

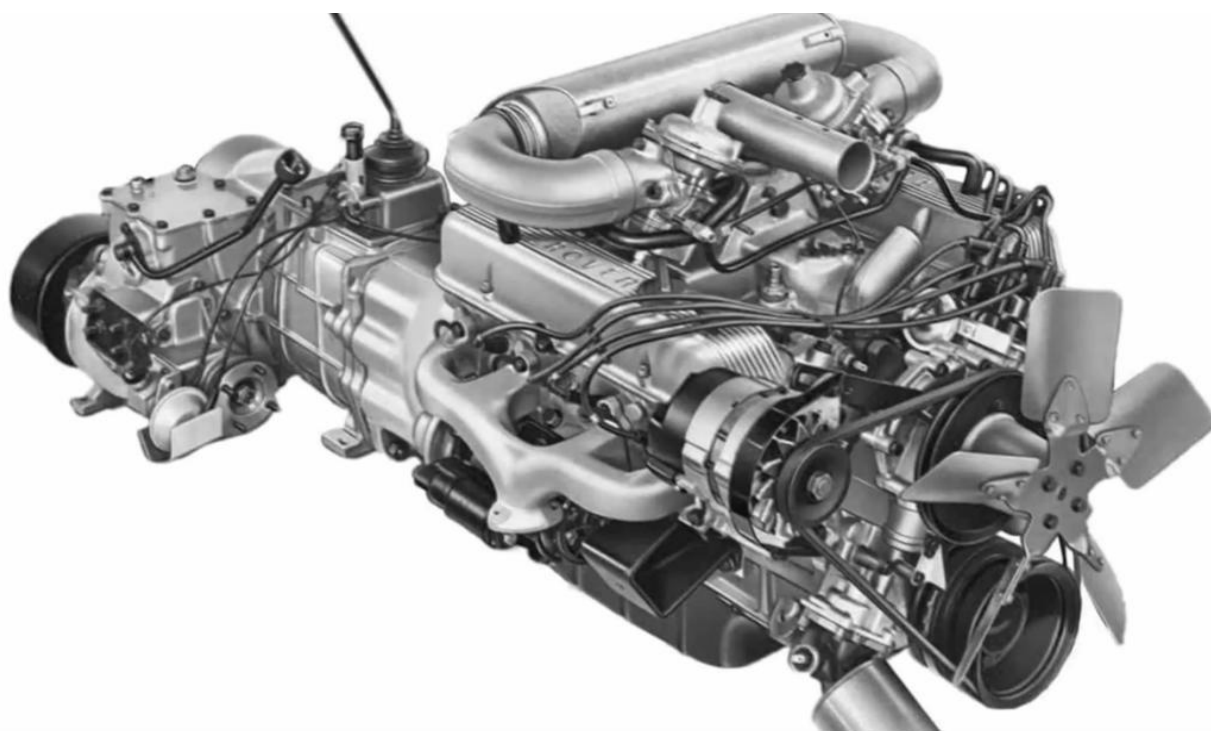
The Rover V8: The American Reject that saved Britain



William Martin-Hurst was a pivotal figure at the Rover Company, serving as its Managing Director from 1962 to 1970, known for securing the influential Buick V8 engine for Rover, leading the launch of the ground breaking Rover P6 (Car of the Year 1964), and guiding Rover through a significant era of engineering and product development. The V8 engine was used in a wide range of vehicles from Rover and other manufacturers from 1967. [More](#)



Martin Hurst arranged a meeting with the Chief Executives of General Motors to purchase the rights, the blue prints and tooling for the discontinued Buick V8 engine. Martin had spotted the disguardred V8 engine in the corner of a workshop during a visit to GM and saw that with an aluminium block it was a lightweight engine able to produce more power than the 6 cylinder engine Rover was using on its saloon models. [More](#) & [Video link](#)



The Rover V8 engine remained with Land Rover when it was sold to Ford by BMW in 2000 as part of the breakup of the Rover Group. Although Land Rover had switched to the Jaguar AJ-V8 engine for new applications, they wanted production of the engine to continue, and they arranged for production to restart in Weston-Super-Mare under MCT, an engineering and manufacturing company. MCT are "still making them in 2025 for specific markets" through limited production of the engine, supplying engines for aftermarket and replacement use. [More](#)