

JAGUAR 2004

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If a Jaguar seems somehow more spirited than other luxury cars, it is not by chance. It is by design. It is a belief, first expressed by Jaguar's visionary founder Sir William Lyons: "The car is the closest thing we will ever create to something that is alive." This provocative idea remains at the core of what makes a Jaguar connect on a deeper level, with car and driver seeming as one. Yet the senses stirred by a Jaguar are not merely fleeting passions—they are firmly grounded in engineering substance that delivers the highest standards of performance and safety.

BORN TO PERFORM

2 JAGUAR 2004



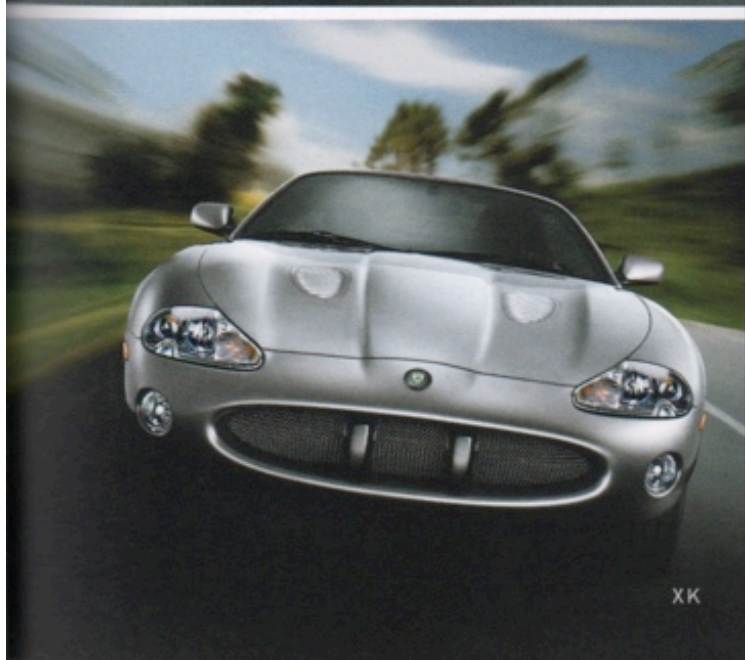
XJ



S-TYPE



X-TYPE



XK

Discover Jaguar in all its forms: the all-new XJ, the X-TYPE with permanent all-wheel drive, the S-TYPE sports sedans, XK sports cars and the supercharged R Performance Jaguars. Each offers its own interpretation of Jaguar performance and of Jaguar luxury. Yet across the 2004 Jaguar model range, you will find a singular set of characteristics: smooth power from its state-of-the art engines and its electronically controlled transmissions. Handling reflexes so precise they seem instinctive. And intelligent systems designed to safeguard you while in transit.

4 XJ8, VANDEN PLAS, XJR The aluminum-intensive Jaguar XJ embodies a potent mix of performance and style.

For 2004, may we suggest the addition of something else to the mix: yourself.

The all-new **XJ**

6 **FAST FORWARD** Stronger. Faster. Safer. Smarter. The all-new XJ was reinvented around the precise application of aluminum.



XJR



XJ8



VANDEN PLAS

8 XJ FEATURES

The 2004 XJ uses technology to enhance, rather than compromise, the ease and safety of driving. With JaguarVoice,¹ the audio, climate, optional satellite navigation and dealer-installed accessory phone systems are voice-activated. Computer Active Technology Suspension (CATS) and self-leveling air suspension automatically optimize the XJ's ride based on road conditions and individual driving style. And the XJ passenger cabin literally offers a warm welcome: A heated steering wheel, as well as both front and rear heated seats, are available.

¹Dealer-installed accessory.



10 X-TYPE 2.5, X-TYPE 3.0 With the traction of permanent all-wheel drive, the X-TYPE offers a feeling of confidence that, once

