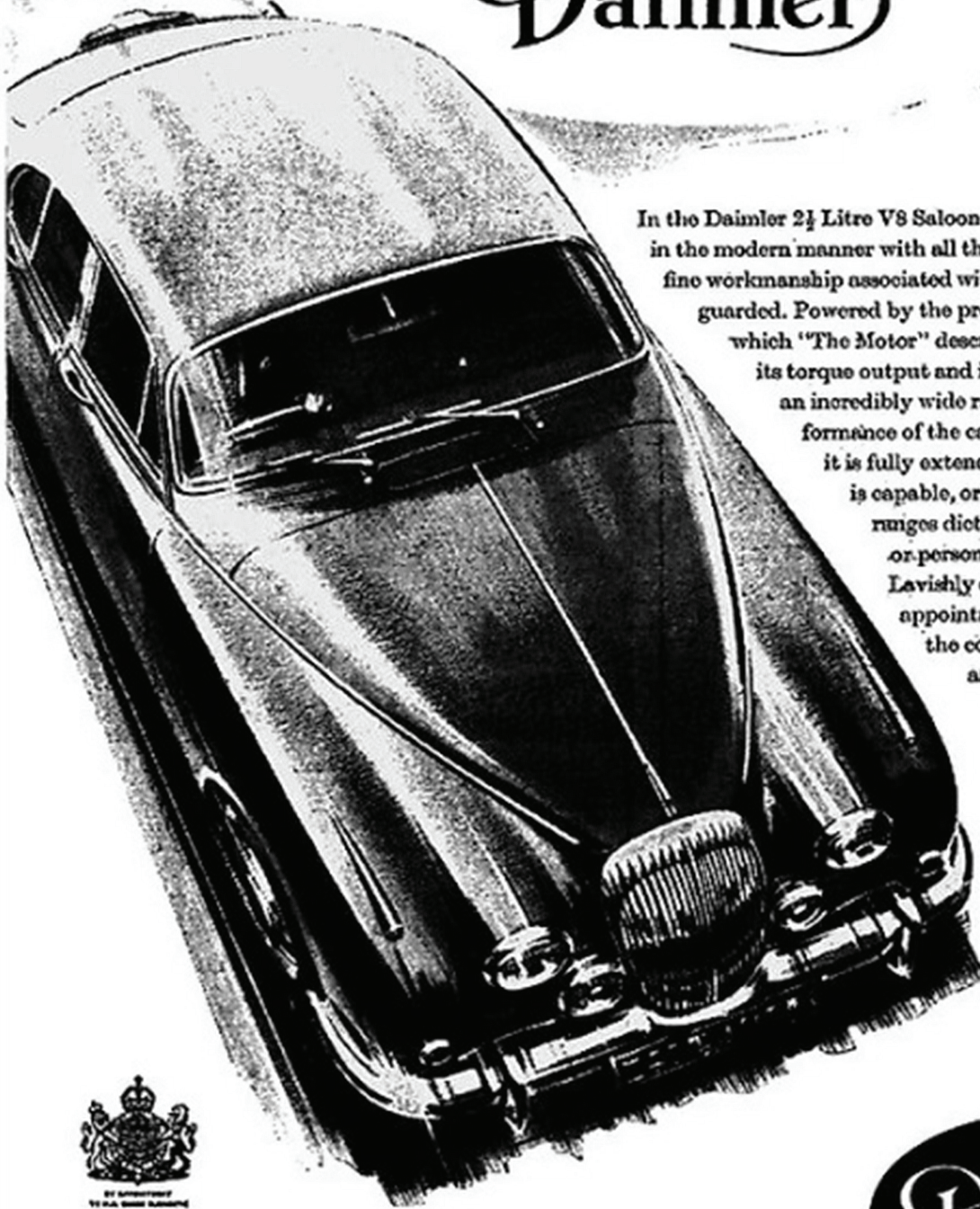


Presenting the  
**NEW 2½ LITRE V8 SALOON**  
by  
**Daimler**



In the Daimler 2½ Litre V8 Saloon, Daimler tradition is continued in the modern manner with all the attributes of high quality and fine workmanship associated with this famous *marque* faithfully guarded. Powered by the proven 2½ litre Daimler V8 engine which "The Motor" describes as "... quite exceptional in its torque output and its turbine-like smoothness over an incredibly wide range of speeds..." the road performance of the car is no less exceptional whether it is fully extended to the 112 m.p.h. of which it is capable, or being driven in the lower speed ranges dictated either by traffic conditions or personal inclination...

