

## JAGUAR TRACKS



News from the SAN DIEGO JAGUAR CLUB February 2021



Inside: A special tribute to the extraordinary XJ Saloon.

.... and much more.

Grace, Space and Pace.

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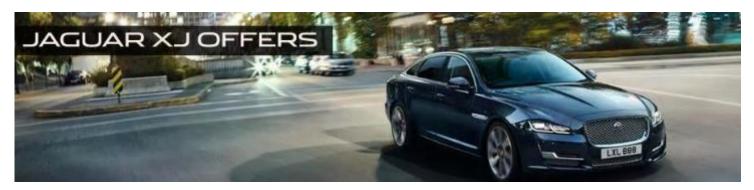
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#### JAGUAR



Land Rover San Diego and Jaguar Land Rover North America, LLC have strengthened their partnership with the addition of the Jaguar franchise to Land Rover San Diego's facility in San Diego, California. Effective immediately, Land Rover San Diego is authorized to sell and service new and preowned Jaguar vehicles, continuing to provide an exceptional experience that is representative of the Jaguar and Land Rover brands.

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## **Presidential Perspective**

#### February 2021

I opened last month's Presidential Perspective with a comment "Hopefully 2021 will have fewer surprises." Well, so much for that! But there are increasing signs of stability. Local restaurants and services are reopening, COVID vaccinations are increasing daily, and SDJC is able to start planning events in 2021 beyond the current month. Near-term, we have our first drive planned for February 6 (see details on page 30). This had been planned for January 23, but weather predictions indicated it would be a wet few days before and on the day of the drive. Diah Avery, our Vice President of Activities, and Nedra Rummell, our Vice President of Membership and planner of the drive, decided that it would be best to defer things for two weeks. Good choice. The weather forecast was spot on, with rain and wind occurring as predicted.



My current Weather Underground forecast for February 6 indicates sunshine and a high of 64°F. While this forecast is more than a week out as I write this, it should be good given the accuracy with which recent weather has been predicted for the area where we live. So, go ahead and sign up. We may even be joined by members of the Austin Healey Club. This would be a good opportunity chat with fellow British car lovers and perhaps convince them to look into getting a Jaguar!

Speaking of British cars, my personal history with them goes back to the late 1950s as a teenager when my neighbor had an Austin Healey 100-6. I spent many hours riding with him and his wife while sandwiched in the back seat. I got my first taste of road racing at the same time, attending races in Portland, OR, where I grew up, and at tracks in Kent and Shelton, WA. Not long after, my sister married a British Car guy. My brother-in-law was not only a founding member of the Cascade Sports Car Club, but also owned and raced one of the first MG-TCs in the Northwest. Once in college, I couldn't afford a "real car", so I had to settle for a Renault Dauphine that cost \$20 (no typo). In the end, I decided I paid too much for it! But my absence from British cars was not absolute since one of my apartment mates owned an MG-TC. With all this exposure to British cars, it was no surprise that my first British car was a 1967 Austin Healey 3000 Mk III in British Racing Green. After 8 years of ownership, I sold it - just before the Mazda Miata came out and brought about a large increase in the price of small convertibles, British and otherwise. I had a prolonged case of seller's remorse thereafter, but the good news is I likely would not have purchased the first of our eight Jaguars had I not done so.

There has been a lot in the press recently about Jaguar. Chuck Leuthen, our Jaguar Tracks Editor, has included several articles to help us stay abreast of current Jaguar events. BTW, if you come across an article that you think warrants inclusion in Jaguar Tracks, don't hesitate to forward it to Chuck.

Hope to see you on February 6!

Dan



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#### February 6th Drive Lake Miramar View Park.

Saturday, February 6<sup>th</sup>. Be there or be square!

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## I On the Cover I



The Series I XJ6. Club member Terry Tilton provides a comprehensive overview of this magnificent Saloon. Grace, Space and Pace, much like your Newsletter Editor.

Web image captured by Chuck Leuthen



Compare this, the last of the classically styled XJs, with its predecessor from 30 years earlier above right. Not many can match the lineage.

## **January New Member**

**Josh Murray** 

2020 F-Type R SVR Blue

### SDJC Club Events

#### **February Drive and Picnic**

Saturday, February 6th

Westfield North County Mall to Lake View Park @ Lake Miramar

#### **March Drive**

Stay tuned!

#### **Other Local Events**

#### La Jolla Concours

La Jolla

Friday - Sunday, April 16th - 18th, 2021

## SDJC Business Meetings

Business meetings are held monthly on the second Wednesday of the month, starting at 6:30 p.m. ZOOM virtual meetings are currently being held due to COVID restrictions. If you would like to participate, call to receive the Zoom log-in information.

<del>Jan 13</del>	Jul 14
Feb 10	Aug 11
Mar 10	Sep 8
Apr 14	Oct 13
May 12	Nov 10
Jun 9	Dec none

### A Note to All Members

Do you enjoy the Club's monthly get-togethers, events, drives, luncheons, dinners? Do you know a great place the SDJC Members might enjoy? Do you want to share a favorite drive you've made in your Jaguar? Do you have a favorite luncheon or dinner place that would make a good venue for an SDJC Club?

Think about sponsoring one of the monthly events. Please contact Diah Avery at <a href="mailto:Activities@sdjagclub.com">Activities@sdjagclub.com</a> or (619) 890-1613 to find out what is involved or just to talk about a possible event. The Club values participation from its members.

Thank you!



## Web Sites You May Enjoy |

#### **Club Information**

San Diego Jaguar Club

www.sdjagclub.wildapricot.org

Jaguar Clubs of North America (JCNA)

www.jcna.com

San Diego Auto Museum

Home | San Diego Automotive Museum

#### **Car Information**

**Jaguar USA** 

www.jaguarusa.com

Jaguar information sites www.jag-lovers.com

www.jaguarforums.com

If you are planning a trip, be sure to check the JCNA webpage at <a href="www.jcna.com/all-upcoming-events">www.jcna.com/all-upcoming-events</a> and look for events you might like to attend on the road.

## **Ongoing Events**

Note: all events are contingent upon COVID-19 requirements and restrictions.

San Diego Cars and Coffee is a monthly gathering conveniently located in Miramar.

San Diego Cars and Coffee - Home | Facebook

Every Saturday morning
South OC Cars & Coffee
San Clemente Outlets
South OC Cars and Coffee - Home | Facebook

Every Friday, **April through September** Crusin' Grand, Escondido facebook.com/cruisinggrand

Each Thursday of the Month June-August La Mesa Car Show La Mesa Village, La Mesa 50s cars along La Mesa Blvd Imvma.com





### **Radio Shows**

You Auto Know - Dave Stall Sunday, 7 - 10 pm KCBQ-AM 1170 Thursday, 1 pm on SignOn San Diego

The Car Show - Art Gould and Dave Kunz 9 - 10 am Saturdays KPFK-FM 90.7 Call-in (818) 985-5735

RPM Today - Dave Stall
1 - 3 pm Sundays ESPN-AM 800
Call-in (866) 377-6800

### **Cat Tales**

**Editor's Note:** This months "Cat Tales" features a guest contributor. Perhaps Nedra will want to reach out and see if she can talk Jay into joining our club! -Ed.

## A Jaguar XK120 'Started the Whole Car Thing' for Jay Leno



For the world's most famous car guy, a legendary Jaguar was the machine that started it all. By John Coyle - January 11, 2021

For the record, I think Jay Leno is a lot more fun to watch when he's not trying to be funny. The whole stunt he pulled with *The Tonight Show*, where he yanked the rug out from under Conan O'Brien? That left a bad taste in my mouth — I'm Team Coco forever.

But when he's talking about cars, whether they be ones that roll into his shop, or something from his vast and varied collection, he's great to watch. Safe to say, the world's most famous car guy has great taste in cars. And it was seeing a Jaguar XK120 that started his obsession with all things automotive.

In this <u>VIDEO</u> Leno talks about how he was a little kid, and out riding his bike, when he spotted some guy polishing his XK120. The machine proved captivating enough that he stood and stared for a while, long enough that the kindhearted owner actually asked the future comedian if he wanted to sit in it. I think that's pretty cool because while I will never have a car collection as extensive and awesome as Leno's, it was seeing a random Jaguar on the street that made me fall in love with cars too.





Honestly, the way he describes how different the XK120 looked from the machines he was used to seeing? That's exactly, 100%, how I felt seeing my first Jaguar.

The Jaguar in the video is actually the first collectible car that Leno bought, in the early 1980s, when he was able to afford something which didn't have to serve as his daily driver. As you'd expect, it's been lovingly restored and tastefully modified. One of the things that's truly great about Leno is that he actually drives the special cars he owns and doesn't just rub them with a diaper.

In the video, he discussed how while he upgraded the original 3.4-liter engine to the 3.8-liter unit, he left the original Alfin brake drums intact, and didn't opt for the disc brakes. The reason he cites is that it's easy to use the gearbox to slow down, and that the original drums look great when they're all polished up. It's the kind of thing an actual driver, and not someone who just writes checks would say, and I imagine it's something that'll ring true to a lot of fans on here on the forum.





Since it happens so early in the clip, it's not a spoiler to say that the guy whose Jaguar Jay checked out way back in the day makes an appearance in the video. Though his XK had been sitting in a barn for years, he still owned it when this footage was shot a few years back. For the life of me, I can't figure out why Leno didn't take the neglected-but-very-restorable machine back to his experts in California. That sure seems like something I'd do if I was in his shoes, but who knows? Maybe the old guy just couldn't bear to let it go.

Again, check out the <u>VIDEO</u>, if for no other reason than to hear some excellent audio of Jay running the 3.8-liter XK motor through the gears.

## **Coventry Cars of San Diego**

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# Jaguar Has Perfected the E-Type with Its New Restoration Program

The \$400,000 factory-restored E-Type of your fantasies is wonderful to drive.