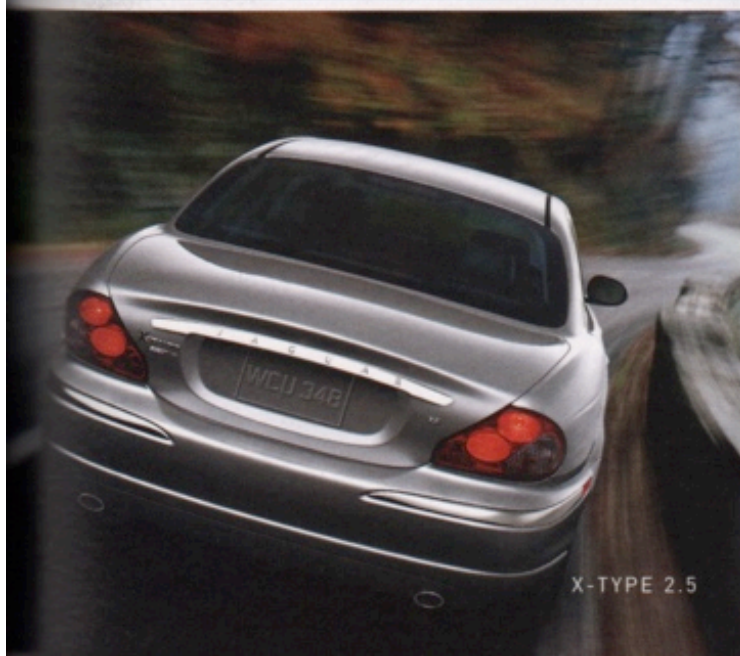
experienced firsthand, you may never, ever wish to relinquish.

X-TYPE

12 X-FACTOR The substance of all-wheel drive for all seasons. And the sensuous shape of an automotive design for all times.



X-TYPE 2.5



X-TYPE 2.5



X-TYPE 3.0

14 X-TYPE FEATURES

Within the 2004 X-TYPE's tailored interior, appointed in soft leather seating surfaces and richly grained wood, are standard and optional features employing advanced automotive technologies. The optional High Intensity Discharge (HID) Xenon headlamps enhance nighttime driving visibility. And the optional 320-watt Alpine® Premium Sound System with 6-disc CD autochanger can be operated by JaguarVoice,¹ which lets you control the audio, climate and optional navigation systems, and the accessory phone system,¹ through simple voice activation.

¹Dealer-installed accessory.



16 S-TYPE 3.0, S-TYPE 4.2, S-TYPE R This is where automotive art meshes with exact science. Where technology comes alive.

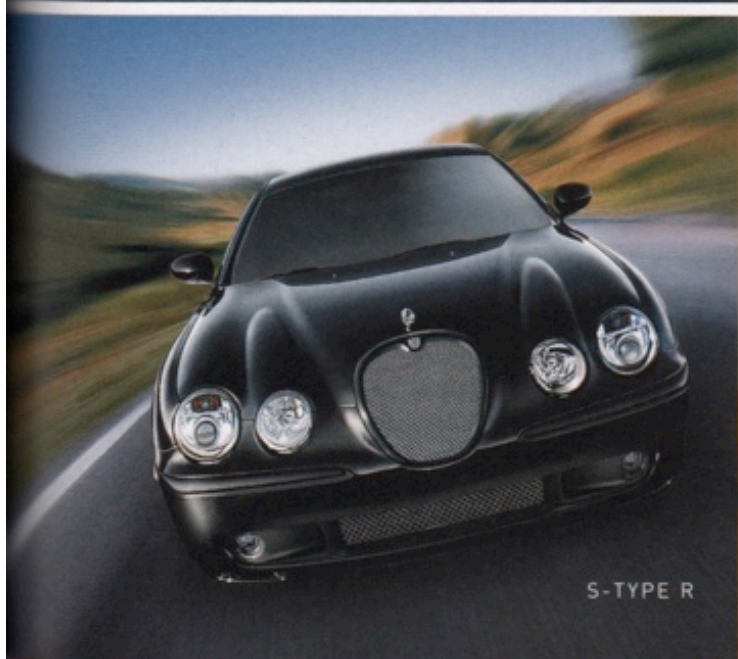
Where new standards of performance are set. And where heads are simply set turning.

