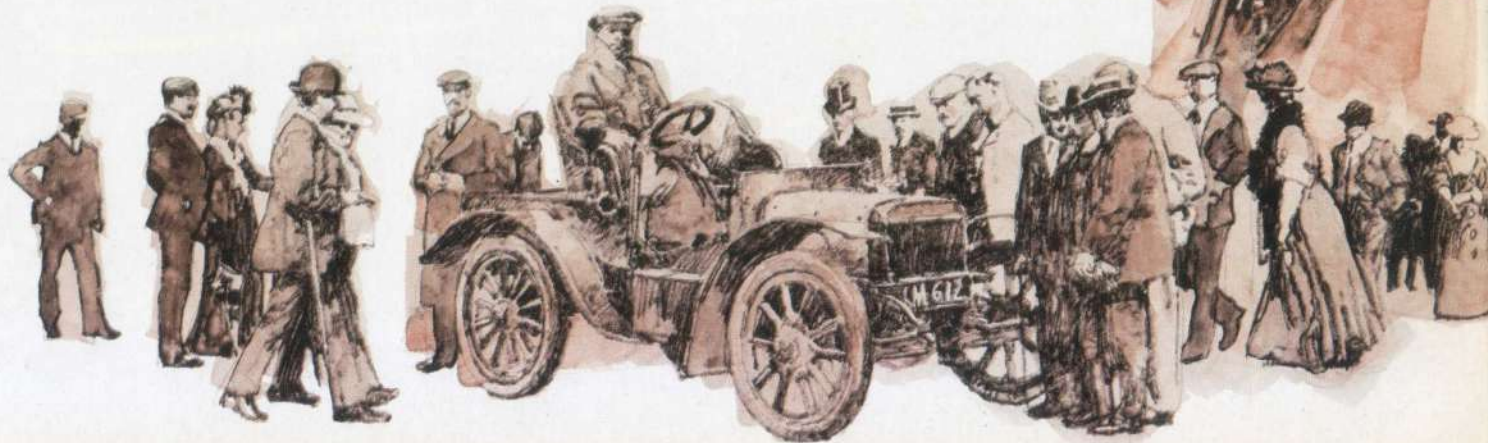
Motoring was in its infancy, and all cars were prone to mechanical unreliability. Royce's own Decauville 10hp was no exception. It broke down frequently, and was extremely noisy—faults which

Royce would not tolerate. He redesigned parts for the car, and had his apprentices make them. He produced a constant stream of improving ideas. But, it was inevitable that, to put right all that was wrong with the motor car as Royce saw it, he would have to build one of his own.

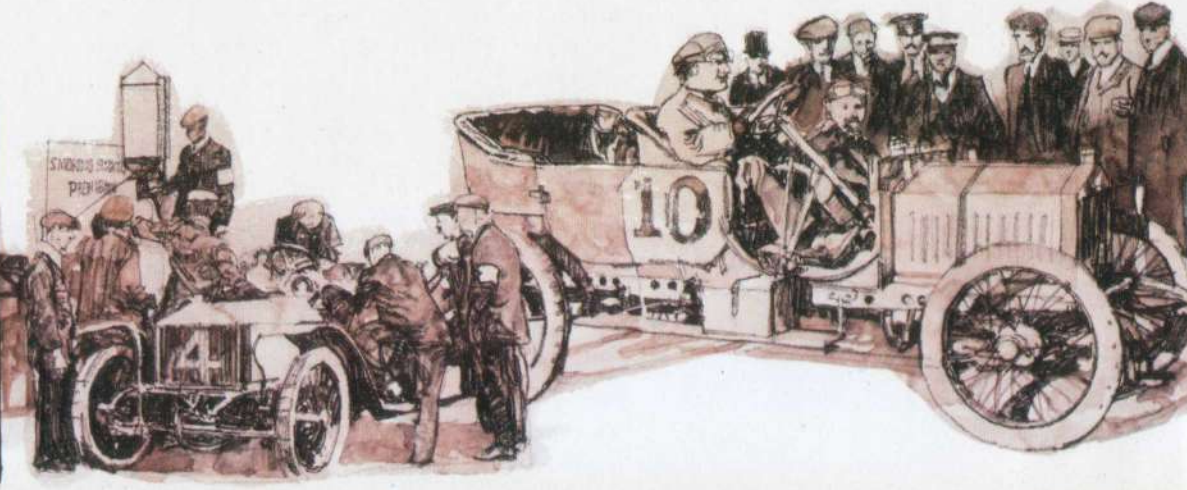
And, when the first Royce car took its trial run in 1904, it was revolutionary—both for its silence and engineering dependability. It soon came to the attention of the era's leading motoring pioneers.

Charles Stewart Rolls was born in 1877. The contrast between his beginnings and those of Royce could not have been greater. His great-grandfather had been an earl, his grandfather a baronet, and when Rolls was three his father was created Lord Llangattock. In his early years, he showed an inventiveness and mechanical bent of far greater promise than his indifferent scholastic performance. He went on to Eton, where his natural talent blossomed and won the praise and admiration of his house-master. He achieved the standard necessary to enter Cambridge, and read mechanical engineering and applied sciences. He also became the owner of the first car Cambridge University had seen.

A natural sportsman and enthusiast, by the time Rolls took his degree, he was probably one of the most skilful drivers in the country.