By Alex Goy
Jan 4, 2021



Jaguar's <u>E-Type</u> is an actual icon. Not in the overused empty-praise Instagram comment section sense, but an actual bona fide icon. Its shape turns pretty much every head, and yes, by law we have to mention that <u>Enzo Ferrari said</u> it was the most beautiful car in the history of Everything. It <u>makes a glorious noise</u>, and in its day it was the absolute bomb.

Today, no matter how much you love them, E-Types are pretty cars with Sixties engineering and dynamics. Some have stood the test of time and drive like a dream. Others are ropey money pits for people with beards to fawn over. Of course, there are firms out there who'll create your perfect E-Type for a price, but these share a very specific problem: they aren't Jaguar. They're people in fancy sheds with expensive parts and hammers.

A few years back Jaguar decided to get into the E-Type restoration game itself with the E-Type Reborn project. Jag's plan is to source Series 1 (1961-68) E-Types, the best looking of the lot, that have had something of a life and return them to their original former glory.

Customers can choose between a coupé or a roadster, a 3.8 or 4.2-liter motor, left or right-hand drive. While an E-Type may enter Jaguar Land Rover's Classic department a bit of a shed, it'll leave as though it somehow jumped straight from the line in the Sixties direct to the 2020s. Except on its journey it'll have encountered Jaguar engineers with 60 years of experience in fixing the stuff that made E-Types go pop. They also have modern tools at their disposal to ensure that things line up as they were supposed to in the 60s and are made to the size at which they were originally designed. A Reborn E-Type is a complete reset that takes the car back to perfect condition.

For just under \$400,000 (£295,000 to be precise) you can have your very own old/new E-Type. If you want to throw more money at it, you can spec a raft of sympathetic upgrades to make it easier to live with. A synchromesh gearbox is a good (and essential) start; Series 2 E-Type brake calipers will help it stop better than the hopeless Series 1 jobs; and better cooling is probably a wise move to keep that glorious XK engine healthy.



The resulting car will be, according to Jaguar, "concours-winning standard." Easy to claim; hard to live up to. But Jag's in-house team is made up of engineering wizards, which means the resulting car is perfect in every way. The leather is blemish-free, smells like the inside of an expensive handbag, and feels smooth when you sit on it. The hides lining the trunk looks so delicate that you'd feel guilty putting anything other than a bag made of pillows and hugs in there. Every switch is perfectly weighted, each doing its thing with a reassuring click. The panels fit properly. While tall people may struggle to fit in the fixed-head car's snug cabin, they'll enjoy playing with the stick-thin wooden steering wheel while they adjust their necks. It all feels... right. And that's before you press the starter button. You thought the trailers were good? Wait 'til the movie.

A short pause is followed by that glorious XK engine barking to life. The cabin shakes gently, and a wonderful hum bounces off every surface available. The sound is a throwback to a time when engines were joyful, noisy things with their own distinct characteristics, when hardcore gearheads could tell exactly what was coming without looking.



Dipping the surprisingly light clutch is easy enough. Slotting it in to first is a notchy but rewarding experience, letting you hum off the line easily. At low speed the unassisted steering is heavy, even in a car that weighs 2600 lbs., but it gets easier the more speed you throw at it.

Give the gas a gentle tickle and, after a tiny bit of travel, the motor begins to bellow and ease the car forward. Stab harder and the pace builds with gentle urgency, like someone in a hurry doing a sort of graceful walk/run down a busy corridor. While the 265 bhp, 284 lb-ft 4.2-liter straight six fitted to Jaguar's test car may seem big, peak power kicks in high in the rev range. Jaguar says the Reborn E-Type will crack 0-60 in 7.0 seconds and go on to 153mph. That's plenty quick enough, frankly; the E-Type may be as new as they come, but its dynamics are six decades old. The steering doesn't give great feedback by the standards of the current century. Its brakes are better than a standard Series 1 E-Type's, but they're still antiquated by today's standards. The suspension is soft and leans you into corners.

The E-Type isn't meant for clipping apexes, but for announcing your presence to the world as you cruise. Pin the gas, wait for 3,000 rpm to roll by, and you'll hear the motor blast deliciousness all over the countryside, feel the nose gently lift as you gather pace, snick from gear to gear through its wonderfully notchy four-speed manual 'box, and watch the world as onlookers gawk at their dream car blasting by. It's soft, and yeah, braking requires more planning than you're used to, but who honestly cares? Enjoy the ride, don't hammer through it, and end it early.



You can see where cars like the F-Type get their personalities. Okay, the F is blisteringly quick, but it's also softer than what else is out there. It's a relaxed way to go fast, a smooth way to enjoy the journey rather than rush to the destination (though it is rather exciting when you're in a hurry). Grace, Space, Pace, and all that; the E and F-Types share more than a naming convention. They share a spirit.

Jaguar's Classic team has set a high standard with the Reborn E-Type. It's not a perfect car to drive, as no E-Type is, but it is a perfect E-Type. That's a truly wonderful thing to be a part of.

For full image gallery click **HERE**.



## The Rise and Fall (& Rise Again) of Retro Car Design

Larry Printz - 1/15/2021

**Editor's Note:** Once again, Roving Reporter, Dan Jensen, finds a gem with this article on Retro Car Design. Below are some outtakes from that article. Perfect for our Reflections Feature! Thanks Dan. -Ed.

Today, it's easy to forget how outrageously popular the retro PT Cruiser was when it was launched. Credit the PT Cruiser's success to its retro look, which was a relatively new automotive design trend that was growing in popularity at the time. The PT Cruiser would ultimately be but one of many retro-style vehicles created by automakers. Others include the 1989 Nissan S-Cargo, 1991 Nissan Figaro, 1992 Dodge Viper, 1993 BMW Z8, 1994 Dodge Ram, 1994 Ford Mustang, 1997 Jaguar XK-8, 1998 Plymouth Prowler, 1999 Jaguar S-Type, 1999 Volkswagen New Beetle, 2001 Mini Cooper, 2002 Ford Thunderbird, 2002 Jaguar X-Type, 2004 Chevrolet SSR, 2004 Chrysler Crossfire, 2004 Ford GT, 2004 Jaguar XJ-8, 2006 Chevrolet HHR, 2008 Dodge Challenger, 2009 Chevrolet Camaro, 2011 Fiat 500, 2017 Fiat 124 Spider, and, most recently, the forthcoming 2022 Ford Bronco.



Director Maurice Dwyer leads the cast and crew in his production of *Cop Block*, which prominently featured the Chrysler PT Cruiser, at the 2002 Cannes Film Festival.

What's retro design, you ask? Simply put, retro design takes a famous car design and reintroduces it using as many of the original car's styling cues but updated with contemporary surfacing and contemporary technology. The idea proved crucial to Chrysler Corporation, where Tom Gale, Chrysler Corporation's former vice-president of design, and his colleagues used it to their great advantage as a way to offer a look and feel that was a little bit different from the competition in a particular market segment.

From the start, Gale understood retro design in a way few others did, and automotive designers are only now beginning to understand what Gale knew then: retro design brings with it not just a recognizable look, but also an essential understanding of what a new model should be.



The mid-1990s were an extremely fertile period for Chrysler concept cars. The Atlantic was inspired by Bugatti's Type 57 Atlantic.



The Atlantic, like the Bugatti before it, had a straight-eight engine, in this case created from two Neon engines, joined at the crank.

February 2021

## How the past became the present

An early example of retro design dates to 1988, when Bob Lutz, Chrysler's president of operations, proposed building a sports car not unlike the original Shelby Cobra. The result was the Dodge Viper Concept, which debuted at the 1989 Detroit auto show and reached production three years later. "Some people call it retro, but I really don't see it that way, even though we made no bones about the fact that it was inspired by the Shelby Cobra. We tried to do something that was a different take on it, but yet it was something that would be instantly recognized."



different take on it, but yet it was something that would be instantly recognized."

A Bugatti Type 57SC Atalante, which won best in class for the assorted Type 57s at Pebble Beach in 2019.

While production figures were never large, the Viper helped change consumer perception of Dodge and Chrysler Corporation. As such, Gale would go on to exploit retro design in a series of concept cars, some meant for production, others not.

What many competitors didn't realize was that Gale used retro-styling for inspiration, not imitation. "We were obviously looking at our own heritage as a company and then sometimes we borrowed heritage that might not have been ours," Gale continued. "But if you did a concept car, pretty soon it becomes ours. You're out there showing it and now you own it. And so that was an important consideration and an important strategy with what we did with those 50 or 60-odd concepts."

For **Jaguar**, retro design came about because the design had stagnated and calcified under British Motor Corporation's and Rover Group's longtime ownership. That changed once Ford Motor Company bought the company in 1999. Soon, Jaguar sought to reconnect with its past by revisiting old aesthetic triumphs under design director Geoff Lawson. "It was definitely part of the design brief, to make the Jaguars look like the Jaguars from the past, literally make them look like them," said Adam Hatton, Jaguar's current exterior design director.

But when Lawson unexpectedly passed away in 1999, Ian Callum was appointed to take his place. Internally, executives wanted the retro look Lawson had established to continue—Callum just was not one of them. "It almost became a standing expectation that a Jaguar should look like an old Jaguar," Ian Callum told me in a 2018 interview. "Nobody proposed something that actually held the values of the brand but were different."

That contrast was causing problems, according to Hatton. "One thing that we've always had to deal with is that Jaguar is the sort of old man's car, and we definitely don't want to be that." And ultimately, this made Callum's change in design direction so important.

"Ian was obviously the modernist who made Jaguar modern again; amazing, contemporary, and appropriate. We analyzed all of the old Jaguars next to their competition at the time, and Jaguars always looked the most modern. They were the sleekest cars with the best proportion, and then we used that with the new cars."

For Hatton, that's the key to Jaguar design going forward, and it's a slight change of strategy echoed by other designers. "It's not about making cars literally look the same, but it's about capturing that spirit," Hatton said. "A lot of it can be in the volume and proportions of the car. So, I always say, 'Jaguars always have their sleekness.' Like the F-Pace and the i-Pace, they all have a Jaguar sleekness. We really analyze the cars from the past because we got to use it in an intelligent way, but not be held back by it. And also, we get to think about what's relevant to customers now. So, it's about using those values from Sir William Lyons, but not literally making them look like the old cars."