S-TYPE

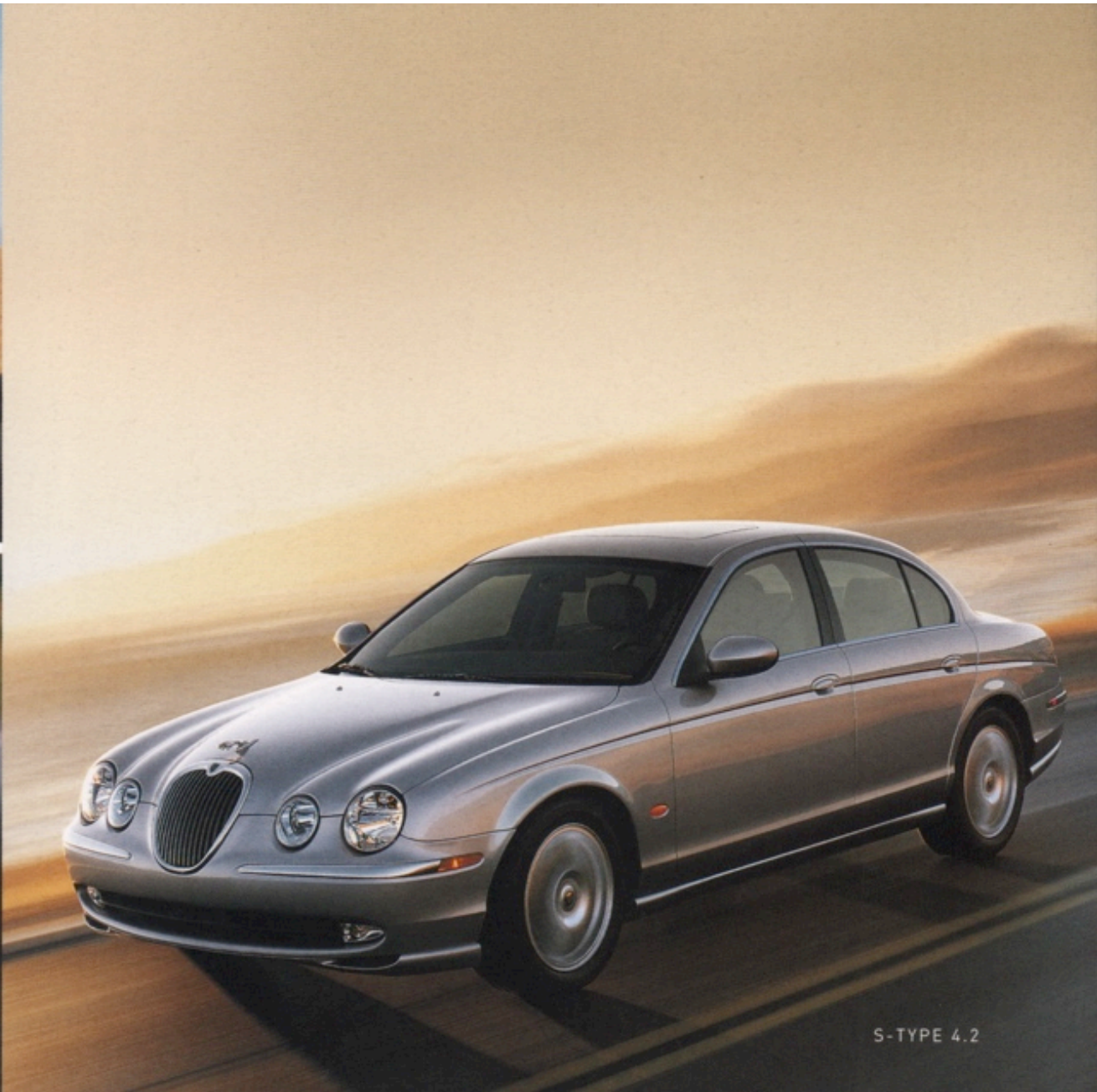
18 **BOLD BEAUTY** Perhaps the only thing more soul-stirring than looking at an S-TYPE, is taking an enthusiastic drive in one.



