



JAGUAR

THE MARKET

The market for large luxury cars in Australia is worth \$225 million a year. It is a bracket in which some of the world's best known names in motoring compete: Mercedes Benz, BMW, Porsche - and of course Jaguar. And in this exclusive company, it is Jaguar that is the clear market leader.

Australians bought more Jaguar saloons in 1996 than any other large luxury car. The company won 35% of the market in that year, and that percentage is rising. Jaguar achieves this with its XJ Series of saloons. A new mid-sized model due to be released in 1999 is already on the drawing board under Jaguar's X200 program. It will compete directly against the Mercedes E Class and the BMW 5 Series in a medium segment worth another \$1.5 billion a year.

ACHIEVEMENTS

There are many great cars, but there is nothing quite like a Jaguar. The combination of success at some of the highest levels of motor sport, innovative engineering, outstanding styling and exceptional drivability have always set Jaguars apart. Above all, these are drivers' cars; Jaguar owners would always rather take the wheel themselves than be driven by a chauffeur.

Sixty years and more ago, after the launch of the first car to carry the Jaguar name, a motoring journalist wrote: "Distinction, dignity and gracefulness are evident in the new SS 2.5 litre Jaguar... a modern car which follows no fashion but is more likely to create a new one."

These words summed up the essence of Jaguar's achievement over the following decades. For Jaguar created its own place in the world of motoring, and then dominated it for year after year.

The company has survived a depression, a World War, and fierce competition from rivals with deeper pockets. Perhaps most importantly, the company has survived the insidious process of levelling which started in the 1960s and which saw even luxury cars lose their character. Jaguar has never lost its character. A Jaguar is always a Jaguar, and could never be mistaken for anything else. That is one reason why the marque has achieved such outstanding levels of loyalty from its owners.

Sentiment alone cannot account for this. It is part of the Jaguar achievement to consistently design and build vehicles of great engineering refinement to the highest standards of design and style. Jaguars not only look exciting, they are exciting.

Now a new dawn of opportunity has opened for the marque. For the



first time it has the backing of a major international manufacturer: Ford. Since that relationship was consummated in 1990, a vigorous new program of development has been in operation. The new XJ series, launched in 1994, saw sales rocketing to a five-year high in all Jaguar's global markets. In Australia, January 1997 saw Jaguar sales rise to 46% of the large luxury car market - almost two Jaguars for every one competing large luxury saloon.

And in late 1996 the splendid XK8 range hit the market, the most advanced Jaguar sports production car ever built, and already hailed by connoisseurs as the most beautiful Jaguar yet.

With these new models and the X200 program, the foundations have been laid for the most exciting page in Jaguar's history to be written, in Australia and overseas. Already the investment is paying off. Jaguar sales in Australia alone have increased by 190% from the full year's sales in 1992 to the full year 1996, with 1997 looking set to increase that even further.

HISTORY

The Jaguar story began in the early 1920s, even though the name 'Jaguar' was not then conceived. For a story so rich in style, luxury and elegance, it began in an unlikely setting - the northern English seaside town of Blackpool.

Motorcycle enthusiast Bill Lyons, not yet 21, met William Walmsley, a builder of stylish sidecars for reconditioned motorcycles. Lyons founded the Swallow Sidecar Company with Walmsley in 1922. A turning point came in 1927 when Herbert Austin introduced his 'baby' Austin Seven, designed to bring motoring to the masses. Lyons designed a new stylish body for the Austin Seven. The car looked a million dollars, but cost rather less, at just £175, and Lyons quickly won an



order for 500 of them. More followed, as did other models.

Lyons then had carmaker Standard build a chassis to Swallow's design, fitted with a Standard engine. The result were the SSI and the slightly smaller SSII, launched amid fanfares at the 1931 Motor Show. Both models had extremely low slung shapes and long bonnets. The SS began winning rally events in the mid-1930s, and the Jaguar passion had begun - before the name was even decided upon!

Walmsley left the firm, and Lyons set about creating an innovative young engineering team, developing his own chassis and dramatically upgrading the engines used in his vehicles. This resulted in a vehicle so far advanced on the original SS model that it needed a new name. Legend has it that Lyons

was fascinated by big cats and insisted on 'Jaguar', a name that retained the connotations of grace and speed, while adding power. It proved to be an inspired choice. The new cars were duly named SS Jaguars and were launched just before the 1935 London Motor Show. SS Jaguars blossomed in the years before World War 2, but then car production was shut down by hostilities.

During World War 2 Jaguar built Spitfires and Whitley bombers, and this gave the company access to aerospace design techniques. The 'SS'



component of 'SS Jaguar' was dropped because of the sinister associations the initials had gained in the war.

Jaguar's first major new model after the war was the incomparable XK120, designed by Lyons himself in a couple of months before the 1948 Motor Show. It had an exciting new engine, revolutionary styling, and a top speed of 120mph (hence the name) which made it the fastest production car in the world.

A succession of dazzling saloons and sports cars followed during the 1950s. With the aid of a young Stirling Moss and a strong Jaguar racing team, the marque notched up race and rally wins in Britain and on the Continent, especially with the C-type, a development of the XK120. During this period Jaguar also developed the disc brake for cars, drawing on aerospace technologies. The most



visible Jaguar saloons on the road at this time were the Mk V and MkVIs. In 1956 a MkVII won the Monte Carlo Rally, and a new D-type won the Le Mans. Jaguar became the first manufacturer ever to win both in the same year. Fittingly, Bill Lyons became Sir William Lyons.