"I think this might be the best-looking EV yet," Cars Technica's Jonathan Gitlin in 2018 about the Jaguar I-Pace.

## How designers use retro design today

You'll hear a similar approach to retro design from Gerry McGovern, the chief design officer for Land Rover who oversaw the design of the new 2021 Land Rover Defender. "I wasn't constantly thinking about the old one and told the team not to do that either," he told me during an interview at the vehicle's introduction during the 2019 Los Angeles International Auto Show. "I think if we became preoccupied with that, it would become debilitating."

Land Rover Creative Director Massimo Frascella agrees. "In the beginning of the project, I encouraged the whole team not to look at the Defender for a reason, because Defender is so established," he said. "It's something that, particularly for us, is part of Land Rover. You don't have to look at the car; it's there. Just forget Defender. Think about what the Defender is all about and let's design the new Defender, because inevitably, some of those elements won't come back."

"It's important to acknowledge where you're coming from in your heritage," he continued. "But ultimately, you need to be relevant today, and tomorrow. So, in order to do that, you know, you can't look back too much. You cannot repackage or offer again what's been offered before, just in a slightly modern way. That doesn't work "

With the gift of hindsight, that's a lesson even the godfather of retro design, Chrysler's Gale, can understand today. In fact, he'd argue the desire for something new may be what made retro design so successful in the first place: "We were always enjoying success as a company when we were maybe just a little bit different than some of the other guys."

Larry Printz is an automotive journalist based in South Florida.



The 2021 Land Rover Defender.

## Now, Who the Heck Is That?

**Editor's Note:** Nedra Rummell has a great idea that's perfect for Reflections. "Why not have people submit an old photo of themselves with a car/motorcycle/truck, whatever, and see if they know who they are?" Great idea Nedra!

OK, let's have some fun. Send me a picture of yourself from years gone by. Include a vehicle if you can but if not, send a picture anyway. I'll identify them in the following months Jaguar Tracks. I'll start the ball rolling with two pictures from the past. -Ed.



This first picture seen at the left is quite easy. All you need to do is look a few months back in Jaguar Tracks. The pretty young lady and the handsome young man standing near her wearing the shades were featured.

Not so easy to identify is this strapping young man to the right. If you know his vehicle history, you may know who's wearing those Aviators.

In his words: "I really wish I also could say "drive one of my cats"! All my life, I've only had a single one of any of my toy marques in parallel, though I have had several in serial, 4 Jags, 4 Land Cruisers, 3 Mercedes, 3 Volvos, a round 2 dozen of other Toyotas, and so forth. Oh well, a good photo archive goes a long way. For example, the attached should give you a hoot (The SDJC CJ in one of his earlier lives – note the BJ8 Healey in the background)."



Now scan and email me those old Kodachromes! -Ed

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## **Special Feature - The Classic XJ Saloons**

**Editor's Note:** Perhaps like many others, my first real fascination with the Jaguar marque came with the release of the 1961 XKE. Lacking both sufficient age and sufficient funds, it remained just that, a fascination. (Perhaps more accurately, a lust.) It wasn't until my first purchase of a 1968 Mark 2 based on the Daimler 250 and later a 1976 XJ6C did I realized that Jaguar was much more than just sports cars. In this special Jaguar Tracks feature, SDJC member **Terry Tilton** provides a great deal of insight into the Grace, Space and Pace of the Classic JX Saloons. Thank you Terry! -Ed.

#### WHATS NEW PUSSYCAT?

A compilation by Terry Tilton

#### **1968 JAGUAR XJ6**

In 1966, Welshman Tom Jones found his music charted hit song *What's New Pussycat?* on the list of Oscar nomination for best song. At Jaguar Motors in 1966, What's New? would be soon be answered with a neoteric cat, the XJ6, which took shape in a running prototype with essentials including interior and mechanicals completed. With an anticipated launch date early in 1968, the XJ6 was and still arguably is, the most anticipated and important car in company history. Sir William Lyons has been quoted *The car is the closest thing we will ever create to something that is actually alive.* This would be the last car receiving his full attention during the tenure lasting 1922-1972. This luxurious and sporty (or sporty and luxurious?), four-door saloon would be the finest Jaguar then made to date and the progenitor for a line of seven XJ generations, dating 1968 to the XJ8 of 2009.

#### **Jaguar Marketing**

The original XJ6 is not considered revolutionary, mechanically or cosmetically, but a refinement of previous cars, taken to an apogee. Sir William Lyons wanted the car to be recognized as the finest automobile in production.

1967 had not been a good year for Jaguar; only 1,640 420G/Mk X, 8,730 S/420, 6,500 Mark 2 and 4,989 Etypes were constructed, just 21, 961 cars. Of these, 4,500 came into the USA.

Purchasing an E-Type was easy, but prospective Jaguar saloon buyers in mid-1960's were confronted with a confusing model array. Beyond Daimler, the myriad included Mk2 240, Mk2 340, S-Type 3.8, 420, Mark X, 420G. This proved too many cars for a smaller manufacture to economically continue. William Lyons and Jack Egan would combine all of these models into a lone edition, with a single 4.2 engine (US market). Some employees called the new XJ6 a Mark X with the air out of it. Technically, many components were shared with the large car. Dispelling a myth that the new XJ split the difference in size between the S type and 420G (Grand), the new Jaguar measured less than a cigarette in length over the S-type.

Jaguar sold 23,351 cars in 1968, but after the XJ6 arrival, Jaguar set a record sales pace in 1971; 31,500 cars (5,500 imported to the states). That year, nine million cars were produced in the United States. In a parking lot of 9,000 cars, there might be just 5 or 6 Jaguars.

#### **Exterior & Interior**

The project, coded XJ4, (not to be confused with the model XJ6), had a lengthy genesis, dating to 1961. That year, Jaguar entered three autos in the market; the E-type, S-type and Mk X, and yet Lyons was already looking ahead at a new model. Initially, his concept centered around a saloon more closely resembling the sleek E-type; a four-passenger sedan, either two or four doors, with the 4.2 engine. Photos, diagrams and mockups retained the E-type body resemblance for years, into 1965.

Incubation progress was initially slow, but by early 1965, the project went into high gear. Styling evolved away from the Mk 2 and S-type. The ultimate XJ6 tails seemed reminiscent of the Alfa Romeo Duetto morphing into the Spyder when the swooping tail was chopped. Photos show the XJ6 squared off rear in 1966. The length came to a modest 189.6 inches; the later bumpers adding another 4 or 5 inches.

In the USA, much in vogue seemed the sporty 4 passenger personal luxury automobile. Think the *Thelma and Louise* Thunderbird and the 1964 Buick Rivera. Lyons wanted something much more compact and refined than the USA cars. The XJ6 was not done by computer, committee, no marketing group, majority vote or "zoom" meeting.

The Mk X had easily morphed in to the 420G when the 4.2 engine found a home in the engine bay, parallel to the time Series 1 E-type went from 3.8 to 4.2. The new XJ became closer in size and substance to the S type, a car which first saw production in 1961. Despite the similarities, the XJ6 was noted as the antithesis of the Mk X; some even described the new car as lithe and delicate. One word which continually appeared in reviews was "stance". Observers noted near perfect proportions of the wheels within the arches and purposeful look down the bonnet. The car door was a portal to a driver's paradise.

In 1969, safety and emission regulations made for few XJ imports. In the UK, demand far exceeded expectations. Dealer wait lists ran up to a year, with buyers willing to pay another third over the list price. Well beyond the new stance, XJ6 brought together the best the company had to offer. Different colors abounded, over the three series, about 75 different colors are listed with another 25-interior color. Mattress company Slumberland was a consultant on the XJ6 seat cushions! Rocker switches came directly from the E-type. Sir William Lyons himself, introduced the new XJ6 on September 26, 1968, at the Royal Lancaster Hotel, London. Public and press accolades met all expectations.









#### XJ6 4.2 Engine & Transmission

The famous XK engine debuted in 1948 with the XK120. Despite the 20-year age, the engine had already reached a reputation as one of the best. Despite seemingly "off the shelf", the XJ6 version had numerous changes. Clearly, meeting US emissions required modifications to intake and exhaust. The revised 4.2 engine had improved cooling with a different cylinder head, eliminated the water gallery. Coolant capacity came to 38 pints. Water pump impellor increased in size, 2.75 to 3 inches. A revised radiator with a new fan pully running at 1.25 times engine speed, rotated the 12 bladed fan with thermocouple. The oil filtering system was also improved. The engine itself was designed to deflect downward in a head on collision. Some manual gearboxes were fitted to the XJ6, but 90% of the cars had a Borg Warner, Model 8, automatic transmission, identically to that in automatic E-types.

It is commonly known that the XK engine horsepower numbers were overrated, maybe by 10% to keep up with increasing horsepower (also overrated) of the American market. European cars came with two carburetors, rating the engine at 245 horsepower. First year models in the UK with the 4-speed manual, managed 8.7 in the 0-60 dash, very respectable despite the 3,750 weight.

Emission regulation would hamper 4.2 performance in every greater measure. The air intake warmer crossover piping barely cleared the bonnet bulge plus detracted from engine appearance. Jaguar put the V12 in the Series III XK-E, but it would be another year before buyers found it in the 1972 XJ12.



#### Chassis & Suspension.

Just as the XK120 chassis was based on the Mk V saloon, the new XJ6 took the rear independent suspension from the Mk X. It would be difficult for most to tell any variations between the independent rear suspension from the XJ or E-type. Heat from the inboard brakes could affected the differential seals, but the unsprung weight and center of mass surely improved the handling for the big sedans.

Anti-dive geometry mitigated pitch during hard braking. Upper wishbone were 3.5 degrees forward and the lower wishbone downward 4 degrees. The rack & pinion steering was lifted from the E-Type and became the first saloon with the 1100 psi assist. Twin saddle gasoline tanks, 14 gallon each, had separate fuel pumps with fender mounted gas caps.