S-TYPE 3.0

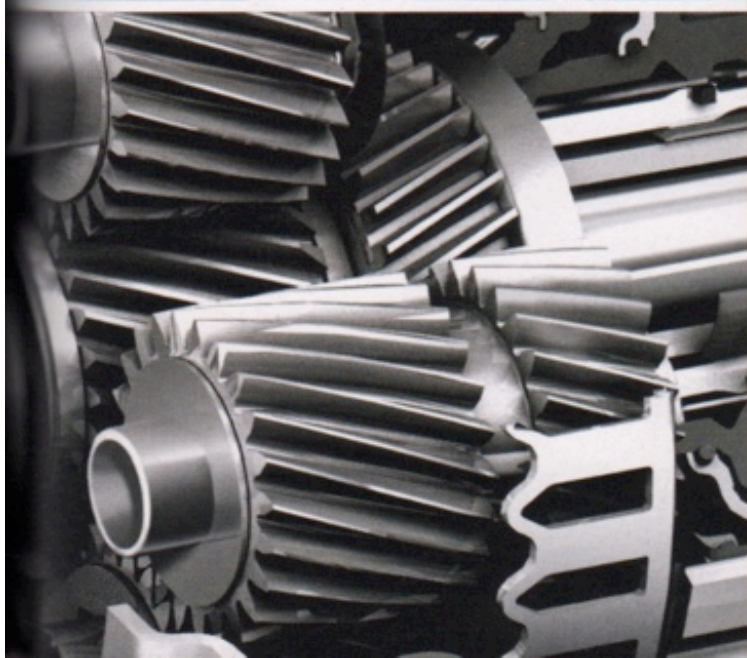


S-TYPE R



S-TYPE 4.2

The S-TYPE is available with a 3.0-liter V6 or a 4.2-liter V8 that delivers an impressive 294 horsepower. Want more? The S-TYPE R uses supercharging to achieve 390 horsepower and a 0-to-60 mph acceleration time of a mere 5.3 seconds. Massive Brembo brakes help the S-TYPE R rein in all that speed with equal force. Helping to transfer power in all S-TYPE models is a 6-speed ZF automatic transmission. And the level of performance under the hood is matched by the standard of comfort and sophistication you will find when you get behind the wheel.



22 XK8 COUPE, XK8 CONVERTIBLE, XKR COUPE, XKR CONVERTIBLE Bred to move with the instinctive grace and swift

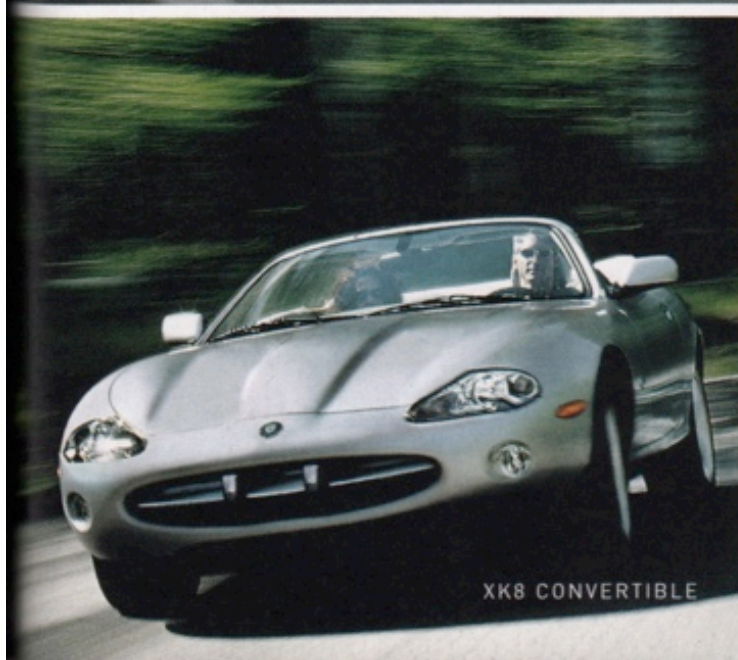
aggression of one of the animal kingdom's most powerful and revered felines.

