



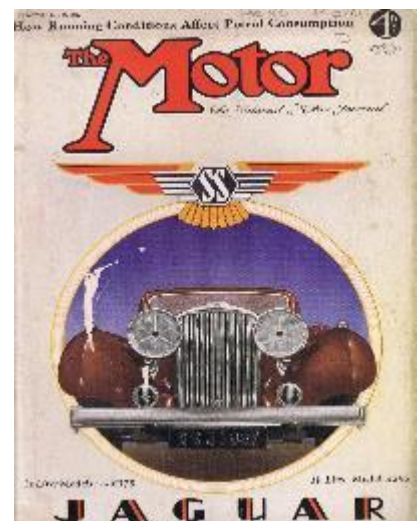
JAGUAR TRACKS



News from the
SAN DIEGO JAGUAR CLUB
March 2021



*This month's JAGUAR TRACKS is brought to you by **The Motor**, The National Motor Journal. This May 1937th issue features the fabulous SS Jaguar, among others.*





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March 2021

A quick scan of any recent news media article indicates that COVID is finally starting to lose its grip on society and our lives. Hopefully, this trend will continue. This can't happen too soon, for the club and you, the members. The Board of Directors, Diah Avery, Vice President of Events, and Nedra Rummell, Vice President of Membership, have been focused to laying out events for the remainder of the year that we can put on our calendars in spite of the remaining uncertainties related to event locations. The 2021 calendar is shown on page 5. You may note that a few events that involved indoor dining this spring have been moved out to future dates. In their place, there is a continuation of drives and picnics.



Speaking of drives and picnics, we had a great turnout for the Drive to Lake Miramar and Picnic on February 5. We had beautiful weather, over 40 cars and 70 participants. A particular highlight of the event for me was presenting the 2020 Member of the Year awards to Matt Allen, Club Photographer, and Devin Hodges, Concourse Support Staff. For those of you that have not meet Matt or Devin, they are both young men that are making key contributions to the club. Matt comes from “good genes” in that his dad, Dave, is the club Treasurer and his mom, Marie, oversees club Logo Wear. Matt is seen at events taking photos of participants and cars. To see examples, check out the photos in the description of the Lake Miramar drive on pages 8 -12. Devin has been a contributor to the SDJC Concours over the past few years, checking registration materials and performing other tasks for his dad, Mark Hodges, SDJC Concours Chair and Webmaster. Devin’s keen attention to detail has been pivotal to helping ensure the events prior to and during the concours run smoothly.

There have been continuing articles in the automotive media about the future path of Jaguar. One of these is recapped on pages 17 and 18. The unfortunate news is that the new electric XJ has been tabled, ending the XJ lineage after close to 50 years, at least for the time being. The good news, at least for some, is that future Jaguars will all be electrically powered by 2025. This is a challenging goal, but my sense is that Jaguar has been a leader in bringing transformative cars to the market in a surprisingly short timeframe. Just think about the XK120 and E-Type. I have driven an I-PACE courtesy of Pete Pickslay and Denise Botticelli and found it to be a superb drive: very quiet, quick and comfortable. I have no doubt that Jaguar will make a smooth transition to electrics and stay in the mix with the many other marques that are making this change.

Our next drive is a joint event with JOCLA, *Vernal Equinox Rally/Tour and Picnic*, on March 21. This will be a drive through the back roads of Anaheim Hills, ending up for a picnic in Fullerton. Sounds like another great event. See page 19 for details.

Dan



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On the Cover



The spectacular 1939 SS100 Jaguar. Compare this with Jaguar's latest 2-seater convertible sports car below left. What a difference 29,200 days make!

Web image captured by Terry Tilton.

February New Member

Tony "Yory" Campbell

2019 F-Type SVR Black

SDJC 2021 Calendar of Events

As of February 20th

Don't miss the Flier in this month's Jaguar Tracks.