#### **Tires & Brakes**

The 3,750 pounds exceed the E-type by 1,000 pounds and brakes needed an upgrade to bring the heavy car to a quick stop. It was a Girling system, up front 12-inch discs had three pot calipers, two outboard and a single inboard. Rear disc brakes mounted inboard had 10.4-inch solid rotors. They were superior to the original E-type, which despite the higher speed potential, had Dunlop 11.2-inch solid discs in front and 10.4 inch in the rear, all with single piston per side. Front and rear had independent hydraulic systems.

The V12 did get vented rotors due to the extra weight and speed capabilities. (For reference, the author's XKR has 14-inch ventilated rotors in front and 13 inches ventilated at the rear, all rotors cross drilled with 4 piston calipers). A lot of the XJ6 handling accolades must be credited to the wheel and tire combination. Dunlop developed special radial ply, low profile tires for the new XJ6, marked E70VR15 on 6-inch wheels. These were the largest tire yet put on a production Jaguar. Today, we would call them 205/70/15.

#### **Testing & Performance**

Initially, the XJ6 was so special and obvious to the marque, the word JAGUAR did not appear anywhere on the car. Test reports described the ride as *defies definition by normal standards*. The British press was unabashedly about heaping praise on the new car. Worldwide publications followed in laudatory comments.

Simon & Garfunkel made a cameo in a test report when the car was described with their song "The Sounds of Silence". Those imported into the USA came with a 186-horsepower rating, had acceleration times in the high-10s, despite some additional US-spec weight.

Ken Purdy, author of 50+ car magazine articles and automotive editor for *Playboy* (some actually did read the articles), described his XJ6 experience eloquently in a 1971 Playboy story. Testing in the United States demonstrated the penalty for additional weight and automatic transmission. In May 1971, *Road Test* magazine was particularly enthusiastic: they reported the XJ6 "merited an overall award, not the best in a category, but the best yet tested". Their car posted a quarter mile in 17.4 and 10.1 seconds to 60. *Car and Driver* evaluated the XJ6 in April 1971 recording a top speed of 110 and a slower time to 60 at 11.0. The car average 15 mpg during freeway and in-town testing. They praised the car and summarily declared the XJ6 as "Uniquely impressive...if slightly anachronistic."

Was the early XJ6 a better car than the early E-type? For sure. *Autocar* described the XJ6 as smooth and quiet, even more so than the Mercedes Benz 600 or the Rolls Royce. Did the 4-door sedan handle better than the E-type? Absolutely. Doubters need to check with *Road & Track*, the enthusiasts sports car magazine. In 1984 the magazine reviewed all enthusiasts' cars in the pre-owned market \$4,000 to \$10k range. Both the E-type and XJ6 were included. Tires and wheels boasted improvements over the E-type, which sat on skinny 6.4-inch, bias belted tires. Ranking the cars in 7 categories, the E-type achieved 18 points to the XJ6, 17 points, the latter losing out on fuel economy. Testers gave the 4-door a XJ6 a 'B' in handling and the E-type a 'C'.

US safety and emission controls took the weight to 3,875. Base price during launch was announced at \$7260 but in the United States, cars came with air conditioning, radio, electric windows, chrome wheels and power steering, bringing the price to \$8630.

Delays in preparing the XJ6 for ongoing safety and emissions regulations delayed the entry into the United States to 1970 and it was really 1971 when many Americans began an experience with the Jaguar. Meanwhile the rivals were catching up. BMW installed great SOHC straight six in the 1968 2500 and 2800 sedans which morphed into the Bavaria of 1972. Mercedes Bens brought out a mid-size sedan of the Jaguar length and coupled it with an entirely new DOHC inline 6.

In December 1972, Road & Track gathered the three cars together for extended testing in the February 1973 issue. Overall, the magazine editors had the Jaguar last in a trio of the Mercedes 280, BMW Bavaria and XJ6. Faults included poor instrumentation, just average braking, questionable reliability, trunk size and performance. The XJ6 tested at 3,800 pounds with 186 horsepower, posting a 0-60 time of 11.6 seconds. The BMW weighed 3,200 pounds with 170 horsepower and easily out accelerated (with 4-speed manual) the other two cars. The Jaguar did get marks for refinement, luxury, beauty and quiet freeway speed. The XK engine was showing its age, approaching 25 years.

The XJ12 was launched in September 1972 at the Golden Jubilee of the Swallow Sidecar origins. Only 3,228 Series 1 XJ12 were manufactured. The V12 was mated to the General Motors GM400 automatic transmission. In July 1973, the magazine Car & Driver described the car as mental therapy on wheels and the Boeing 747 of automobiles. The tested price came to \$10,850.

The initial XJ was hugely successful. In the span 1968-1973, 98,000 were produced. Ultimately over 414,000 Series 1, 2, and 3 would be sold through the final V12 of 1992, the bestselling car for Jaguar (the X-type was second at 355,306). The XK engine finally retired from service in the 1992 Daimler Limousine. The life span of 44 years adds to the legendary reputation, an engine on anyone's 10 best in the 20th Century.

Sir William Lyons retired in 1972, a year before the Series 2 XJ6 began in September 1973. Fuel injection came to the XK engine in November 1975, keeping the engine viable for an additional 17 years.

Bumper height regulations in the US mandated a newly designed front grill. The car was longer, the ugly bumpers added extra inches, plus safety regulations added a weight, a penalty approaching 175 pounds.

Road Test thoroughly reviewed the long wheel-base Series 2, 4.2 engine, curb weight 4,265, and discovered a much slower car and the original. The 4.2 performance, 0-60 came in at a tortoise-like 12.5. Road & Track tested a Series 2, XJ12L in 1974, which measured 199 inches long (10 inches over the original); despite the 4335-pound weight, the 5.3-liter Jaguar pulled a 9.1 in the 0-60. Mileage for the V12 cars recorded but 11.5.

The smog certified, beleaguered 4.2 engine was given some reprieve with the Bosch fuel injection in November 1975. There is some change in horsepower, 162 to 176, but drivability, performance, fuel economy, and reliability had some improvement.

The final itineration of the original XJ project, Series 3, had a USA introduction Palm Springs. Series 2 production lasted until February 1979 and Series 3 commenced March 29, 1979. Jaguar went to Pinafarina of Italy to reskin the body. Despite the near similarities, no panels were shared from the previous car; the taller roof, recessed door handles and vertical slats only grill are readily identifiable differences. In this third guise, buyers still found the car worth the price, which had escalated to \$20,000 ten years after the introduction. Automotive stylist Giorgetto Giugiaro put the XJ6 series 3 as one of the most beautiful cars, ever (the European version more attractive). The biggest success of the Series 3 is success itself. With 187,500 manufactured, the Series 3 outsold either Series 1 or 2. USA retail sales in 1984 were 55% of total world market; 18, 044 cars. This compared to 16% just four years earlier. The last Series 3 XJ6 left the factory in 1987. The Series 3 XJ12 count equaled 5400.



#### **Subsequent XJ models**

#### **XJ40**

Sir William Lyons passed on February 1985. Lyons provided "consultation" on the new XJ40, but unknown is how much influence he had on the final product; photos do indicate his post retirement interests. There would be a completely new engine. The AJ6, introduced 1986, has a DOHC, 4 valve per cylinder head on an alloy block. It was both 150 lighter and more powerful than the 4.2 in use for the Series 3. This is the third Jaguar postwar engine which also increased fuel efficiency.



The Series 3 replacement, Code XJ40, was especially long in development. First discussed by the Board of Directors in 1972; by the end of 1973, clay mockups (in scale) were analyzed. The car was eagerly awaited (but not as highly anticipated) as original XJ, which was approaching 20 years of age. The success of the Series 3 mitigated the pressure to put a replacement on the market and the XJ40 did not appear until in the United States until 1987.

XJ40 reviews were very good, but not equal to the enthusiasm of the 1968 XJ6. There were fewer calls to place the car among the best available in the world. Beyond a completely new body and engine, engineers on the successor claimed upgraded suspension, brakes, and interior, even with fluorescent digital dash displays for ancillary gauges. The new XJ angular shape did not find great favor with some Jaguar traditionalists. The 3.6 models were just adequately powered, initially 180 horsepower, very soon increased in 1989 to 195. A 4.0 upgrade in 1990 brought the horsepower to 221 which was more satisfying. The additional displacement the 4.0 registered a time of 9.2 in the 0-60 run. Simultaneously, the digital displays were dropped for analog gauges.

Often maligned, the cars suffered in reliability, lack of competitive power, air conditioning/climate control maladies and interior volume. Despite the various afflictions, 208,733 were sold worldwide from 1987-1994. The Series 3 XJ12 was extended to 1992 because extensive modifications were necessary to accommodate the V12 in the XJ40. That car carried a new code XJ81.

Ford took over Jaguar in 1990 and the "to do" list was long. At the top, fix the XJ40 quality control and reliability perception. The unreliability of the Jaguar models was no myth. J. D. Power surveys had the company near the bottom, at one juncture 26 of 27. Ford wanted a quick win, and the superb facelifting of the XJS gave them the "W" in 1991.

#### X300

With Ford solidly at the helm, a modern, but more traditional revision came to the XJ40 exterior in a 1995 model, coded X300. It was a more attractive car; usually described as an XJ40 with entirely new front and tail, under the previous glass area. Side by side comparisons confirm this, although every exterior body panel is different. Under the gorgeous new skin, changes were minor.

An AJ16 replaced the earlier AJ6 with internal changes, distributorless ignition and a 240-horsepower rating. The competent 4-speed automatic remained, and a respectable time of 0-60 indicated 7.8 seconds. The interior was little changed. The wheels increased from 15 to 16 inches. Despite improvements, the Jaguar flagship X300 still needed a huge shot of octane to compete with rivals.

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The company was late to the picnic with a V8 engine. Mercedes had V8 experience back to 1967 with the 300SEL 6.3. The Lexus V8 received huge praise in 1990 and soon outsold its rivals. BMW introduced a DOHC V8 in 1992. The X300 modifications over the XJ40 did make the new XJ popular and despite a run of just 3 years, 92,033 were made.