**R**olls won the great 1000 Mile Trial of 1900 so convincingly that a special gold medal was struck in his honour. However, Rolls was very much more than just an enthusiastic and talented amateur. He made motor cars his business—and he had the foresight to appreciate the vast potential of the motor car in everyday use. That potential was not being realised, largely because of the unreliability of the early models. Rolls understood this, as an engineer in his own right, and as a motorist concerned with the best possible performance. In 1902, Rolls formed the company of C.S. Rolls & Co. With his contacts and reputation, Rolls soon had a flourishing motor car distribution business. He still knew, however, that the next major breakthrough in motoring development was being held up for want of finding just the right car.

But, that same year, a mutual friend introduced Rolls to Royce. Rolls drove the Royce car, and knew his search was over. He marvelled at its muted engine noise, its engineering smoothness and mechanical reliability.

Royce, at the same time, jumped at the

opportunity to have his car presented by a distributor of such prestige. By December 1904, an agreement was reached under which C.S. Rolls & Co. undertook to market all cars produced by Royce Ltd.—and that the cars would be named Rolls-Royce.

To put that piece of historical fact into perspective, it must be remembered that by the mid-1900's there were over 800 car manufacturers. Rolls could have chosen any one of them. Royce had to compete with all of them. And yet, in just a few months, Royce's engineering genius had given his car a reputation which won the total loyalty of Rolls—the most noted motorist of his day.

The first Rolls-Royce was the 10hp, perfected from the early Royce model. It became a byword for reliability—which was well illustrated when the grateful owner of an original 1905 donated it to the company in 1920. The car had covered well over 100,000 miles over hilly roads all its life, and was still in mint condition. Another of the company's own prototype models was kept in regular messenger service until the 1920's.

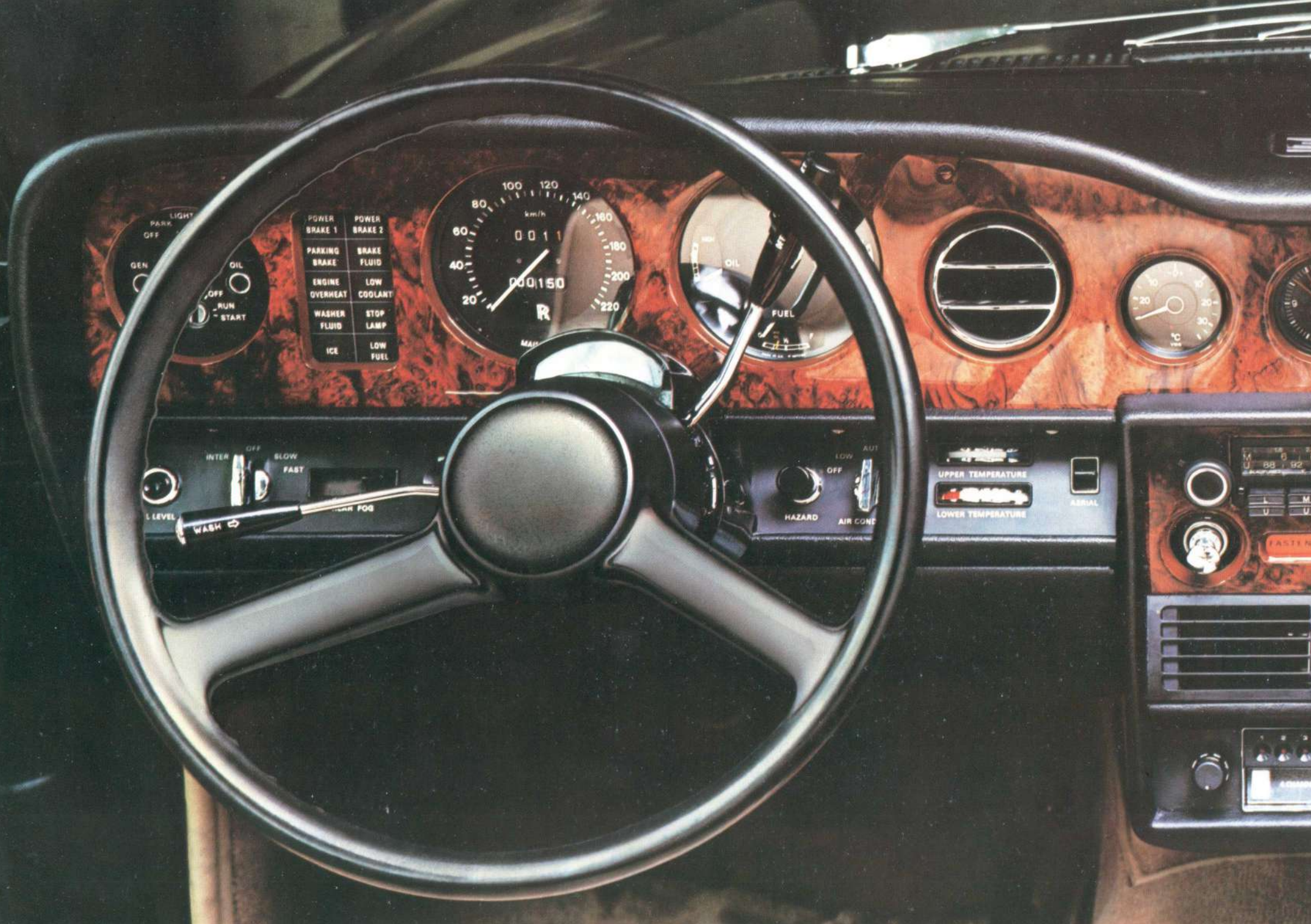
*The new face of the Silver Shadow II. Although the Silver Shadow II is a large and luxurious saloon, it has the legs of a great many sports cars. The wrap-round bumpers are fitted with hard, black Polyurethane inserts which resist impact and are not easily scratched. These bumpers are energy absorbing, and comply with current legislation. Spread across the next two pages is the re-designed dash of the Silver Shadow II. The instruments are arranged in three convenient, logical groups directly in front of the driver. The odometer now reads to 999,999 miles and electronics have replaced its cable. Accuracy and reliability are improved—and the last possible source of mechanical noise in the instrument system has gone.*