February	Saturday, February 6, 2021 ✓	SDJC Miramar Drive and Picnic at Lake Miramar	Nedra Rummell	SDJC
March	Sunday, March 21, 2021	Vernal Equinox Orange Hills/Tour and Picnic at Craig Regional Park, Fullerton	JOCLA/SDJC	JOCLA/SDJC
April	Sunday, April 11, 2021	SDJC Palomar Observatory Drive and Picnic	Nedra Rummell/ Diah Avery	SDJC
May	Sunday, May 2, 2021 (Tentative)	Caravan to and tour of March AFB Museum and Picnic at Mission Inn, Riverside	JOCLA	JOCLA
	Sunday, May 2, 2021	SDBCCC Annual Rolling British Car Day, San Diego area	Dave Putnam	SDBCCC
June	Saturday, June 12, 2021	San Diego Botanic Gardens, Encinitas	Nedra Rummell/ Diah Avery	JOCLA
	Sunday, June 13, 2021	Bouquet Canyon Rally/Tour and Picnic near Simi Valley	JOCLA	JOCLA
July	Saturday, July 10, 2021	Drive and Lunch at Cordiano Winery, Escondido	Richard Lawler	SDJC
	Sunday, July 25, 2021	Glendora Canyon Rally/Tour Following Mount Baldy and Picnic at Crystal Lake	JOCLA	JOCLA
August	Saturday, August 14, 2021	Drive and Lunch at Stone Brewery, Escondido	Nedra Rummell/ Diah Avery	SDJC
	TBD	2021 Virtual Concourse Judge Refresher Training	Charlie Hallums - JOCLA	JOCLA/SDJC/ IEJC
	Sunday, August 29, 2021 (Tentative)	Tour of Museum of Neon Art, Glendale and Picnic in Griffith Park, Los Angeles	JOCLA	JOCLA
September	Saturday, September 11, 2021	SDJC New Member Luncheon at The Crossing, Carlsbad	Nedra Rummell	SDJC
October	Saturday, October 2, 2021	8 th Annual IEJC Concours d 'Elegance at Idyllwild	IEJC	IEJC
	Sunday, October 3, 2021	2021 Concours d 'Elegance at Idyllwild	JOCLA	JOCLA
	Saturday, October 16, 2021	58 th Annual Concours d 'Elegance at Classic Showcase, Oceanside	Mark Hodges/ Pete Reith	SDJC
	Thur-Sun, October 20-24, 2021	JCNA 2021 International Jaguar Festival at Sanibel Harbor Resort, Fort Myers, FL	Jaguar Club of Southwest Florida	JCNA
	Saturday, October 30, 2021	Jaguar Club of Southern Arizona Concours d 'Elegance, Tucson	Jaguar Club of Southern Arizona	JCSA
	TBD	San Diego British Car Day at Embarcadero Park, San Diego	Dave Putnam	SDBCCC

Green – SDJC event - plans finalized

Red – SDJC event - plans not finalized

Blue - JOCLA event

Orange - IEJC Event

Purple - Regional Event with other JCNA clubs

Black – Events not hosted by SDJC (placeholder). If a date is listed, it's real.

Month	Date	Events	Sponsor	Clubs
November	Thursday-Sunday, Nov. 4-7, 2021	Morro Bay Weekend (Regional Event)	SDJC, JOCLA, IEJC, JAG of SF, SACJAG	SDJC
	Saturday November 13, 2021	SDJC Election Luncheon and Concourse Afterglow, San Diego	SDJC	SDJC
December	Saturday, December 4, 2021	SDJC Holiday Party at Silver Gate Yacht Club, San Diego	Jim Hallameyer	SDJC

Green – SDJC event - plans finalized

Red – SDJC event - plans not finalized

Blue - JOCLA event

Orange - IEJC Event

Purple - Regional Event with other JCNA clubs

Black – Events not hosted by SDJC (placeholder). If a date is listed, it's real.

■ 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.