#### X308

For model year 1998, the X300 developed into the X308, now an XJ8. Underneath the popular, retro shape, came drivetrain changes including, and finally, a 4-liter V8. Although the same displacement as the previous 4.0 inline 6, horsepower jumped 245 to 290, mated to an all-new 5-speed automatic transmission. The 0-60 time dropped to 6.9 seconds.

Car and Driver tested the 2000 model year luxury cars in December 1999; Jaguar XJ8, Mercedes Benz 430, Audi A8, Lexus 430 and BMW 750iL. In a reprise of the 1973 comparison, Jaguar finished last with some of the same complaints. Interior volume, fuel efficiency, ergonomics, ride and ageing dashboard. The low score in handling was especially distressing, because 30 years earlier, handling was a highly regarded feature in the original XJ6. The body had too much flex and the car still rode on the earlier 225/60 16-inch wheels. The trunk still had just 13 cubic feet, hardly a foot larger than the XK8. People were getting larger and they carried more stuff; Jaguar had to catch up. The V12 was long gone, not necessary; supercharging the V8 gave 370 horsepower in the XJR.

Ford had made significant inroads to quality control as Jaguar moved into the top ten on owners' surveys. The X308 sold very well, with production of 123,230, 1998-2002.

#### The final iteration---X350

Although the XJ nameplate continued into 2020, for Jaguar aficionados, industry watchers, and automotive press, the final evolutionary, traditional XJ, is considered the X350 began production in 2003. After 2009, the Jaguar flagship ethos moved in an entire new direction. At the Paris Auto show in 2002, the new Jaguar was poised, unpainted, in attention getting highly polished aluminum, showcasing the new lightweight body shell. To quiet critics, Jaguar marketing wanted a larger car, so it was wider, taller and longer, with a larger boot than the previous model.

This generation of XJs was the last to be built in the shape designed in 1968.



Achieving this without adding considerable weight, the aluminum body proved the answer. Jaguar claimed aerospace technology made the car possible. Termed the first modern Jaguar sedan, the all new X350, scored a trifecta; revolutionary alloy body, revision of interior/exterior design plus a new drivetrain--AJ34 4.2 engine/6 speed transmission. With a new suspension, the car rode on air; coil springs gone.

Actual commonalities between the X350 and previous X308 are surprisingly narrow; over 1,000 parts changed from the earlier series, and no XJ40 DNA remained. A perceived downside, by some, was the body silhouette now seemingly too traditional compared with the evolving competition. It was Ford who thought the new car should look like a Jaguar and passed on an opportunity to step out of the retro past. The X350 front grill treatment had similarities to the 1968 original in vertical and horizontal slats/spacing. The large mouth at the number plate, two headlight treatment and bonnet bulge are also reminiscent to the XJ6.

The 2003 XJ8 (& facelifted X358) added 5% engine displacement. Horsepower in the new 4.2 V8 reached 300 in natural aspiration, easily a hundred over the 1972 XJ6 4.2, a 65% increase. Maximum torque, compared to the X308 came in closer to midrange, improving flexibility. The new body saved about 250 pounds and was also 60% stiffer. Wheel size jumped from 16 to 18 inches on a 50 series profile. The 6-speed transmission was entirely new, also installed in the 2004 XK8/XKR, replacing the 5-speed. Accordingly, the seventh generation of the original XJ6 achieved the 0-60 standard in 6.2 seconds, less than a second off the earlier 370 horsepower X308 XJR. It can also outpace both X300 XJR and XK8 plus every Jaguar V12 production mode. (the awesome 2004 XJR can be reviewed later).

The low drag coefficient and tall differential made effortless and quiet high-speed transit.

The 2004 XJ8L, (\$67,000 base price), at 205 inches, was then the longest car produced by Jaguar (excepting limos). The extra 5 inches added only 54 pounds and received a highway mileage rating of 28. The wholly revised car had been expected to sell well. It came up somewhat short of expectations, selling 83,566 during the production run 2003-2009. This includes the "facelifted" version of the X350, visually different enough to receive a X358 designation. The facelifted reception was controversial and only 837 cars were made in 2009. Deleting the 3.0, 2.7, and 3.5 plus Daimler variants from the X350 sales leaves 44,000 XJ8 cars; less than 20,000 appeared in the United States over the seven years.

Beyond the body, engine transmission and interior changes, a huge plus is the rectification of quality control problems. The J. D. Power survey in 2004 had Jaguar third of 37 makes and the XJ8 itself second

of all luxury cars. The new X350 and 4.2 XK8s pushed Jaguar to the first place of the 2009 reliability rankings.

In the end, despite the modernity, an attitude prevailed regarding X350 model appearing too much "like your fathers Jaguar". All production at Brown's Lane closed in May 2005. The last completion is an X350 photographed beneath a banner recording the total 881,627 XJ series manufactured, 1968-2005.

#### XJ6 Legacy

What did Jaguar put on the market in 1968? A superb, elegant body above an improved XKE sports car chassis. There is room for a family of five in a car a mere 5 inches longer than a E-type 2+2.

In 1980 Lyons was asked about his favorite Jaguar. Despite his repertoire of beautiful sports and luxury cars his answer? "Well, that's not too difficult to answer. I was



determined that the XJ specification should be right. I believe it was. I don't think I would have changed anything much if I was starting again, ........I really do feel we established something universally pleasing. It does seem to be standing the test of time, doesn't it?"

The final XJ6 left the factory in 1987, but V12 continued into 1992 (Daimler Double Six only that year). In 1970 buyers entering showrooms to check the Series 2 XKE would note the XJ6 and vice versa; ideal for Jaguar floor traffic and a boon to both models.

Patrick Bedard, Indianapolis 500 veteran and 44-year columnist for *Car & Drive*, termed the new XJ as the best car in the world; Rolls-Royce had the next move in the refinement contest. In October 1984, the magazine published an article, *Best Enthusiasts' Cars Under \$10,000*, the seven category ratings had XJ6 totaled with 17 points, and the E-type 18 points, gaining on fuel economy. The XJ6 did score higher in handling achieving a B which the two-seater deserved a "C".

Road & Track Used Car Classics (book edited by Peter Bohn, 1985) did a reprise of the sporty sedan with other enthusiast cars. The XJ6 received a 6+ page review and the E-type just 2 pages.

After the 1968 XJ6 launch, the E-type remained the quintessential Jaguar, but the XJ6 paid the bills. Today, drive a 2019 XJ to San Francisco; on the return trip, use an original condition 1971 XJ6 on the trip back. Considering the 50 years of improvements and changes in the generations of XJs, the difference may seem comparatively small. Yes, the sound system is better and technological accoutrements abound, but at 75 mph, drivers and passengers will not sense the half of a century gap. The 1968 XJ6 is a remarkable car. Sir William Lyons deserved the 1956 knighthood, but he reached *well into the future* with the first XJ6. Today, you can go back to the future for less than \$10,000. Nice ones are there, waiting.

The XJ6 has many credits on the big screen; a complete list too long for this venue but include: *The New Avengers, Cool Runnings, Detroit City Rock, An American Werewolf, Test Pilot Pirxa, Derrick, No Man's Land, Thick As Thieves, Red Nights, The Big Steal, Herbie Rides Again, The Protectors, The Sweeney,* and *The Persuader.* XJs continued to find cameo in the movie world. A 2006 X350 can be found in the James Bond movie *Casino Royal.* 

**Editor's Note:** With a significant number of members having an engineering background and career, SDJC includes a lot of members that are, like me, fond of Spreadsheets. Noun: An electronic document in which data is arranged in the rows and columns of a grid and can be manipulated and used in calculations. Terry and I have put one together that summarizes the 7 generations of the Classic XJ. See below. **-Ed.** 

#### **XJ Chronology**

	<b>69</b>							
		Series/	Design			Model '	Year	
Genera	ation	Model	Code	Sold As	Engines	Start	End	Notes
1		Series 1	XJ4	XJ6	XK inline 6	1968	1973	
		Series 1	XJ10	XJ12	5.3 liter V12	1972	1973	
2		Series 2	XJ31	XJ6	XK inline 6	1974	1979	
		Series 2	XJ32	XJ12	5.3 liter V12	1974	1979	
		Series 2	XJ35	XJ6C	XK inline 6	1975	1978	Coupe
		Series 2	XJ36	XJ12C	5.3 liter V12	1975	1978	Coupe
3		Series 3	XJ50	XJ12	5.3 liter V12	1980	1992	
		Series 3	XJ52	XJ6	XK inline 6	1980	1987	
4		XJ40	XJ40	XJ6	AJ6 inline 6	1988	1994	
		XJ40	XJ81	XJ12	6 liter V12	1993	1994	
		XJ40	XJ83	XJ6 LWB	AJ6 inline 6	1990	1994	Long Wheel Base
5		X300	X300*	XJ6	AJ16 inline 6	1995	1997	
		X306	X306	XJR XJ12	AJ16	1995	1997	Supercharged
		X330	X330	LWB	6 liter V12	1995	1997	Long Wheel Base
6		X308	X308	XJ8 / XJR	4.0 V8	1998	2002	
7		X350	X350	XJ8 / XJR	4.2 V8	2003	2007	Aluminum Bodied
		X358	X358	XJ8 / XJR	4.2 V8	2008	2009	Facelifted X350

<sup>\*</sup> Ford starts "X" design code

#### **Postscript**

The 2020 reliability survey has been released. Jaguar remains near the bottom 29 of 31. (Tesla is off the chart, lowest by far). A slide downward began after the Ford sale to Tata. The first place in 2009 fell precipitously only a year later, when Jaguar registered 29th of 33, primarily because of the new XK problems. In 2013, the marque remained low 29 of 33. The questionable reliability moniker is hard to shake. Land Rover fared worse; collectively now, JLR is at the bottom.

The cats are becoming rarer. In the USA, total auto sales were 17 million in 2019. Jaguar sales in the USA came to 38,000; about 1 in 500 cars sold. For every Jaguar, 20 BMW and Mercedes were sold. That's maybe another reason we like the Jaguar. There is not one at every stoplight.