1800 TU





POWER BRAKE 1	POWER BRAKE 2
PARKING BRAKE	BRAKE FLUID
ENGINE OVERHEAT	LOW COOLANT
WASHER FLUID	STOP LAMP
ICE	LOW FUEL



WASHER FOG

INTER OFF SLOW FAST

L LEVEL

HAZARD AIR COND

LOW OFF AUT

UPPER TEMPERATURE LOWER TEMPERATURE

AERIAL

FASTEN SEATBELT

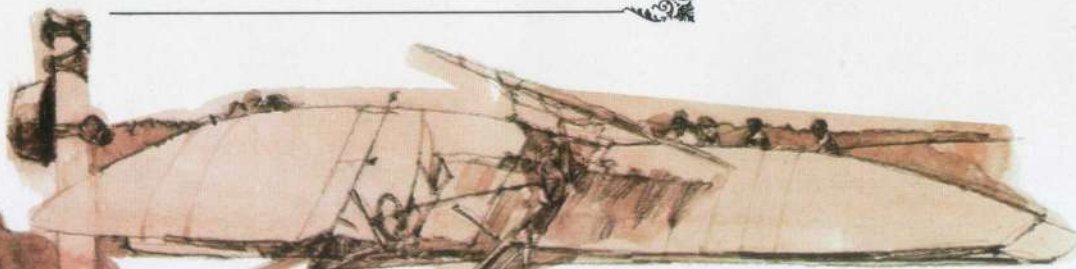
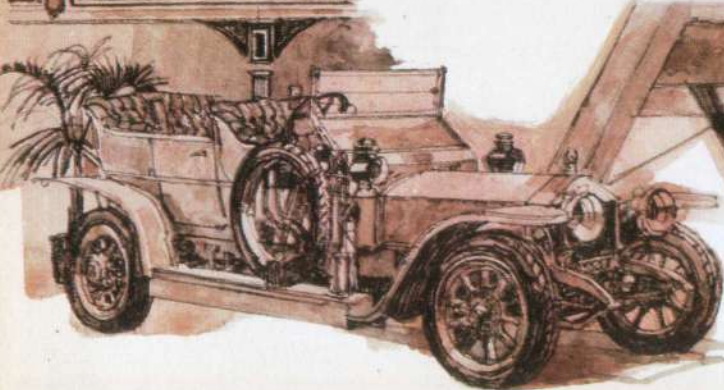
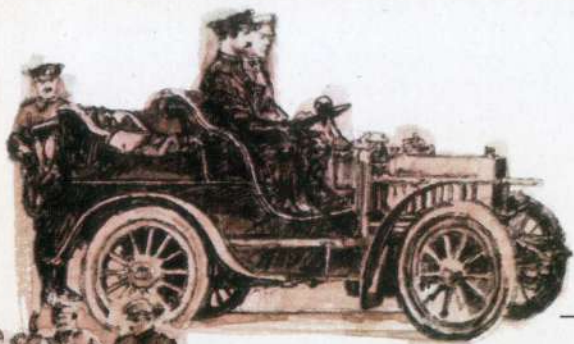
1 2 3 4 5 6 7 8 9 10 11 12

AM/FM









**W**hile Royce strove to perfect every mechanical detail of his cars, Rolls wanted a public proving ground to demonstrate the marque's performance. The 1905 Isle of Man Tourist Trophy was an obvious attraction. Rolls-Royce, then little-known outsiders, entered their new 20hp, four cylinder car. They came second to the favourite by 0.2mph.

The motoring world was impressed, but Rolls and Royce were furious, at what they regarded as failure. And, in 1906 they made no such mistake—the winning Rolls-Royce having a margin of no less than 4mph over the second-placed Berliet.

By now, the Rolls-Royce name was widely known and great things were expected of it. These expectations were realised almost instantly.

At the 1906 Motor Show, an admiring public had its first glimpse of the new Royce masterpiece—the 40/50hp. By 1907, it had been launched worldwide, acquired the name which was to epitomise motoring quality, and broke the world record for a non-stop run of 14,371 miles. This was the car which earned Rolls-Royce the title it has held unchallenged ever since—"the best car in the world" This was the Silver Ghost.

It had taken the company's founders little over two years to achieve the ambition they shared. They had perfected the motor car as their generation knew it. And, the Silver Ghost was to stay in production until 1925, being developed over the years, thus founding the company's tradition of continuous progress. Yet, at the height of the partnership's triumph, tragedy struck without warning. Charles Rolls, characteristically, had also become a major pioneer of air travel—first as a balloonist while still at Cambridge, and later becoming a fixed-wing aeroplane pilot. In 1910, at only 33, he was killed outright when his French-Wright bi-plane crashed during a landing competition. After a career marked by brilliant 'firsts', he died the first Englishman to be killed in an air accident.