~~Jan 13~~

~~Feb 10~~

Mar 10

Apr 14

May 12

Jun 9

Jul 14

Aug 11

Sep 8

Oct 13

Nov 10

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 Activities@sdiagclub.com 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 www.jcna.com/all-upcoming-events 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

Miramar Lake Drive and Picnic

Recapped by our host, Nedra Rummell

Pictures by Matt Allen

The weather conditions for our scheduled January 23rd drive predicted heavy wind and rain - an unsatisfactory combination for our drivers and kitties. Instead, the rescheduled date of February 6th was exactly what we hoped for - a beautiful Southern California day with blue skies and temperatures in the 70s. Westfield North County Fair Mall in Escondido was our start location, providing the necessities before a drive, adequate parking, coffee, food, restrooms, and a petrol station. A total of 70 drivers and navigators displayed 42 motor cars, all eye-candy for car aficionados. The lineup was of course mostly Jaguars, but thrown in for good measure were a couple of other British models including a Range Rover, an Italian model, and an NSX. The great turn-out was a confirmation that many of us appreciated an opportunity to leave our homes, drive our kitties, and socialize with friends – of course socially distancing as required.

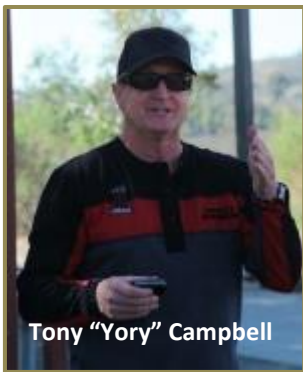


Dan Jensen conducted the Drivers Meeting and being the smart man he is, Dan brought along a stool to stand on to project his voice so hopefully everyone could hear. Note to self - Park on the other side of the mall, away for the traffic noise! Because our 2020 Holiday Party was cancelled, Dan took this occasion to present two awards that would have been presented at the Holiday Party. The 2020 the Member of the Year was awarded to two members, Matthew Allen and Devin Hodges. Matthew serves as club photographer and Devin assists in of Concours planning. Additionally, both are always seen working during Concours, Matthew taking photos and both running score sheets – we are taking advantage of those young legs! These young men are the future of SDJC and JCNA, we are fortunate to have them as members.



SDJC President Dan Jensen with Matt Allen and Devin Hodges

Tony “Yory” Campbell and Josh Murray, both driving their incredible F-Types ,were introduced as our newest members, as well as other new members Jeff Crosby, Celia Hunter, Eric and Renee McLeod, Glenn, and Georgia Wior. Steven and Josephine Rosefeld were also introduced since this was the first event they attended.



Tony “Yory” Campbell



Josh Murray



Georgia & Glenn Wior



Celia Hunter

Then it was time to start our engines and head out to I-15, but only for less than a mile before our exit toward Highland Valley Road. The majority of the drivers followed the ramp toward Pomerado Road, one exception was a club friend who went the opposite direction, maybe that’s what happens when you drive an Italian car? We drove Hidden Valley Road with many twists, turns, steep drop-offs, wineries, and beautiful vistas, toward Ramona. We then followed Highway 67 to Scripps Poway Parkway, and finally through a quiet neighborhood to our destination, Miramar Lake View Park. Although the parking lot was small, there was adequate parking on the street, which allowed the neighborhood residents a chance to enjoy a gathering of vintage, classic and modern Jaguars.



After walking across the green, we assembled under the beautiful shade trees and arranged our chairs and blankets in large socially distancing circles. It was a perfect day to enjoy our lunches, socialize, meet new friends, see different cars, and basically enjoy life. Many of our members said they have a new appreciation for the driving/picnic events that provide more opportunities to casually walk around, look at the cars, and talk to more people. We want to thank several members from the Jaguar Owners Club LA (JOCLA) for joining our event, plus a couple of other cars that followed Mark Mayuga, JCNA Regional Director, from the Orange County Cars and Coffee.