XK

24 SHEER PERFORMANCE As the 2004 XK so elegantly proves, here is a sports car that simply refuses to stand still.



XKR CONVERTIBLE



XK8 CONVERTIBLE



XKR COUPE

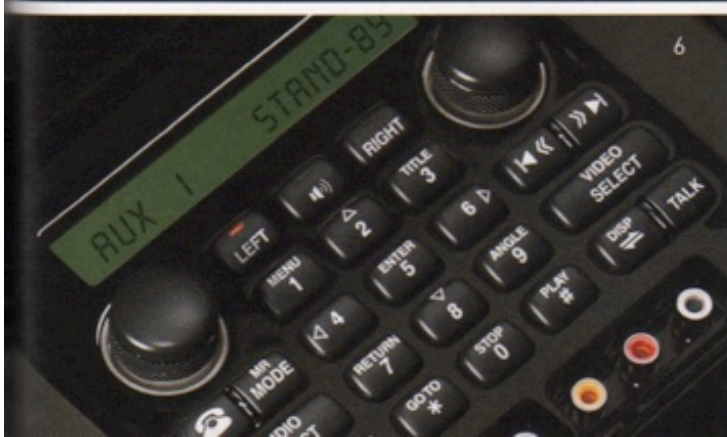
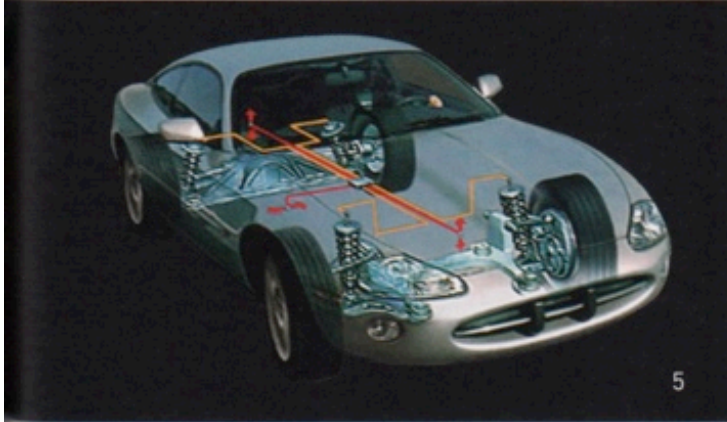
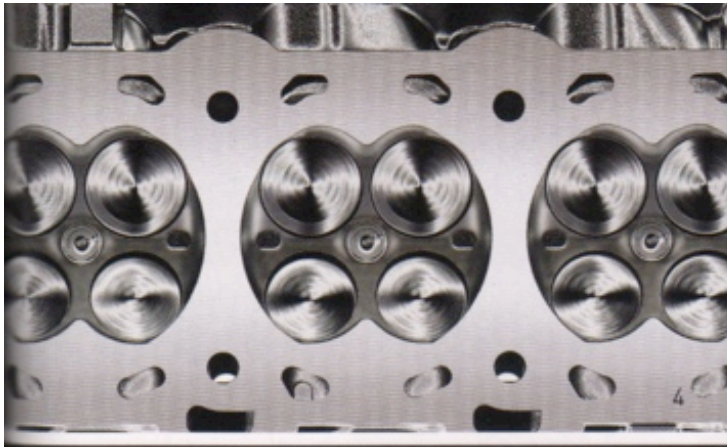
The XK8 and XKR deliver their power with a smoothness that has long been a defining feature of Jaguars. The secret? The 4.2-liter V8's design, which produces power from a stop as well as at highway cruising speeds. So whether you are commanding the 294-horsepower XK8, or the 390-horsepower supercharged XKR, whether you have chosen Coupe or Convertible, the driving experience is one of refined high performance. A sensation you will feel each and every time you enter the tastefully appointed and sumptuously comfortable cabin of the XK.



A Jaguar uses intuition and intelligence to advance the art of driving. 1. The optional navigation system is DVD-based, allowing nearly eight times more information to be stored compared to conventional CD-ROM systems. 2. JaguarVoice,¹ available on XJ, S-TYPE and X-TYPE, allows voice commands of the audio, climate, optional navigation and accessory phone¹ systems. 3. XJ is the first production luxury sedan to use a monocoque body formed from aluminum. 40% lighter and 60% stiffer, it's an ideal structure for achieving high performance.

¹Dealer-installed accessory.

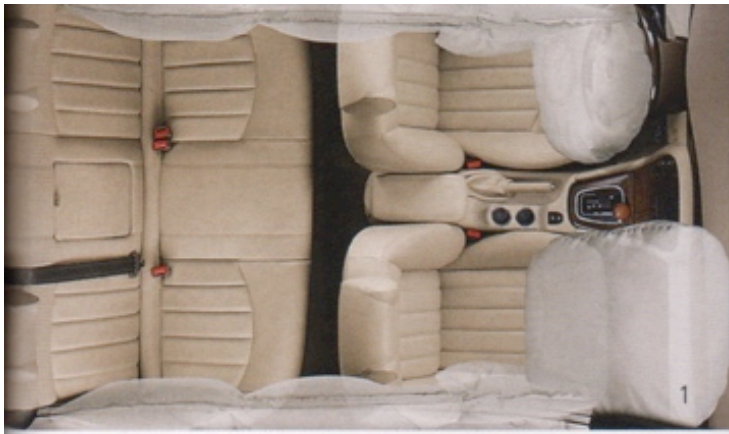




4. The Jaguar V8's patented cooling system is so effective at reducing cylinder head heat, while allowing cylinder bores to remain at an optimal temperature, that the Society of Automotive Engineers acknowledged it for innovation. 5. Jaguar's use of multiplexing electronics, fiber optic loops and D2B Optical Networks helps eliminate hundreds of wires and complex connectors for enhanced reliability. 6. Jaguar hospitality: The XJ offers an optional multimedia system that lets rear seat occupants view DVD movies and play electronic games separately.