In the mid-fifties the Jaguar 2.4 was launched as a smaller, higher production saloon for a wider market, and soon there were several variants of this 'businessman's express', and a new roadster, the XK150. In 1960 Jaguar bought pioneering car maker Daimler, which had an even longer pedigree than Jaguar's own.

But perhaps the biggest automotive news of the era was the startling E-type, launched in 1961. It was sensuous and sensational, and a third of the price of some of the competition. A little later another Jaguar classic was announced, the much larger Mk X saloon.

The XJ6 arrived in 1968, a car of great style which bore the unmistakable Lyons touch. It was a huge success and all other saloon models were deleted at this stage. The introduction of an all-new V12 engine in the early seventies transformed the E-type and resulted in the XJ12 saloon - an even greater success than the XJ6. The XJ12 was the fastest production four seater in the world, and is often regarded as Sir William Lyons' crowning achievement. He retired in 1972.

The XJS was launched in 1975 to replace the E-type, and the XJ series of saloons - dramatically upgraded - remained in production for many years. The stunning limited-build XJ220 was also the fastest production car in existence when it was launched in 1988.

In 1990, Ford became Jaguar's new parent while guaranteeing the company's integrity and independence within the Ford stable.

THE PRODUCT

There is no question that the strength of Jaguar's new parent, combined with the traditional excellence of British motoring innovation and craftsmanship has taken Jaguar to a new level of success.

The new V8 XJ series, here in late 1997, is the latest step in Jaguar's long-term product strategy. Subtle refinement of the lithe, elegant exterior signals extensive changes beneath the skin.

The XJ Series saloon introduced in 1994 was the first model of the new era, signalling the quality renaissance of Jaguar. The XJ Series is now achieving customer satisfaction levels that equal the best. The XJ embodies all that is best in the Jaguar and Daimler product. When the Queen visited Jaguar's factory, she used the occasion to order a new six-litre Daimler in British Racing Green. The XJ's stablemate, the remarkable new XK8, is a worthy successor to the E-type and XJS, offering vivid performance and that unmistakable Jaguar panache in the sports car market.

NEW DEVELOPMENTS

In 1996, Jaguar introduced the XK8, the company's first new sports car for a generation. The new car has an entirely new body design, and an all-new V8 engine designed and developed by Jaguar. The new 4 litre engine is manufactured in a purpose-built \$250 million Jaguar facility in South Wales. It is only the fourth Jaguar series production engine in the company's history.

The car is already a classic and expresses perfectly the Jaguar vision as part of "a competitive family of distinctive luxury vehicles embodying the expressive characteristics, precision and spirit of the Jaguar animal - ever poised to leap forward."

The new Jaguar XJ series has also recently been pronounced the safest car in Britain for the third year running in a report issued by the UK Department of Transport.



PROMOTION

Success on the track has probably been Jaguar's most effective promotional tool over the decades. The fact that these are real drivers' cars has produced a mystique that makes Jaguars outstandingly desirable.

Buying a Jaguar is also a lifestyle choice, and the brand is promoted accordingly. People do

not buy a vehicle of this sort merely as transport, but to become part of an exclusive group of discerning owners, and to be recognised as such.

The company's advertising reflects this. The 'Poetry in Motion' campaign in particular stresses the sensuous beauty of the Jaguar, an allure which is too refined to be described as simply sexy, but is unquestionably seductive. Most Jaguar owners and drivers have traditionally been men, although the XK8 has been phenomenally successful with women buyers.

Buying a Jaguar in Australia is also a more uplifting experience than ever before. Jaguar showrooms around Australia are becoming the last



word in automotive retailing, with features like a contoured Jaguar in terrazzo tiles with burr walnut piping set into the showroom floor. Some of them have already been completed in Jaguar's new livery of silver and cream with subtle use of the world renowned Jaguar green. Showrooms display the full range of Jaguar models.

Jaguar owners have a passion for the marque. Jaguar builds on this by maintaining very close contact with Jaguar and Daimler owners around the world, keeping them informed of developments and making them part of the exclusive fellowship of Jaguar.

BRAND VALUES

Jaguars are luxurious, but they always remain cars for the driver. The core brand values tell the story - they are "graceful style, refined power, agile handling, effortless ride and luxurious comfort". Together, they take Jaguars beyond being mere cars to the level of a true passion.

Things you didn't know about Jaguar

- Jaguar's founder, Bill (later Sir William) Lyons, started out making sidecars for reconditioned motorbikes in 1922.
- During World War 2 production of cars was halted, and Jaguar built Spitfire fighters and Whitley bombers instead.
- Bill Lyons designed the all-time classic XK120 in "a couple of months" in 1948.
- Jaguar, in conjunction with Dunlop, developed the world's first disc brakes for use on cars in the 1950s.
- Jaguar cars have won the Le Mans 24 hour race seven times.
- Jaguar XJS V12s came in first and third in the 1985 James Hardie 1000 km race at Bathurst, and one of them still holds the record for the fastest time down Con Rod Straight.
- Jaguar celebrated its 75th birthday this year, though the name Jaguar did not appear until 1935.