It was a devastating blow to the people who knew Rolls, but he had played his part towards the firm's success so well, that its pattern of established achievement continued unabated. The firm's first Managing Director, Claude Johnson, kept the company moving forward, and protected the name's reputation unfailingly. Rolls' real tragedy was to miss so much greatness to which he had contributed.

*Outside it's hot: inside it's not. Because inside the Silver Shadow II the climate is controlled by the world's first fully automatic two-level air-conditioning system which took eight years to develop. Fresh, de-humidified air enters the car in separate streams at face and foot level. Temperatures can be individually set between 17°C and 33°C. Once selected, the desired temperatures are maintained by a sophisticated system of sensors and servo motors. Front and rear screens are de-misted automatically. Now this unique system sets the seal on a relaxed, completely private world. A world where supple leather, deep-pile carpet and hand-matched veneers blend harmoniously with advanced engineering and sophisticated electronics. A world of silence and serenity—that becomes a 'concert hall' at the touch of a button. A world where everything is convenient to the hand and pleasing to the eye. A world apart: the world of the Silver Shadow II.*













*If you want a demonstration of some of the most significant advances in the Silver Shadow II, you will have to drive the new car.*

*The new rack and pinion steering, with its highly refined power assistance, as well as being extremely precise and sensitive, provides the positive 'feel' that experienced drivers expect.*

*Responsiveness is improved still further by modifications to the suspension which keeps the front wheels more upright when cornering. Roll angle is also reduced: so cornering causes less noise and scrub—with beneficial effects on tyre life.*

*The Silver Shadow II is a car that provides safety and stability. On the straight it holds its line precisely. It corners smoothly, accurately and without fuss. It is an immediate and ever-growing pleasure to drive and to own.*

An interesting detail is that Rolls never sat behind the beautiful "Spirit of Ecstasy" mascot which graces every Rolls-Royce to this day. The sculpture was produced by Charles Sykes, RA, in 1911.

But, if Rolls missed the triumphs—such as the almost clean sweep of the awards in the 1913 Alpine Trials—he was also spared the horrors of the First World War.

Naturally, with such superior performances and dependability, Rolls-Royce engineering had a great contribution to make. Rolls-Royce carried King's Messengers. Rolls-Royce ambulances brought back front line casualties. Rolls-Royce armoured cars went with Lawrence to Arabia—earning a glamorous passage in his "Seven Pillars of Wisdom"—'A Rolls in the desert was above rubies'.

And, of course, as Rolls had foreseen, Rolls-Royce power took to the air—providing over half the British aero-engines in service, and, when peace finally came, thrusting the Vickers Vimy of Alcock and Brown over the Atlantic for the first direct air crossing.

In the Twenties, Rolls-Royce developed three classic models: the 20hp—which became known as the 'Baby Rolls-Royce'; the New Phantom—which

became Phantom 1 of the new series; and the 20/25hp—a faster progression of the 20. The company also developed an entire new production plant, to meet the huge American demand for the Silver Ghost and the New Phantom.

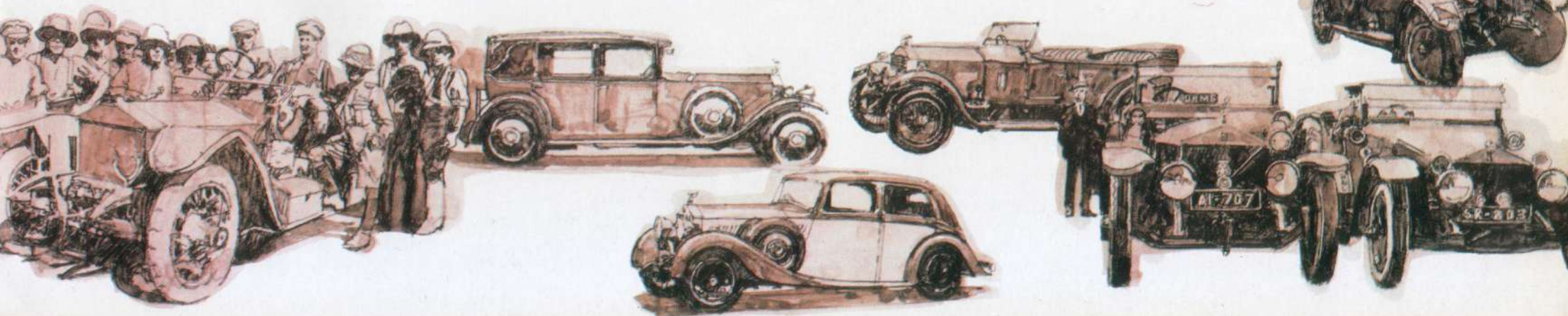
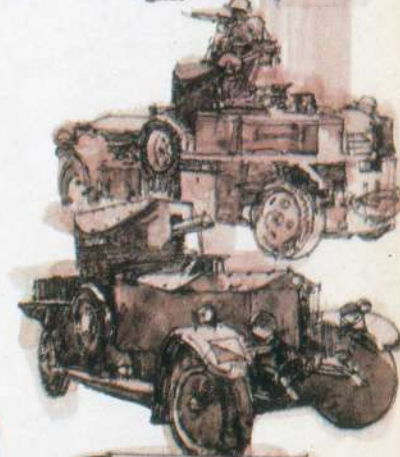
This was at Springfield, Massachusetts, where 1,240 of the 3,450 Phantom 1 cars were built.

But, although certainly not to Royce himself, to many people air power meant Rolls-Royce power. And, when the British Air Ministry decided to enter the Schneider Trophy air races in 1929, the Company was asked to produce a special engine.