*Disclosure*—the author has owned 4 of the above sedans, an early XJ6, made in 1970, 1972 XJ6, 1989 XJ40-3.6 and a 2005 XJ8L. The 28mpg rating on the XJ8L is spot on. A recording of 27.4 was achieved on a cross-country trip, summer of 2017, carrying 600 pounds of passengers/luggage in the middle of summer heat. Speed limits were usually exceeded; the car was pulled over in Utah at 107.

**Editor's Note:** Once Again, Thank you Terry Tilton! This kind of in-depth analysis and contribution to Jaguar Tracks is what makes the club GREAT! - **Ed.** 

## **Notes from the Concours Judges Tent**

#### February 2021

#### By Pete Rieth, Chief Judge, San Diego Jaguar Club



Soon, our SDJC Concours Judges' cadre will begin its process to spin-up for the 2021 season by following the adage "Hope for the best but plan for the worst."

#### (Pencil) Mark your calendars for Refresher Training:

The Next JCNA Annual General Meeting (AGM) is being rescheduled due to ongoing COVID-19 constraints. Decisions taken by the Delegates at that meeting affecting our concours judging procedures and rules will be reflected in updates to the Official JCNA Concours d'Elegance Rule Book and to our standard training materials which derive from it. At this writing, it appears likely that our 2021 SDJC Concours and supporting refresher training will again be governed by the 2019 Rule Book.

Refresher Training for SDJC's JCNA Certified Concours Judges, Apprentices, and Owner/Competitors will be scheduled as a virtual event similar to that of 2020, with individual testing via email rather than as a group event. I'm coordinating with IEJC and JOCLA to identify an appropriate date and will keep you posted as things come together.

#### 2021 JCNA Concours in the Southwest Region (All Dates Pandemic-Dependent, of Course):

Here are some established 2021 JCNA Concours of interest to SDJC members. I will update this list as JCNA approves and posts the Concours sanctions requested by the individual clubs, or as their event schedules change.

- Postponed JCNA Annual General Meeting (AGM), Location TBD, possibly in connection with the next International Jaguar Festival in Florida
- April 16<sup>th</sup>-18th La Jolla Motor Car Classic, La Jolla Cove (Not a JCNA event)
- July 17th San Diego Jaguar Club, Cancer Survivor's Park, Spanish Landing Park East Venue and date change probable. (Stay Tuned.)
- October 2<sup>nd</sup> 8th Annual IEJC Jagstravaganza Idyllwild Inn
- October 3<sup>rd</sup> JOCLA Concours Idyllwild Inn (Tentative)

#### Looking for a Few Good Women and Men for Concours Judges:

Preparations are underway for our 2021 Concours d'Elegance #57. We are looking for members interested in becoming Certified JCNA Concours Judges. We currently have 16 certified Judges (myself included) and 3 Apprentices to fill our teams, thus reducing our dependence on neighbor clubs to get the job done with a reasonable workload per judge on Concours Day. WE NEED MORE. Please contact me if you are interested.



#### STAY FLEXIBLE - AND KEEP SAFE!!

If you have any questions about this article or JCNA Concours d'Elegance participation, please contact me by Email at: 60Jaguar@gmail.com or (619) 813-2005.

## ENJOYING A SDJC DRIVE AND PICNIC....



## A GREAT START TO 2021 SATURDAY, FEBRUARY 6, 2021









## Starting Location: Romano's Macaroni Grill, Westfield North County Mall

202 Via Rancho Parkway, Escondido I-15 Exit 26

Meeting Time: 9:45 AM Start Drive Time: 10:30 AM

Destination: Lake View Park @ Lake Miramar and Reservoir

After a short drive on I-15 South, we will exit to Highland Valley Road. This part of the drive has an abundance of twists, turns, and beautiful views climbing toward Ramona. We will continue on Highway 67 and Scripps Poway Parkway to our destination. A complete map and directions will be sent to all attendees.

Lake View Park is a hidden gem in a quiet neighborhood. The park has several picnic tables (some covered), restrooms, trees for shade, walking trails, and a playground if you want to bring the grandkids.

This will be a socially distanced event following COVID Guidelines. We are to gather in pods (groups) with no more than six people per pod (group), while socially distancing from other pods. Remember to pack your chairs or blanket, picnic lunch, name badge, hand sanitizer, and mandatory protective mask.

Let's meet and enjoy talking about our Jags, our friendships, our plans for 2021 – anything but COVID! I miss my Jaguar friends and sincerely look forward to seeing many of you on Saturday, January 23<sup>rd</sup>.

To register e-mail or call Nedra Rummell 760 519 5400 or E-Mail <a href="mailto:nedrar1@roadrunner.com">nedrar1@roadrunner.com</a>

## **Recognition Long Overdue**

As with many of the JCNA clubs, the COVID pandemic has had significant impact on our club, causing many delays. One of those delays was the formal SDJC recognition of the nationwide contributions of one of our most valuable members: Nedra Rummell. Nedra was awarded the JCNA Mike Cook President's Award for 2019. This award was established in 2012 to recognize individual contributing to the benefit of the JCNA. Congratulations Nedra. So very much deserved.





END OF WINTER CELEBRATION SATURDAY - MARCH 13, 2021

## MOUNTAIN DRIVE AND LUNCH BARONA RESORT AND CASINO

Join your SDJC friends for a scenic drive as we explore another area of San Diego County, the beautiful Barona Valley.

Drive Start Location: TBA in an upcoming SDJC E-Blast for registration

Meeting Time: 10:15 AM
Drive Start Time: 10:45 Approx.
Lunch: Sage Grill or Barona Food Court\*
\* Both inside and outside seating will be available.

We will request a reserved parking area for our Jags. Health and safety measures for Barona's guests are of extreme importance. Currently, only persons 18 years and older are allowed on the property. A complete list of the Health and Safety Measures are listed on the Barona website. We will continue to follow Covid updates as we can celebrate the end of Winter, the increasing availability of vaccines, and progress toward herd immunity.

Questions: Contact Nedra Rummell (760) 519 5400 nedra@rummells.com Diah Avery (619) 890 1613 diah@att.net

## Bits and Pieces from the Editor's Desk

#### Spare Parts and Such from Chuck Leuthen

#### **Letters to the Editor**





Club member, and crack investigator of all things automotive extraordinaire, **Tim Bennett**, brings several bits and pieces to this month's editor's desk. One from Balboa Park, one from a Mr. Jack Stand, and one from Mr. JP Morgan Chase. Thanks Tim!

#### First, San Diego's very own Balboa Park Auto Museum.

Expected to start in March, the project involves remodeling the entrance, installation of tile murals and installation of two full-sized model grizzly bears that were mounted on each corner of the building to replicate those facing the plaza roof for the 1935-1936 California Pacific International Exposition.

Barnard Reese Construction has been awarded the \$637,000 contract for the renovation.

SDJC member Pete Pickslay is a lifetime member of the San Diego Auto Museum and SDJC's rep. Pete tells me that the refurbishment of the museum building and grounds is being done under the control of The Committee of 100 which has responsibility over the whole park. Its goal is to restore the entire inner park buildings and grounds to their original glory.



Rendering courtesy of Barnhart-Reese Construction
Renovation of the Balboa Park Auto Museum is among projects by Barnhart-Reese Construction

**Next,** Tim tells us about an innovative automotive jack stand: **RennStand by Safe Jack**. This should be particularly interesting for those of you that can still assume a prone position and then actually return upright. I'll exclude myself from that rigorous activity. Rather that talk about it, here's a short video: <u>JackStand</u>

**Lastly,** Tim relates a recent personal experience that could provide our members with important financial insight. I'll let him tell you himself:

"I decided to buy my F-Type SVR at the end of the lease after reading an article about the forecasted collectability of the SVR model. The dealer wanted to handle the transaction offering a loan at 3.55% from US Bank which I thought was competitive for what was technically now a used car. Figuring if that was the initial offer out of the box there was likely further wiggle room. I let the salesmen know by email so I didn't need to engage that I was checking with my own bank that would like my business. Sure enough, they came right back with an astonishing, zero down at 2.55% for 60 months from the original lessee – JP Morgan Chase.

I deduce from this, between the two of them there was money left in the deal as the car wouldn't need to be "wholesaled" to the dealer network which incurs considerable costs in order to recertify and sell. **Bottomline**, **I'm a very happy driver of a beautiful F-Type SVR.**"

Cheers, Tim

**Editor's Note:** Thank you Tim for the great info! After I refinance my F-Type using better deals from JP Morgan Chase, installing new wheels and tires using Safe Jacks from RennStand, I'm going to visit the new Renovated Balboa Park Auto Museum! -Ed.

#### Editor's Reminders:

**Reminder #1:** When going out of town (whenever this pandemic is behind us), print out a copy of the cover page of the most recent "Jaguar Tracks" and take it with you. When you find a good setting just snap a picture of yourselves holding up the cover page with a nice scene behind you. All you need to do is email the picture to <a href="Editor@sdjagclub.com">Editor@sdjagclub.com</a> along with a description of your location and I'll do the rest to feature it in a "Where in the Word" article!

**Reminder #2:** Our **"Getting to Know"** feature is intended to help all of us get to know each of you just a little bit better. Tell us about yourselves. Tell us how you became enamored with Jaguars, how you came to be part of our great club and anything else you'd like to share. Don't be shy. If you don't tell us about yourselves, we're just going to make stuff up. Might as well let the cat out of the bag and send me an email with a write-up and a picture to <a href="Editor@sdjagclub.com">Editor@sdjagclub.com</a> and I'll run a feature!

**Reminder #3:** Don't forget about the new "Cat Tales" feature! Tell us all about your new Jaguar purchase, or your most interesting Jaguar technical challenge or restoration project. Be sure to include some pictures of yourself and your Jag. Then all you need to do is send an email to <a href="Editor@sdjagclub.com">Editor@sdjagclub.com</a> and I'll feature it in a "Cat Tales" article!

