



The Gazelle Story.

One of the main planks of the Rootes take-over of the Singer Company was the promise of a brand new model the company could be proud of.

During the next year Rootes set about re-organizing the whole of Singers systems and re-financing the firm. The year-end loss posted for 1956 had risen to £600,000, but by the end of the 50's Singer would be back in the black and making healthy profits once more.

Once under Rootes ownership, the styling and engineering teams were tasked with developing the new Singer. They quickly identified that the older 1500 cc Singer ohc engine could be shoe-horned into the brand new Audax body shell, and, with subtle detail improvements, the new car was positioned high up in the Rootes model range just behind the prestigious Humbers.

The all-new Audax body styling was a creation of Raymond Lowey's design team in America, who had been responsible for the impressive Studebaker Hawk and Starliner models, and there are a number of similarities between the designs.

It was against this backdrop that the new Singer, the Gazelle Series I, was launched in September 1956.

Gazelle Series I.

Inside, the level of trim in this luxurious new car was pitched at the upper end of the medium sized car market. Smart, pleated vinyl contrasted with outline piping and polished walnut veneered facia and door cappings, along with deep pile carpeting and extensive sound deadening.

The Series I was available as a four door Saloon and two door Convertible.



The purchase price was £898 7s 0d.

Fitted with independent front wheel suspension with coil springs, and a wheel-base of 8' - 0" the car had an overall length of 13' 7½".

The research and development teams, along with the stylists, were continuously refining the finish and engineering specifications of the model ranges, and along with input from the marketing department, Singer became more integrated into the Rootes manufacturing set-up.

Thus it was that with barely 12 months under its belt, the the Series I was replaced by the Series II, by which time 4,344 Series Is had been produced.

Gazelle Series II.

With the launch of the Series II in October 1957, the front of the car was changed to include horizontal chrome vents which incorporated side and indicator lights on either side of the oval centre grille. Side flashes were added, pointed at the front and filling almost all of the rear wing panels.



The headlights were given deep chrome cowls, and the now famous Gazelle motif was added to the bonnet.

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The Gazelle script badges remained on the front doors. The capacity of the fuel tank was increased from 7¼ gallons to 10 gallons. Overdrive became an option available at extra cost. There was also a new body style - the Estate.

1,582 Series II cars were produced, making it the rarest of all the Gazelles.

Gazelle Series IIA.

Shortly after the introduction of the revised Sunbeam Rapier model in February 1958, Rootes decided to install the same 1494 cc power unit (with single Solex carburettor) in the Series II Gazelle, which was still using the original Singer OHC engine. At the same time a Burman re-circulating ball type steering box was added.

The outward appearance of the Series IIA remained the same as the Series II.

When the Series III was announced in September 1958, 3,824 Series IIA had been sold.

Gazelle Series III.

Gazelles were now available in three model variants - Saloon, Convertible and Estate.

The main changes were to the side flashes, which were narrower, less pointed at the front with the Gazelle script badges inset, not so deep on the rear wings, but extending around the rear and lower boot.

The Series III remained in production until September 1959, when its replacement model arrived, by which time 10,929 had been made.

Gazelle Series IIIA.

In September 1959, the appeal of the Gazelle was further enhanced by yet more subtle design improvements, these all coming in the guise of the Series IIIA.

The rear wings received a touch more of Lowey's Studebaker styling, with the upper edges of the wing rolled over to make a pronounced fin profile,

The saloon and convertible models were given a revised rear light design, with three separate light units replacing the single unit. and chrome edged, colour co-ordinated front headlight cowls were added.



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In 1962
Rootes Group
built 147,535
cars, but due
to heavy
investment in
the new small
car project
lost £2 million

Other changes were the fitting of twin Solex carburettors and special manifolding. A close-ratio gearbox with central gear lever also became standard. The body styling was further changed by the provision of a deeper windscreen.

Smiths Easidrive automatic transmission became an option available at extra cost. 12,491 Ser IIIA cars were produced.

Gazelle Series IIIB

With the same outward appearance as the Series IIIA, the IIIB was given a Hypoid rear axle in place of the spiral bevel type. A single Solex carburettor was fitted, and refinements were made to the gearbox, including an improved filler to replace the dipstick. Thinner front seat squabs were fitted to increase leg-room in rear. 13,272 Ser IIIB cars were produced.

Gazelle Series IIIC.

Launched in July 1961, this was to be the last Gazelle model to include an Estate in its lineup. The Series IIIC took the place of the planned Series IV, as during the 1960/61 period, Rootes had developed a new larger body design that was intended to replace the older Audax models. However, a last minute change of mind led to this new model being launched as a totally new Singer - the Vogue. Therefore no Series IV ever appeared in the Gazelle line up, and in its place came another version of the Audax body style - the Series IIIC.



This revised model embodied the very finest virtues of the Rootes dream, and it admirably acquitted itself on the road as an outstanding Singer car.

The new, larger Rootes 1592 cc engine was fitted, and both front doors were adorned with 1600 badges to signify this. This engine was fitted with a Zenith carburettor. Larger warning lights were fitted, and a heater became standard for the first time, while an ammeter and oil pressure gauge were options available at extra cost.

In February 1962 the Convertible was discontinued, and in March 1962 the last Estate was introduced. In July 1963 production of the IIIC ceased, 15,115 having been made.

Gazelle Series V

This new Gazelle was introduced in August 1963, having received a number of major modifications.

A lower roof line allowed for a revised rear screen with no wrap around, and larger rear doors with fixed quarter-lights. The fins were removed from the rear wings, and the rear lights revised back into a single oval cluster.

13" wheels and front disc brakes were standard. Borg Warner 35 automatic transmission was an optional extra.

Inside the car there was a brand new full-width walnut dashboard and side door cappings, and individual, reclining front seats.