In just eleven months, Royce and his team designed and built the unit which gave the Supermarine a winning speed nearly 50mph greater than the Italian entry.

It was the second of three wins for Britain, and it marked one of Royce's finest examples of engineering skill and initiative.


What Royce did was to develop the Buzzard engine into the 'R' type aero-engine. Modifications were dramatic and complex, but nonetheless Royce achieved a 106 percent increase in engine power with only 1.3 percent increase in weight. Two years later, Britain won again to win the Schneider Trophy outright.







**S**uccess with the Schneider Trophy crowned feats of an exceptional career – rewarded in 1931, when Sir Henry Royce was created a baronet. The same year the Company acquired Bentley Motors. Royce died in 1933 which, coincidentally yet fittingly, was the same year the famous R-R symbol changed from red to black.



Royce's death robbed him of the chance to see some of his 'R' engine's most outstanding successes. It powered Sir Henry Segrave's boat Miss England II and Kaye Don's Miss England II & III to new World Water Speed records. And, in 1935, Sir Malcolm Campbell's 'R'-powered Bluebird car raised the Land Speed record to over 300mph.

The most critical development of the 'R' engine, however, was still to come. Royce had shown that the potential of the engine was vast, and its exhaustive development programme had built up a massive reservoir of experience in the output of high power under the most demanding conditions of flight. Schneider Trophy racing had shown one aspect of this, but now, Rolls-Royce turned to the production of a standard engine of far greater running endurance.

The result was the Merlin – which proved itself in the most exacting trials possible, the Battle of Britain and all theatres of the Second World War. Merlin powered Spitfires, Hurricanes, Lancasters and Mosquito's, as well as certain marks of Beau-fighter and Halifax. The engine performed magnifi-cently, from the Tropics to Arctics – and, such was its flexibility of design, that it was able to be developed and redeveloped as the war progressed. In fact, its power capacity doubled during its service.

During the war years, car production had ceased and total production had been converted to aero-engine output.

With the return of peace, however, Rolls-Royce moved their car production into the aero engine plant at Crewe and for the first time the company produced a complete car, doing its own coachwork and in 1946 the completely new Bentley Mark VI was announced, followed by the Silver Wraith in 1947.

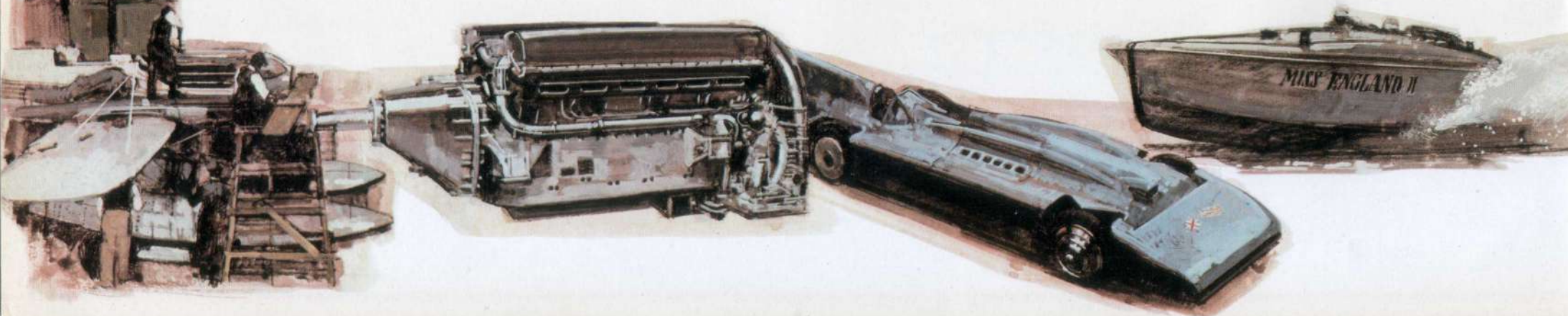
So, when Rolls-Royce launched the Silver Dawn in 1949, it was the first complete Rolls-Royce car to be built under one roof.

*This Silver Shadow II engine is one in a hundred. Rolls-Royce Motors quality control engineers have pulled it out of production and run it on the bench for the equivalent of 500 miles. Now it is being stripped down and the actual dimensions of each component checked against the original drawings with the aid of a computer.*