And a final note from our Treasurer: The San Diego Jaguar Club 2020 Financial Report is available by request!



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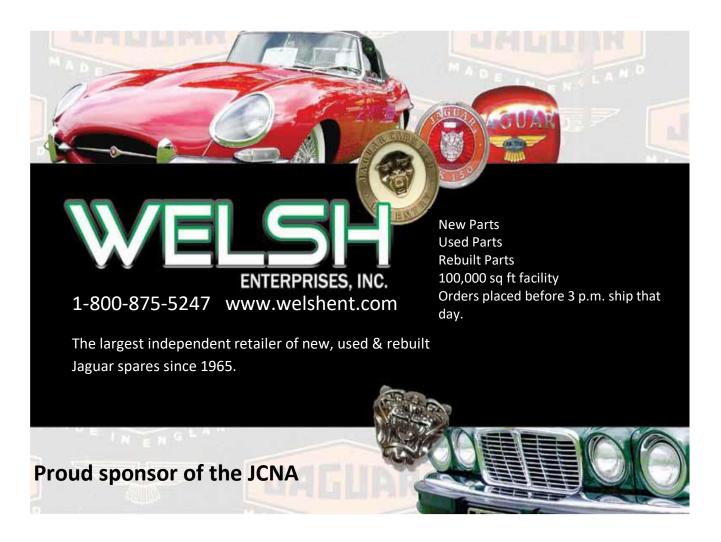
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Since you're already members of one of these great clubs and you've paid your annual JCNA membership fees why not take advantage of becoming ASSOCIATE MEMBERS of one or more of these other great clubs? Associate Membership offers the same advantage as your home club offers at approximately half the dues of home club membership while helping to support these other great California clubs!

Make new Jaguar friends while experiencing new venues in unchartered territories! Find out more about each of these clubs by clicking the link below each of the club logos the simply contact the Membership Chairs listed below and sign up!

Club	Membership Chair	Email	Phone
Jan Diego	<b>Jaguar Club</b> Nedra Rummell	membership@sdjagclub.com	(760) 519-5400
Jaguar Ov	vners Club, Los Angeles Donte Neal	donte.neal@aol.com	(562) 704-2531
Inland Em	pire Jaguar Club Mike Zavos	m_zavos@hotmail.com	(858) 518-5898
Bay Area	Jaguar Associate Group Phil Endless	treasurer@jags.org	(650) 854-4445





## San Diego Jaguar Club Classified Ads

Classified Ads are now displayed only on the Club Website.

Perhaps you have one too many garage spaces you want to fill by buying another Jaguar. Or maybe you have one too many Jaguars and want to reduce your inventory. In either case, click HERE to go directly to the SDJC Classified Ads. The ads include details and up to 9 photos of each car!

## **SELL YOUR CAR WITH US ON OUR WEBSITE**

To place your ad:

**Contact Mark Hodges** 

https://sdjagclub.wildapricot.org/Classified-Ads

The ads include details and up to 9 photos of each car.

## San Diego Jaguar Club Logo Items

Hey, where's your NAME TAG! Don't you need a new GRILL BADGE? You know that POLO SHIRT is looking kind of dated, time for a new one? These CLUB LOGO ITEMS and more from SDJC and LAND'S END are just a click away on our SDJC Home page. To get there right now just click <a href="https://sdjagclub.wildapricot.org/OnLine-Store">https://sdjagclub.wildapricot.org/OnLine-Store</a>

Sale On! Look at the new lower prices on some items!!



## Jaguar Land Rover North America 2020/2021 Jaguar/Land Rover Discounts



Jaguar Land Rover North America, LLC is pleased to extend an exclusive Private Offer on the purchase or lease of a new Jaguar or Land Rover vehicle. This opportunity is available to preferred partners of the

For details and online entry form, follow this link: Jaguar Land Rover Private Offer Program

## Jaguar

Jaguar and Land Rover brands in America.

Model Year	Models (All)*	Customer Base Price**
2020	XE	10% below MSRP
2020	XF	10% below MSRP
2020/2021	F-TYPE	10% below MSRP
2020	E-PACE	10% below MSRP
2020	F-PACE	10% below MSRP
2020	I-PACE	10% below MSRP

## Land Rover

Model Year	Models (All)*	Customer Base Price**		
2020	Discovery Sport	10% below MSRP		
2020	Discovery	10% below MSRP		
2020	Range Rover Evoque	10% below MSRP		
2020	Range Rover Velar	10% below MSRP		
2020	Range Rover Sport	5% below MSRP		
2020	Range Rover	5% below MSRP		

<sup>\*</sup> Subject to vehicle availability and retailer participation. SVR models excluded.

#### Vehicle Price

All participants will receive a base purchase price of 5% or 10% below the selected vehicle's Manufacturer's Suggested Retail Price (MSRP Subtotal). Refer to Terms & Conditions from your local retailer for more information.

<sup>\*\*</sup> Manufacturer's Suggested Retail Price (MSRP) excludes destination/handling charge (\$995 for XE, XF and E-PACE, Range Rover Evoque and Discovery Sport; \$1,025 for F-TYPE, F-PACE, I-PACE, Discovery and Range Rover Velar; \$1,295 for Range Rover and Range Rover Sport), tax, title, license, and retailer fees, all due at signing, and optional equipment. Retailer price, terms and vehicle availability may vary. See your participating Jaguar or Land Rover Retailer for details.

## SDJC Board of Directors Meeting Minutes

#### November 11, 2020

The meeting was called to order at 6:36 pm via video conference, by Mark Hodges, President. The following officers were present: Diane Bauman, Dave Allen, Diah Avery, Nedra Rummell, Chuck Leuthen. Immediate Past President present: George Klein. Directors present: Tim Bennett, Dan Jensen, Dave Putnam, and Al Steele. Functional Chairs present: Chief Judge - Pete Rieth. Dealer Rep - Jim Hallameyer.

**President's Report:** Mark welcomed all attending.

**Secretary's Report:** Diane reported that the October minutes were approved electronically.

**Treasurer's Report:** Dave reported October monthly activities include income of \$2,963.00 from Club dues, Concours Registration, and Concours Lunches. Expenses were \$7,215.92 including bank fees; JCNA Dues; Wild Apricot website fees; Zoom meeting fees; final payments for Concours d'Elegance including Trophies, Lunches, General Supplies, and Rentals; deposit for the Afterglow luncheon; membership expenses; Affiliate membership of the Coventry Foundation; and monthly storage facility rent. Reports are available upon request.

**First Vice President's Activities Report:** Diah reported the Afterglow & Election Luncheon at the Bail Hai on Nov. 8 had 50 members and guests. Thanks to all who helped make this event a winner. She also stated that there will not be a Holiday Party this year due to COVID-19 restrictions.

Second Vice President's Membership Report: Nedra presented new member candidates TOM & ELAINE HENDERSON, and NICHOLAS KONOSKE. Upon a motion by Dan and seconded by Nedra, all were unanimously approved. Our membership currently totals 167 households and 284 individuals. Revised SDJC membership applications were mailed to Jim Hallameyer for distribution to Jaguar San Diego. Nedra will deliver to copies to various shops/advertisers. The possibility of collecting and donating Christmas toys to a charity was discussed. Upon a motion by Nedra and seconded by Diane, the motion was unanimously approved. Nedra suggested a possible drive to the Nethercutt Museum, dinner and overnight stay after COVID-19 restrictions are lifted.

**Newsletter Editor's Report**: Chuck reported that Jaguar Tracks is on schedule for production. Dan made a suggestion to leave printed copies with local Jaguar Tracks advertiser. The BOD concurred.

**Website Report:** Mark reported that the club website has been updated. Discussion was held regarding membership renewals on the website.

**Immediate Past President, Election Chair:** George lead a discussion regarding filling the open Director position at the beginning of year.

#### Director's Reports:

Dan Jensen - No Report. Dave Putnam - No Report. Al Steele - No Report.

#### **Functional Chair Reports:**

**Advertising**: Dan reported that we currently have five paid ads and three that are complimentary. Invoices for 2021 were mailed out mid-month.

**Auto Museum Representative**: Pete reported that there is nothing new inside the museum due to COVID-19. However, upgrades continue. The parking lot is now finished, but at one half its former size. Other

areas are now complete in front of the museum with grass, trees, tables, and chairs and umbrellas. It is very colorful. The tiles above the front door have not been put up yet as there is an issue concerning an appropriate adhesive. There will be a new show to start the new year that will involve alternative fuel vehicles. I think they are looking for a Stanley Steamer. The full content of the show has not been finalized, but we should know by January board meeting what wonders lie ahead.

British Car Club: Dave P: No Report.

**Chief Judge:** Pete reported that there may be only one class for judging this year. Dates will be penciled in.

**Concours:** Mark recapped that the Concours was a success due in no small part to the Hodges family support group, to which the Board heartily concurred. Discussion was held regarding next year's plans, including a preference to the Spanish Landing site if it is available.

**Dealer Rep:** Jim reported that construction is continuing at Jaguar Land Rover San Diego.

**Logo Wear**: Marie provided the Stock Report of items to the Board as well as a request to reduce the price of a lady's top that has been in stock for four years by \$9 to encourage a sale. Upon a motion by Dave and seconded by George, the motion was unanimously approved.

**Member of the Year:** A proposal was made to award this to two members this year. Names will be announced at a later time. Upon a motion by Dan and seconded by AI, the motion was unanimously approved.

New Business for Next Meeting: By-Laws Changes. The need for an update was noted by Nedra.

The meeting was adjourned at 8:01 pm by Mark. The next meeting will be Jan 13, 2021at 6:30 pm by video meeting.

Minutes prepared by Diane Bauman, Secretary

#### SDJC BOARD OF DIRECTORS MINUTES

#### **January 13, 2021**

The meeting was called to order at 6:33 pm via video conference, by Dan Jensen, President. The following officers were present: Diane Bauman, Dave Allen, Diah Avery, Nedra Rummell, and Chuck Leuthen. Immediate Past President present: Mark Hodges. Directors present: Tim Bennett, Dave Putnam, Al Steele, and Elizabeth (Liz) Soens. Functional Chairs present: Chief Judge - Pete Rieth.