Lavishly equipped with every conceivable appointment and refinement devised for the comfort of driver and passengers, and with automatic transmission as standard equipment, here is the kind of Daimler which so many Daimler enthusiasts have long demanded and which truly provides prestige motoring in the modern manner.



See this exciting new model with the full Daimler range  
**on Stand 98 Earls Court**

The Daimler Company Ltd., Coventry. London Showrooms: Stratstone Ltd., 40 Berkeley Street, W.1. (Mayfair 4404)



# 60 Years of the Daimler 2.5 V8/250 (cont)

The Daimler 2.5 V8/V8-250 was produced by The Daimler Company Ltd from 1962 to 1969. It was the first Daimler car to be based on a Jaguar platform, the first with a unit body, and the last to feature a Daimler engine after the company was bought from the Birmingham Small Arms Company by Jaguar Cars in 1960.

## History and Development

Despite claiming an interest in expanding Daimler's markets, Jaguar had bought Daimler primarily to expand their production facilities, and apart from replacing the DK400B limousine with the Majestic Major-based DR450, Jaguar did little to develop new Daimler models and in fact cancelled a planned Conquest replacement (DN250) based on the SP250.

The Daimler 2.5 V8 was actually the result of negotiations between Lyons and the large Daimler distributor, Stratstone Ltd. Stratstone executives pressed Jaguar to develop a small Daimler to market in the tradition of the Consort and the Conquest. Lyons agreed to build a small Daimler based on the Mark II and in return Stratstone agreed to drop their Volkswagen franchise and just sell Jaguars and Daimler cars.



*Daimler DN250. After production of the Conquest ceased in 1958, attempts were made to re-enter the medium-sized saloon market with the development of the DN250. Two prototypes based on a Vauxhall Cresta platform were built but discontinued prior to Jaguar's purchase. The prototypes disappeared but a Daimler enthusiast recreated the above DN250.*

By November 1960 project ZX530/112 under the leadership of Phil Weaver (Workshop Superintendent of E1A fame) was underway.

A Mk 1 received a Daimler V8 transplant and this impressed executives with its better than expected performance. Soon after a Mk 2 was fitted with the V8 and a Borg Warner type 35 automatic transmission. Over next 16 months the two test cars were used to iron out any design problems. However, by all

accounts, converting the Mark 2 was a relatively straightforward process as the Daimler V8 engine was more compact and lighter than the XK 2.4 litre engine used in the Mark 2.

Because it weighed approximately 50 kg less, spring and damper settings were revised accordingly to suit the altered weight distribution. In fact, this significant reduction in mass over the front wheels and redistribution of weight to the rear improved handling and reduced understeer during hard cornering.

Following exhaustive testing the new Daimler 2½-litre V8 was officially launched at the 1962 Earl's Court Motor Show, although it wasn't until early 1963 that production properly got under way.

## Engine

Jaguar carried out numerous changes to the Daimler V8 engine during development of the saloon. This included swapping the cylinder head studs for set bolts to enable the heads to be removed with the engine still in place, redesigning the sump for an easy fit between the Mk2's front suspension units, repositioning the water pump and fitting new-design exhaust manifolds.

The V8's main bearings were also slimmed down in order to create enough space to balance the crankshaft, helping to make this version significantly smoother than the Daimler-designed original.



*After the DN250, Daimler changed plans and proceeded with another prototype codenamed DP250. This car was built around the chassis of the SP250 sports car. The project was discontinued by Jaguar shortly after it acquired Daimler.*



# 60 Years of the Daimler 2.5 V8/250 (cont)



*The Daimler 2½ litre V8 was officially launched on the 8th of October at the 1962 Earl's Court Motor Show. On launch the car sold for UK £1,568, initially more than the 3.8 litre Mark II.*

The radiator fan was also driven through a viscous coupling unit that slipped progressively with increased engine speed, reducing noise from the fan.

## Transmission.

The Daimler's Borg-Warner Type 35 automatic transmission was smaller and lighter than the units used on the Mk 2 and had strong engine braking in each gear range.

A manual transmission, with or without an overdrive unit usable with the top gear, became available in early 1967. Cars optioned with the overdrive had the original 4.55:1 final drive ratio.

## Exterior

The company's stylists were tasked with making the Daimler derivative look suitably different from the model on which it was based. The most obvious change was to the radiator grille, which followed Daimler tradition via its fluted top, while the bonnet was adorned with a 'flying D' mascot.

The bootlid sported both 'Daimler' and 'V8' badging, and was also fitted with a number plate lamp featuring an appropriately fluted chrome surround.