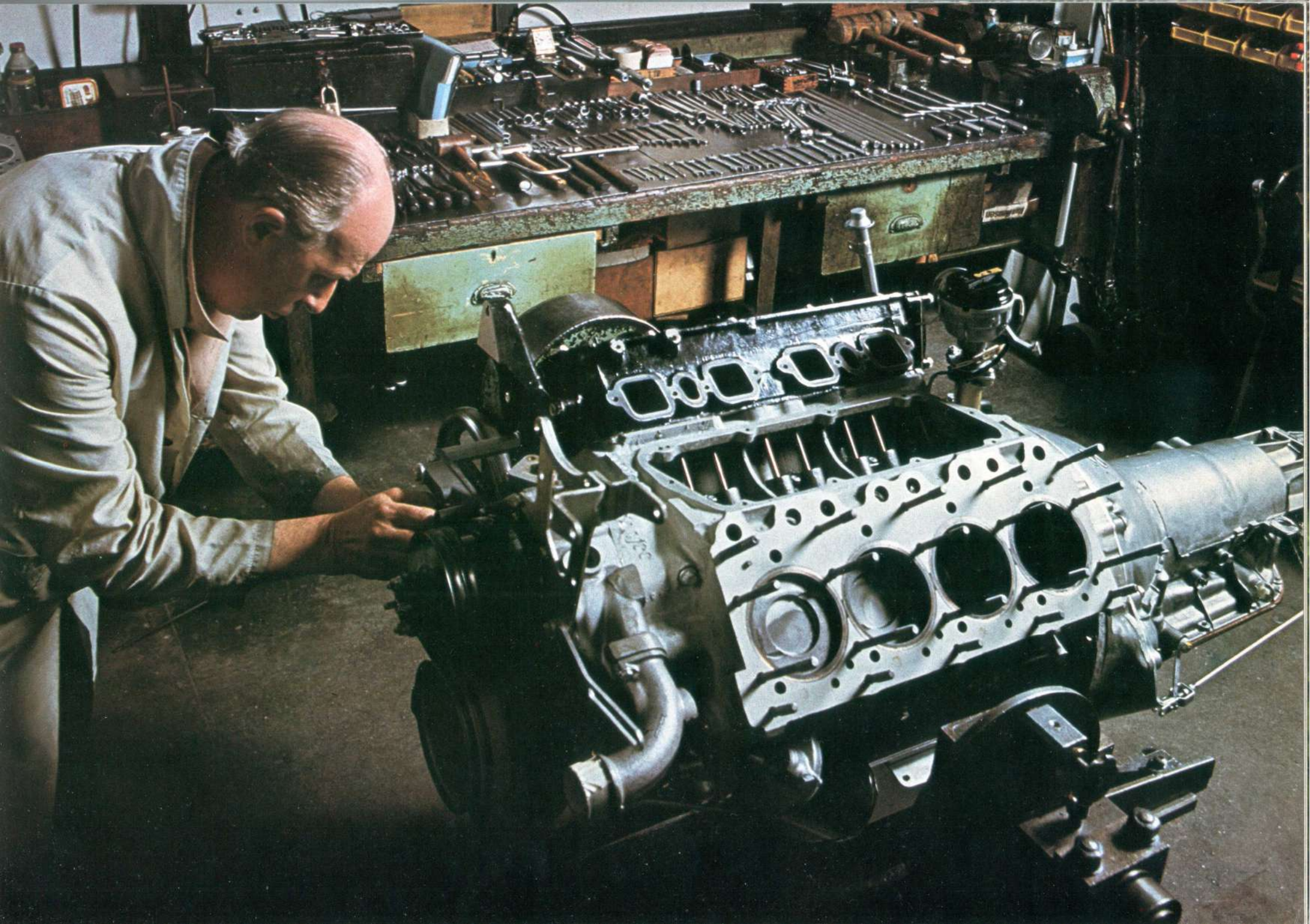
*This is just one of a multitude of tests and checks to ensure that every Silver Shadow II meets its specification and to reveal opportunities for further improvement.*

*For example; the engine in the picture is even quieter than its predecessor because the fan runs more slowly. Cooling however, is more efficient because an electric booster fan is fitted.*

*Economy is also improved. The slower running fan absorbs less power: in conjunction with a new high-efficiency emission-control carburettor, and six-element, stainless-steel twin exhaust system, this results in better fuel consumption.*



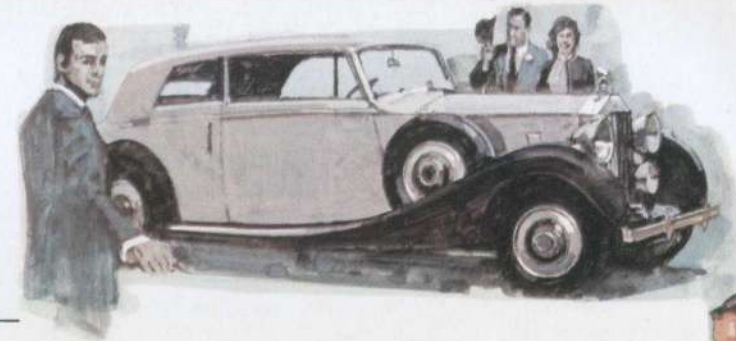












**T**he Silver Dawn in no way reflected the general post-war atmosphere of austerity. Indeed, it was felt then, as it has always been felt, that every Rolls-Royce should be luxurious, and built to the highest standards possible.

This policy was underlined in the fifties, with the development of the classic Silver Cloud series—about which an advertisement once claimed: “At 60 miles an hour the loudest sound comes from the electric clock”.

Then, as if to give each decade its own masterpiece, this was followed in 1965 by the Silver Shadow. This was the first Rolls-Royce to incorporate the all-in-one, monocoque body shell. It embodied all the traditional Rolls-Royce virtues of silence, total comfort, and longevity, combined with the modernity which has marked every new model the company has introduced.

In fact, such forward-thinking ideas have often prompted people to ask just how many of the original partners’ ideals are still everyday practice. And, it can be answered quite truthfully, that the essential spirit of perfection has been handed down through generations, unchanged. Henry Royce knew, for instance, that there was a right way to do

every job, and that anything less was an unacceptable compromise. That is exactly the way Rolls-Royce craftsmen feel today. Their personal standards of excellence remain unaffected by the changes in motoring technology they apply.

Every single Rolls-Royce is still made for an individual. A specification book follows the car through each stage of its production—and ensures that the customer’s detailed requirements are met. The famous radiator is still hand-made in the same way as 70 years ago. Eight full hides are still used in the interior. The fine lines adorning the fourteen coats of paintwork are still applied by man using a brush. And it still takes some 3 months to produce each car.