**President's Report:** Dan thanked returning Board members and new member Liz Soens.He recapped the impact of COVID-19 on the club and that planning will continue in earnest to provide events that appeal to and engage existing and potential new members. A key focus for 2021 will be expanding club membership in spite of the current challenges.

**Secretary's Report:** Diane: Nov. minutes will be emailed to the Board for approval.

**Treasurer's Report:** Dave: December monthly activities included income of \$720.00 for Jag Tracks advertising and expenses of \$217.65, including bank fees, Wild Apricot website and Zoom meeting fees, filing fee for the SI-100 form due every two years, and monthly storage facility rent. Overall, we had net income of \$502.35 for the month and a net income of \$3,075.38 for the year. The Board should consider a charitable donation or some way to benefit our members. Discussion will be continued at the next BOD meeting.

**NOTE:** The 2020 Annual Report is provided to support <u>by-laws Section 8.03: Annual Report</u>, which states: "The Newsletter Editor shall place a notice in the Club's electronic newsletter, within the time permitted by law, stating that an Annual Report is available by request."

**First Vice President Activities Report:** Diah noted a surge of COVID-19 cases resulted in return of restrictions on gatherings following the holidays. Nedra is sponsoring a drive on January 23. Dan suggested a drive to Barona Casino for lunch in March. Ralph Howe has agreed to sponsor a drive in the summer to Cordiano Winery. A joint SDJC/ Rolls-Royce Owner Club "Cars and Coffee" joint event was also discussed.

**Second Vice President Membership Report:** Nedra presented JOSH MURRAY for membership approval. Tim Bennett informed the Board that Josh has been the #1 Service Technician at Jaguar North America for the last 5 years in a row, specializing in F-Types. Upon a motion by Tim and seconded by Chuck, Josh was unanimously approved. Nedra reported the New Members Luncheon will be held at The Crossing in Carlsbad on May 15. Nedra will check for availability of The Botanical Gardens for a future event.

Nedra reported Membership decline is still a concern. As of today, SDJC has 123 renewals. She reported this has been an on-going topic of concern for the JCNA Membership Committee for at least 5 years. Factors that contribute to the decline include aging members, financial challenges, decreasing interest in Concours, younger drivers that aren't buying Jaguars or joining a club because they are too busy with family and children, and other factors. Many clubs are increasingly relying on Social Media since it is effective in reaching out to the younger members. Les Hamilton, JCNA President, has set up a JCNA Instagram account and is working on a YouTube account.

Nedra reported the latest information from JCNA regarding the Annual General Meeting (AGM). Attempting to hold the AGM in March 2021 would be unlikely to convene a quorum; therefore, the meeting will be deferred until travel risks are significantly reduced. The 2021 International Jaguar Festival (IJF) is scheduled for Oct 20-24 in Fort Meyers, Florida. JCNA is considering scheduling the AGM at the same time and location.

**Newsletter Editor Report**: Chuck reported that the latest edition of Jaguar Tracks is on schedule. The February issue will include an article about Jay Leno's XK-120 and other topics from the media.

**Website Report:** Mark reported that updated JCNA website has been updated. He also noted that our ZOOM account should be able to handle Concours training classes. The website allows for 250 contacts in our plan and it seems to be working.

#### **Director's Reports:**

Tim Bennett: - We should have ZOOM meetings and invite members to participate. Dave Putnam - No Report.

Al Steele – Commented on insurance for the Board and that addition research is warranted.

#### **Functional Chair Reports:**

**Advertising:** Dan reported the club received \$1440, with all but two advertisers having paid their invoice.

**Auto Museum Representative**: Pete reported that the museum is closed for the foreseeable future, but improvements continue on the interior.

**British Car Club Council Representative:** Dave reported that Rolling British Car Day was initially scheduled for April 18. However, this conflicts with the La Jolla Concours and will be rescheduled.

**Chief Judge:** Pete reported that May 22<sup>nd</sup> can be the date for the 1<sup>st</sup> training class session. As in 2020, he anticipates this and other sessions will be virtual. He will coordinate with IEJC and JOCLA for an actual date.

**Concours:** Mark discussed again holding the 2021 Concours at Spanish Landing site. The Port District is not scheduling activities until April at the earliest. In addition, applications for events can only be submitted 60 days in advance. The potential to again hold the Concours at Classic Showcase was discussed as an option.

**Dealer Rep:** No Report. **Logo Wear:** No Report.

Member of the Year: Nedra reported awards have been ordered and will be ready for pickup on Jan 19.

**Other Business:** On Jan 1, the Board voted electronically to fill the position of Director vacated by Dan Jensen. Elizabeth (Liz) Soens was welcomed as the new Director.

**New Business for Next Meeting**: #1) COVID-19 Insurance/Waivers for club events. #2) Donation to zoo or other organization.

The meeting was adjourned at 7:55 pm by Dan. The next meeting will be Feb 10, 2021 at 6:30 pm by video meeting.

Minutes prepared by Diane Bauman, Secretary



## San Diego Jaguar Club Officers, Directors and Committees

#### **Elected Officers**

#### President

Dan Jensen (through 2021) <a href="mailto:President@sdjagclub.com">President@sdjagclub.com</a>

#### **Immediate Past President**

Mark Hodges <u>Webmaster@sdjagclub.com</u> (619) 593-1798 (619) 890-0149 cell

#### **1st Vice President, Activities**

Diah Avery
<a href="mailto:Activities@sdjagclub.com">Activities@sdjagclub.com</a>
(619) 890-1613 cell

#### 2nd Vice President, Membership

Nedra Rummell
<a href="Membership@sdjagclub.com">Membership@sdjagclub.com</a>
(760) 519-5400 cell

#### **Treasurer**

Dave Allen
<u>Treasurer@sdjagclub.com</u>
(858) 335-0763

#### Secretary

Diane Bauman
<u>Secretary@sdjagclub.com</u>
(858) 344-9123

#### **Newsletter Editor, Jaguar Tracks**

Chuck Leuthen
Editor@sdjagclub.com
(949) 495-1776
(949) 637-0679 cell

#### Webmaster

Mark Hodges
Webmaster@sdjagclub.com
(619) 593-1798
(619) 890-0149 cell

#### **Directors**

Tim Bennett (through 2023) <a href="mailto:tbennett@imageoptions.net">tbennett@imageoptions.net</a> (949) 289-8176

Al Steele (through 2021) <u>aws2@sbcglobal.net</u> (858) 272-0604 (858) 204- 5913 cell

Dave Putnam (through 2021) dputnam3432@gmail.com (614) 783-3475

Elizabeth Soens (through 2022) patoot13@hotmail.com

Vic Chang (emeritus) rudyming@cox.net (619) 445-7345

#### **Functional Chairs**

#### **Advertising Sales, Jaguar Tracks**

Dan Jensen Advertising Sales@sdjagclub.com

#### **British Car Club Council Rep**

Dave Putnam dputnam3432@gmail.com (614) 783-3475

#### San Diego Auto Museum Rep

Pete Pickslay <u>pickicelli@cox.net</u> (619) 444-8084 (619) 894-7816

#### **Chief Judge**

Pete Rieth 60jaguar@gmail.com (619) 813-2005

#### **Concours Chair**

Mark Hodges
Concours@sdjagclub.com
(619) 593-1798
(619) 890-0149 cell

#### **Club Historian**

Nedra Rummell
<a href="Membership@sdjagclub.com">Membership@sdjagclub.com</a>
(760) 519-5400 cell

#### Roster

Nedra Rummell <u>Membership@sdjagclub.com</u> (760) 519-5400 cell

#### **Dealer Representative**

Jim Hallameyer jimhallameyer@cox.net (619) 440-7893 (619) 993-7892 cell

#### Logowear

Dave and Marie Allen <a href="mailto:Store@sdjagclub.com">Store@sdjagclub.com</a>

#### **Photographer**

Matt Allen matthewa11en02699@gmail.com (858) 705-6242

#### **Property Manager**

Mark Hodges
Webmaster@sdjagclub.com
(619) 593-1798
(619) 890-0149 cell

#### **Raffles**

Ali Proctor & Nedra Rummell aliproctor3@gmail.com
(760) 473-6728

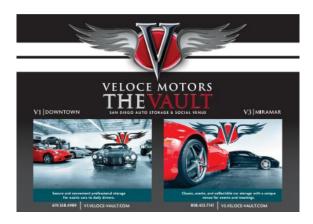
Membership@sdjagclub.com
(760) 519-5400 cell

These are the people at the "wheel" of your club. They would be glad to help you get involved or respond to your inquires or suggestions. There are a lot of jobs to do to keep the club running smoothly. Of course, you are always welcomed to come to a Board Meeting.

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#### **Advertising Rates**

#### **Classified Ads**

Ads for cars, parts, merchandise, etc., for sale by SDJC members will be run free of charge for six consecutive months. The Non-member rate is \$40.00 for four consecutive months.

#### **Display Ads**

Multiple appearance rates are based on consecutive calendar months: January to December, January to June, or July to December.

Ad size	3 Months	6 Months	12 Months
Full Page	\$195.00	\$330.00	\$585.00
Half Page	\$120.00	\$200.00	\$360.00
Quarter Page	\$60.00	\$100.00	\$180.00
Bus. Cards	\$45.00	\$75.00	\$135.00
Website Links	N/A	\$50.00	\$100.00

Your website linked to the San Diego Jaguar Club website <a href="www.sdjag.com">www.sdjag.com</a>
For complete details of rates, terms, insertion order, and contract, please contact the Jaguar Tracks Advertising Sales Manager.

**Please support our advertisers.** They are chosen for their reliability and excellent service. Their support helps your club publish the Jaguar Tracks. **Most advertisers will give club members a 10% discount on parts and service, some will give more.** You must identify yourself as a club member before you contract for service in order to receive your discount. Use your JCNA I. D. card or club name tag for club identification.

San Diego Jaguar Club 17352 Bernardo Oaks Drive San Diego, CA 92128