The hubcaps, surrounded by handsome rimblishers, were given 'D' emblems in their centres, while the rear bumper also received the same emblem treatment.

## Interior

The Daimler 2½-litre V8's interior benefited from various changes over the standard Jaguar Mk2, including fitment of a split bench seat up front, deletion of the full length centre console for extra width and comfort, removal of the picnic tables to improve rear leg room, fine-quality leather hide and the usual array of wood-veneered trimmings.

The dashboard differed slightly from the Mk2's thanks to a veneered extension below the central part (housing the radio, heater controls and ashtray), while the Jaguar steering wheel was modified via the inevitable use of a 'D' central emblem.

## Daimler V8-250

Produced from October 1967 to 1969, the V8-250 was a minor facelift and differed in relatively small details. The cars were fitted with "slimline" bumpers and overriders (shared with the Jaguar 240/340), negative-earth electrical system, an alternator instead of a generator and twin air cleaners, one for each carburettor.

Other new features included padding over the instrument panel, padded door cappings and ventilated leather upholstery, reclinable split-bench front seats and a heated rear window. Power steering and overdrive were optional extras.

## Road Tests

Top speed as tested by Autocar in May 1963 was 112.3mph, 0-60mph in 13.8 seconds and fuel consumption was 17.3mpg. The top speed was reached at 6800rpm, confirming that the V8 was



*Engine bay of the updated 1967-1969 Daimler V8-250 fitted with an alternator instead of a generator and twin air cleaners, one for each carburettor.*



# 60 Years of the Daimler 2.5 V8/250 (cont)

a much freer revving unit than the XK. Autocar said: "The Daimler's particular strength is its sweet and near silent running at any engine speed".

## Production

13,018 Daimler 2½ litre V8's were built between October 1962 and June 1967, with a further 4,890 Daimler V8-250's produced from July 1967 to July 1969. Only 700 cars in total were fitted with the optional manual overdrive gearbox.

Of the 17,908 cars built, just 727 were built in left-hand drive guise. The 2½-litre and V8-250 was built predominantly for the home market and to help placate the local Daimler distributorships. However, they were seen as an attractive choice for well-heeled buyers seeking a more traditional offering than the Mk2, a car with a racier image at the time.

Such a reliance on home-market sales, however, helps to explain why the total number of V8-engined Daimler saloons produced during their seven years on sale were fairly low. Another reason was that Jaguar put limited investment in tooling for the 2½-litre engine. This led to limited production capacity, with a maximum weekly output of 140 engines. However, this planned maximum output was never achieved.

By the time the very last V8-250 rolled off the line in 1969, the extremely well-received XJ6 was Jaguar's main saloon focus.

## List Price (UK)

In 1965 the Daimler carried a list price of £1647 including Purchase Tax, making it substantially dearer than the midrange 3.4-litre Jaguar Mk2 at £1507 and a lot



*1962 Earl's Court Motor Show. Inside it lost its picnic tables in a bid to improve rear legroom, and a split bench seat up front with folding armrests for extra width and comfort.*

more expensive than the 2.4-litre version at £1389. It was a clever pricing policy, however, enabling the Daimler to be seen as something of a flagship model whilst still undercutting the Rover 3-Litre MkIII – an important British rival, priced then at £1838.

## The Last Daimler Engined Model

Although the Daimler V8 brought new customers to Jaguar, the loss of the V8-engined Daimler marked the end of an era, as well as the end of a well-designed, well-developed powerplant that had plenty more to give. From then on, Daimler saloons became re-badged Jaguars with nothing mechanically different to set them apart from their less expensive cousins.

From the moment of its introduction, the Daimler 2½ litre models provided a unique kind of luxury motoring. The distinctive V8 two-and-a-half litre twin carburettor engine with its turbine-like smooth performance was powerful and progressive; be that with a Borg Warner Type 35 automatic transmission or a 4-speed all synchromesh gearbox, with or without overdrive.

There can be no doubt that these beautiful cars offered and still offer a very individual character, combining high performance with traditional Daimler comfort and refinement. And in that respect, the 2½-litre (and its Daimler V8-250 successor) deserves a special place in the history of one of Britain's most prestigious marques.

Although there were five (5) times more Mark 2's (and its 240, 340 successor) built, the Daimler V8 has always been lagging behind in the used car market despite being as easily as fast as a 3.4 Mark 2 and regarded by the press as more agile to drive. This price differential has narrowed significantly in the last 2 years. As a classic buy today, few are finer. ■

*Information for this story gathered from Wikipedia, DM Drive-My and Daimler & Lancaster Owners Club (UK).*