In its new format the Series V would serve the company until 1965, by which time 20,022 had been produced.



Gazelle Series VI

This new model was fitted with the new Rootes 1725 cc 5 main bearing cast iron head engine. A lower rectangular grille was fitted. The electrics were changed to negative earth. The rear brakes were self-adjusting. 1725 emblems were placed on each front wing, with Gazelle script badges on the rear wings and individual letters spelling SINGER on the bonnet.

14,842 Series VI Gazelles were made.



Gazelle Series VII (Arrows)

Production of this final version of the Gazelle family began in December 1966, with the formal announcement being made in January 1967.

This new Singer was part of the brand new Rootes Arrow range. Initially only Automatics were available, with the 1725cc engine. Later a Manual model was introduced, powered by a 1496 cc 5 main bearing, cast iron head engine.

The Series VII also came with a new badge adorning its nearside front wing - the Chrysler Pentastar.

Only available in Saloon version, this new car had rectangular front headlamps, a single chrome waistline stripe and horizontal rear lights.

The last Singer, a Gazelle, rolled off the line in March 1970, by which time 26,846 Series VII Gazelles had been made.



COMPLETELY NEW IN SIZE, STYLING AND LUXURY. A QUALITY SINGER, LOW IN COST AND ECONOMICAL TO RUN.

MAGNIFICENT VALUE FOR MONEY.

Consider what you get in the new Singer Gazelle.

Elegant, modern styling. Compact overall dimensions to fit the normal-sized garage.

Roomy 5-seater comfort. Quality finish and luxury appointments. Equipment on a generous scale. New instrumentation.

Fresh air ventilation and heating.

Comprehensive safety features.

Excellent driving vision. Big luggage accommodation.

And a new '1500' engine for smooth,

economical performance.

You will be proud to own a car like this.

Ask for a luxury demonstration drive!



Summary of the Main Identifying Features of each Series Model:

Series I - Launched Sept 1958 in Saloon and Convertible format. Oval grille of vertical bars flanked by cow-horn chrome air vent rims and four vertical chrome strips on each side. Single chrome strip along two-tone paint line. Gazelle script badges on front doors. Chassis Nos: A760001 to A7604344.

Series II - Launched Oct 1957. Pressings each side of grille replaced by horizontal grilles incorporating the sidelights. Chrome cowed headlamps. Bonnet motif. 10 gallon fuel tank. Coloured flashes along length of bodywork, pointed at front, flared at rear filling most of rear wing panels. Gazelle script badges on front doors. Estate version introduced. Chassis Nos : A7800001 to A7801582.

Series IIA - Launched Feb 1958. Outward appearance same as Series II. 1,494 cc OHV Rootes engine introduced. Single Solex 32 PB carburettor. Re-circulating ball type steering box fitted. Chassis Nos: A7850001 to A7853824.

Series III - Launched Sep 1958. Centre front folding armrest. Side flashes less pointed at front, with Gazelle script inset, not so deep on rear wing panels, and extending around rear and lower boot area. Chassis Nos : A7900001 to A7910929.

Series IIIA - Launched Sept 1959. Side flashes finish short of rear wing tips. Twin Solex 32PB1S carburettors, special manifold. Close ratio gearbox. Central located gear lever. Deeper windscreen with slimmer pillars. Chrome-edged, colour co-ordinated headlamp shrouds. Three separate rear lights. Saloon and Convertible models have pronounced **outward turning fin** on upper edge of rear wings. Smiths Easidrive automatic optional extra. Chassis Nos: B7000001 to B7012491.

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Series IIIB - Launched Sept 1960. Outward appearance same as Series IIIA. Hypoid rear axle replaced spiral bevel type. Single Solex 32 PB1S carburettor. Gearbox improved and filler plug replaced dip stick. Front seat squabs made thinner to increase rear seat leg-room. Chassis Nos: B7035001 to B7043272.

Series IIIC - Launched July 1961. 1592cc engine. Zenith carburettor. Nylon-bushed steering joints. '1600' motifs on front doors. Fins removed from rear wings. Larger warning lights fitted to dash. Heater standard. Ammeter and oil pressure gauge optional extras. Chassis Nos: B7150001 to B7165115.

(Series IV) - In July 1961 Rootes Group announced the new Singer Vogue, using the body shell of what was intended to be an all new Gazelle. Consequently there is no Series IV in the Gazelle line-up.

Series V - Launched Sept 1963. Gazelle script badges set in rear of side-flashes. Oval single rear lighting unit incorporating brake, side and indicator lights. Rear wings no longer have fins. Rubber inserts in bumper over-riders. Wider rear doors with fixed rear quarter light. Squarer rear window line. Roof and bonnet lines lowered. Individual front seats. Redesigned dashboard with instruments located in-front of driver. Headlamp flasher. Rear floor mounted ash tray. Front disc brakes. No greasing points. 13" wheels. In Sept 1964 model updated with reclining front seats, full carpeting, dimmable warning lights, instruments with vertical markings and floor mounted gear lever. Chassis Nos: B7300001 to B7320022

Series VI - Launched Sept 1965. Full width radiator grille. Rectangular front side/flasher lights. SINGER name on bonnet. Rootes 1725 badges on front wings. Locking buttons for front quarter lights. 1724cc engine with cast iron head. Chassis Nos: B76000001 to B76014842

Series VII - "New" Gazelle Saloon launched Jan 1967. Arrow/Hunter body styling. Lucas rectangular 2FR front headlamps inset in new, full width grille assembly. Single chrome waistline stripe extends around rear of car. Rectangular rear lamps mounted horizontally. Initially Automatic only, with 1725cc engine. Manual models had 1496cc cast iron head engine. Chassis Nos: B711000100 to B712006800

