Motor Industry News Leyland Australia

July, 1972.



V12 VERSION OF DAIMLER SOVEREIGN

Following close on the heels of the Jaguar XJ12, British Leyland today announced the release of the Daimler version - at the same time reviving one of the most famous names in British motoring history: the Daimler Double Six.

In 1926 Daimler produced its first V12 automotive engine, based on two cylinder blocks from the existing 25/85 HP Daimler 6-cylinder engine.

That V12 - or Double Six as it was called - was a sleeve valve engine of 7136 cc, although several smaller versions were produced later.

Apart from smoothness and flexibility, the original Double Six Daimlers were also famous for their "down to walking pace" top gear performance.

Announcing the new car, Chairman and Chief Executive of the Jaguar and Daimler Companies, Mr. F.R.W. England, said: "As a Daimler apprentice during its heyday I well remember the original Double Six being renowned for its silence and smoothness.

"As these are amongst the most outstanding characteristics of the 12 cylinder Daimler we are announcing we had no difficulty in deciding to re-adopt that famous name."

The 60 degree V12 power unit is identical to that in the XJ12 and is assembled at the Daimler Company's Coventry factory where more than \$6 million worth of equipment has been installed for its manufacture.

../2

The Double Six is based on the luxurious Sovereign, which continues in production.

Main differences between the Double Six and Sovereign are the 12 cylinder car's ventilated front disc brakes, ventilated steel wheels, wider section tyres and automatic transmission as standard equipment.

Externally the Double Six can be identified by the "V12" and "Double Six" badges at front and rear respectively and the "V12" badge fitted to the centre console.

Daimler is Britain's oldest car manufacturer. The Coventry-based Daimler Motor Company produced its first cars in 1897.

The first member of the Royal family to ride in a motor car did so in a Daimler. In June 1898, H.R.H. Prince of Wales (H.M. King Edward VII) took his first ride in a car on public roads in a Daimler.

Since then they have been used by Royalty and many Heads of State and are still "By Appointment to H.M. Queen Elizabeth, the Queen Mother, Motor Car Manufacturers".

NOTE: Specification and capacities of the Daimler Double Six are the same as the Jaguar XJ12.