The value of all this care can be seen on any day, on the roads all over the world. Because, over half the cars built by Rolls-Royce since 1904 are still in service.

No two Rolls-Royce cars are exactly alike. And no other car is quite like any Rolls-Royce. And Rolls and Royce would recognize that the standards they laid down in the formative years of the Company are still the guiding principles of Rolls-Royce Motors today.



*Between these two cars stretch seventy years of the greatest technological explosion the world has ever witnessed. The Rolls-Royce Silver Shadow II is fresh from the factory. The original Silver Ghost in the background was new in 1907. Over 500,000 miles later it is still purring on. And yet only the details have changed. As the preceding pages have endeavoured to outline, the principles laid down by Henry Royce and C. S. Rolls for their first cars are timeless. They were principles that overnight transformed the motor car from a clanking, temperamental, uncomfortable plaything into a safe, smooth, silent, comfortable and supremely practical means of personal transport. They demanded, and still demand, skill, dedication, patience, integrity and a continuous refusal to accept that what is already done well cannot be done better. They make the new Rolls-Royce Silver Shadow II the masterpiece it is.*







# Specification

**Rolls-Royce Silver Shadow II®** Five seat, four door saloon of steel integral construction. Boot lid, bonnet and doors of aluminium alloy. Wrap round bumper with hard polyurethane inserts. Individual front seats electrically adjustable for height, tilt and fore and aft movement. Squab manually adjustable. Upholstery in English hide. Deep pile carpet. Lambswool rugs. Walnut veneer dash and garnish rails. Vanity mirrors in rear quarters. Headrests to rear seats/head restraints to front seats. Instruments: electronic

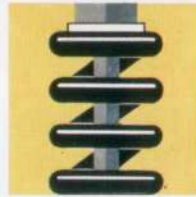
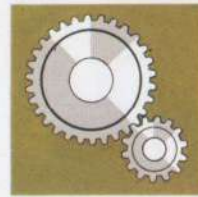
speedometer, clock, ambient air temperature gauge, combined ammeter coolant temperature gauge, oil pressure gauge and fuel/sump level gauge. Warning lamps for low pressure in hydraulic systems, low hydraulic fluid level, stop lamp bulb failure, low fuel level, seat belt reminder, icing conditions, parking brake, oil pressure, ignition. Automatic speed control system (electronic), controlled from switch on gear range selector lever.

**Engine**  
6750cc (412 cu in) 90° V-8 cylinders with overhead valves and hydraulic tappets. Bore 104.1 mm (4.1 in). Stroke 99.1 mm (3.9 in). Compression ratio 7.3:1. High silicon content aluminium alloy cylinder block with cast-iron wet liners, aluminium alloy cylinder heads. Hardened steel crankshaft runs in five main bearings. Full flow oil filter canister. Cooling system pressurized to 1.05 kg/sq cm (15 lb/sq in). Water pump mounted 7 bladed fan with electric booster fan forward of radiator. Electronic ignition. Twin exhaust system with stainless steel silencers, twin catalytic converters. Air injection system and exhaust gas re-circulation.



**Fuel System**  
Two SU HIF7 carburettors with automatic mixture enrichment, Pierburg fuel pump. Fuel evaporative loss system. 23½ U.S. gallons (85 litre) fuel tank positioned to prevent rupturing or loss of fuel.

**Transmission**  
Three speed automatic transmission with torque converter. Electrical gear range selector. Single piece propeller shaft. Hypoid bevel final drive. Overall ratios: 1st 7.70:1, 2nd 4.62:1, 3rd 3.08:1, reverse 6.16:1. Top gear speed at 1000 rpm: 42 km/h (26.2 mph).



**Suspension**  
Front: independent by lower wishbone, stabilized upper level, coil springs and telescopic dampers.  
**Anti-roll bar**  
Rear: independent by trailing arms, coil springs and telescopic dampers. Anti-roll bar. Automatic ride height control.



**Steering**  
Power assisted rack and pinion. Overall ratio: 17.5:1. Turns lock-to-lock: 3.2. Turning circle kerb-to-kerb: 11.73 m (38.5 ft), 38.6 cm (15.25 in) diameter steering wheel with swash collapse.

**Wheels and tyres**  
38 cm (15 in) diameter steel disc wheels, five handed studs per wheel. HR70HR15 or 235/70 HR15 low profile radial ply tyres.



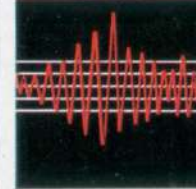
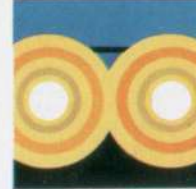
**Brakes**  
28 cm (11 in) diameter discs (ventilated at front) on all four wheels. Two separate hydraulic circuits pressurized by engine driven pumps to 175.8 kg/sq cm (2500 lb/sq in). Mechanical parking brake operated by foot.



**Air-conditioning system**  
Rolls-Royce Motors automatic air-conditioning with separate temperature control for upper and lower systems. Swivelling ventilators and central air outlet on dash. Stale air extraction via trunk to atmosphere. System automatically controls rear window demister.