There is a character to Jaguar that is the result of painstaking detail. 1. Veneers of wood trim the interior, their polish revealing the richness of their grain patterns. 2. Leather hides are hand-selected for their texture and color, then cut and sewn by those whose talents with needle and thread are legendary. 3. Sheet metal shaped with artistry and finished with a perfectionist's eye and laser-optic tools ensures quality of fit. The result is a character unlike any other car in the world, combining hand-craftsmanship with technical excellence.





Jaguar places the highest priority on your safety. 1. Front and side airbags are standard. Always wear your safety belt and secure children in the rear seat. 2. To help the car corner, Dynamic Stability Control (DSC)¹ automatically intervenes to help prevent a skid or skip of the wheels by reducing power from the engine. 3. The Adaptive Restraint Technology System [A.R.T.S.]² senses the presence, position and weight of the front passenger, seat position of the driver, seat belt usage of driver and front passenger, and reacts accordingly.

¹Optional on X-TYPE ²Not available on X-TYPE

SECURE

32 R PERFORMANCE





All Jaguars are born to perform. Those with R Performance innovations just push the envelope harder. 1. Supercharging elevates the output of the 4.2-liter V8 into supercar territory. 2. The R signature mesh grille adds to the sporting appeal of R models. 3. Brembo brakes stop the S-TYPE R, XJR and XKR. 4. You'll find R Performance alloy wheels in the accessories collection at your Jaguar Retailer. 5. R Performance features are inspired by the Jaguar factory's active participation in the most extreme form of motor sports competition, Formula 1 racing.

R PERFORMANCE

At Jaguar we are committed to bringing you new ways to make the most of every moment while also enhancing your lifestyle. The Jaguar Experience is designed to do just that, offering you amenities and privileges associated with owning a Jaguar.

JAGUAR SERVICE. Jaguar owners receive complimentary scheduled maintenance every 12 months or 10,000 miles, up to 4 years or 50,000 miles. Detailed services, including oil changes, are specified in the vehicle's scheduled maintenance program.

JAGUAR NEW-VEHICLE WARRANTY.

This comprehensive 4-year/50,000-mile New-Vehicle Limited Warranty¹ includes corrosion coverage for 6 years/unlimited mileage as well as wear parts and service adjustments for 1 year/12,500 miles, whichever should come first. ¹See your retailer for details.

JAGUAR ASSISTANCE CENTER. The

Jaguar Assistance Center is available 24 hours, 7 days a week to support you if your Jaguar runs out of gas or has a flat tire. We can also help you plan a driving trip with our complimentary trip routing service. For Jaguar Assistance, call 1-800-4-JAGUAR.

MYJAGUAR.COM At our exclusive Web site designed for Jaguar owners, you can find out the latest Jaguar news, keep track of mileage and maintenance records, as well as access real-time traffic reports. To register, owners can visit myJaguar.com.

JAGUAR MAGAZINE. Jaguar owners receive a complimentary subscription to this publication, which includes coverage of all that makes up the world of Jaguar.


JAGUAR RACING. Jaguar owners are invited to join Jaguar Racing's Gold Club level. For a nominal fee, members receive

the Jaguar Racing Club Pack and Web site access. Visit jaguar-racing.com to join.

JAGUAR CLUBS. To learn more about the rich heritage of Jaguar and Jaguar Clubs of North America, and to join a club in your area, call 1-888-CLUBJAG or visit jcna.com.

JAGUAR AFFILIATIONS WITH HERTZ AND STARWOOD. As a Jaguar owner, when you travel, we offer you the benefits of a complimentary membership in the Hertz #1 Club Gold® and elite-level membership in the Starwood Preferred Guest® program.

SELECT EDITION

The next best thing to driving a new Jaguar is driving a pre-owned one. Jaguar Select Edition offers a range of certified pre-owned Jaguar vehicles that have passed a 140-point inspection and includes a 6-year/100,000 mile limited warranty and complimentary Roadside Assistance.¹ Select Edition has been named the "Best Certified Pre-Owned Luxury Vehicle Program" and "Best Warranty in the Luxury Class" by IntelliChoice,[®] Inc. 

¹ Warranty effective from original start. See your retailer for complete terms and conditions of the limited warranty and details on Roadside Assistance.

Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Jaguar reserves the right to change product specifications at anytime without incurring obligations.

THE JAGUAR RANGE

XJ

XJ8

VANDEN PLAS

XJR

X-TYPE

X-TYPE 2.5

X-TYPE 3.0

S-TYPE

S-TYPE 3.0

S-TYPE 4.2

S-TYPE R

XK

XK8 COUPE

XK8 CONVERTIBLE

XKR COUPE

XKR CONVERTIBLE



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12/03