**Electrical equipment**  
12v negative earth fully fused, 75 amp alternator, 68 amp/hr battery. Pre-engaged starter motor. Two 75 watt sealed beam main headlights and two 60/37 watt sealed beam dim headlights with safety circuit to dim if main beam fails. Hazard warning system. Parking lights at front, combined parking, back-up and stop lights at rear. Windshield washers, with wash-wipe system, two speed and delay wipers. Electrical operation of gear selection, front seat adjustment, windows, centralised door and boot locking system, radio aerial, fuel filler flap. Interior courtesy lamps with 7 second delay.



**Audio equipment**  
AM/FM stereo radio, quadraphonic tape playing equipment, four speakers, with front-rear balance control.

All Rolls-Royce and Bentley motor cars are the subject of a continuous development programme and as a result their specifications may change and differ in detail from those outlined in this catalogue. Your Rolls-Royce Motors dealer will always have the latest information. The various Rolls-Royce and Bentley motifs and Rolls-Royce and Bentley motor car mascots are all registered trade marks.

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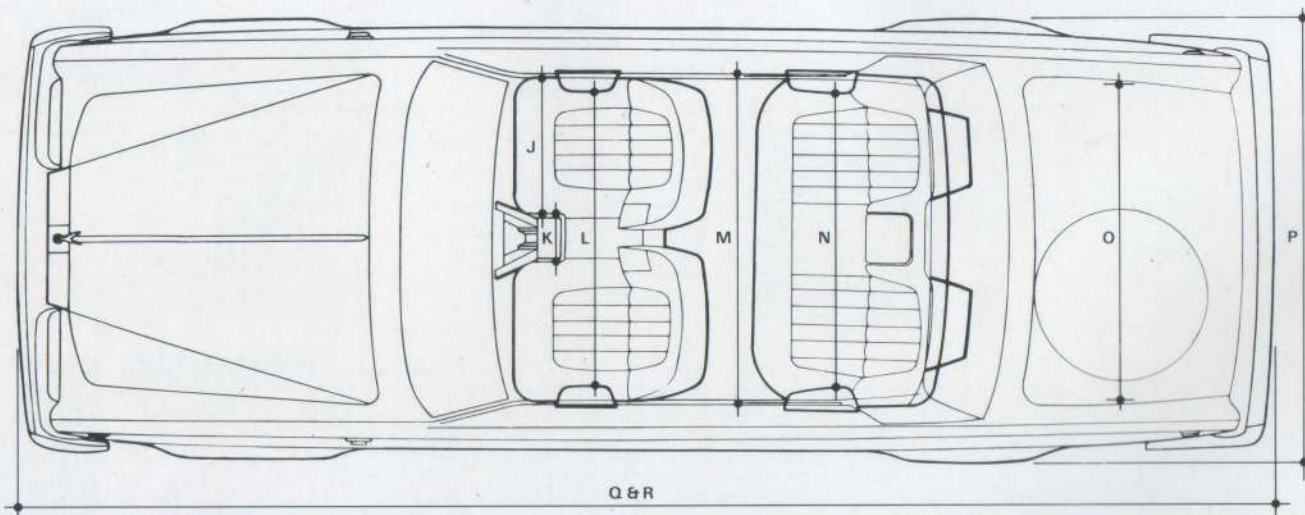
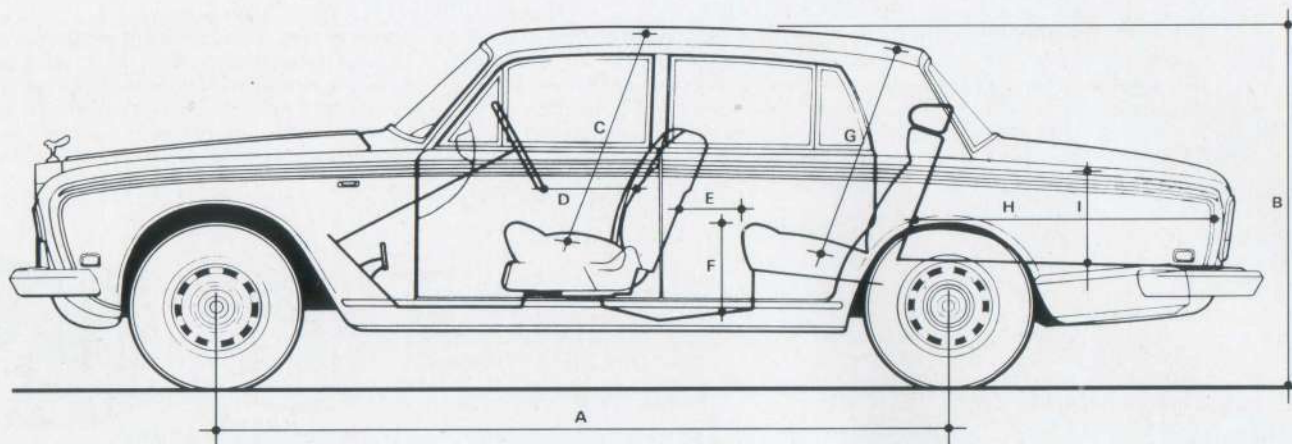


All interior dimensions shown with front seats in central position.

	cm.	in.
A	305	120
B	152	59.75
C	91	36
D	34	13.5
E	32	12.5
F	38	15
G	93	36.5
H	122	48
I	41	16
J	57	22.5
K	20	8
L	125	49
M	140	55
N	125	49
O	135	53
P	182	71.8
Q	519	204.5
R	527	207.5

Other than North American cars

North American cars



# SILVER SHADOW II





1800 TU





ROLLS-ROYCE  
MOTORS

Car Division