During this past year, it has been difficult to plan and schedule events due to COVID restrictions. But in partnership between JOCLA, IEJC, and SDJC, we can join forces to schedule regional events for everyone to enjoy. I personally find this provides an opportunity to meet more Jaguar loving friends! Because our Barona Casino Drive and Lunch had to be postponed due to continued COVID restrictions, the SDJC club event for March will be on the 21st as we join our friends from JOCLA for their Vernal Equinox Orange Hills/Tour and Picnic at Craig Regional Park Fullerton. Don't forget to register and enjoy driving new roads.

We are always looking for new Driving/Tour ideas for future events. If you have a special fun and scenic route, let us know and we will try to include in a future event.

Cheers, Nedra

Editor's Note: Thank you Nedra for another outstanding event. It's always great for us "out of County" members to learn of new, unexplored areas of San Diego County. -Ed.





This month's "Cat Tales" presents the first installment of a series of several short stories featuring Al and Kathleen Steele's original owner 1967 XKE. They've owned their cat for over 53 years. And as can be seen from the picture at the left there's been many adventures and tales to tell. 53 years! Can anyone top that? Let me know.



In the meantime, enjoy Al's recap of the rebuilding of their felines XK engine and other innards (cat guts?) back in 1980 and the more recent work still going on.

From Sea to Shining Sea. A Half Century of Adventure.

As told by Al Steele

When I returned to San Diego from South East Asia and Tonkin Gulf in January of 1968, I received a telegram that my new XKE was ready for pick up in New York City. I quickly caught a commercial flight back to New York, and then a cab to Jaguar Cars New York. I am sure I was drooling when they took me in to see the car, and I must have looked like a new father when being presented his newborn child. Maybe a little misty eyed. Maybe a little awed. That feeling disappeared quickly as I left the city heading down through New Jersey, when the alternator light came on. I recall reflecting that one would not expect a new car to last forever, but certainly more than fifty miles. Just as I climbed out of the car to look under the hood, it started to rain. I thought this is a very ominous beginning, but as I learned, very "XKE Jaguar".

I recalled that basic troubleshooting skills that tell one to make a visual inspection first. I did just that and spotted a broken wire on the alternator. I decided that could not be good, so I found a piece of loose tape, taped the wire together and voila', the alternator light went out. My temporary fix lasted all the way back to San Diego, and for several weeks thereafter.

Now, 53 years later and after many good times, I decided it was time to put the XKE in the shop to fix some bothersome oil leaks that had been plaguing me for many years, making a considerable mess on my garage floor. Either that or I should be investing heavily in Standard Oil. The leaks primarily were from the forward and after seals, along with coolant leaks from the freeze plugs. While there, I decided I might as well replace the water pump and clutch, and re coat the exhaust manifolds that had lost their porcelain coating many years ago. I chose Coventry Cars to do the work.

I, and the XKE, know Bill and Trace at Coventry Cars quite well. In 1980 when they worked for Dale Shoupe Jaguar Repair, Bill was tapped to do a valve job on the E, the result of burning a couple of valves while driving through the central valley from Monterey (Turkish Language School) to San Diego in the summer of 1980. We had struggled into a motel, totally exhausted from the 100 degree plus heat, and no A/C, had a couple of glasses of wine and crashed in the comfort of the well air-conditioned room. I felt that if I could make it over the Tejon Pass, the coastal air would be cooler, and I could limp on into San Diego.

The next morning, we were on the road early before it got too hot, nursing the car up the mountains, essentially driving on the temperature curve. I came over the Tejon Pass about 40 mph, trying to stay ahead of the trucks and out of the morning work traffic, and was able to get some reasonable speed up coming down the mountain toward San Fernando. Once over the mountain, the engine did cool down a few degrees and we had a reasonably relaxed ride on to San Diego. On arrival I called Dale Shoupe's Jaguar Repair.

To make the situation more interesting, Kathleen and I were leaving for Turkey in 5 days and would not be back for three plus years. I turned the car over to Dale Shoupe and Bill, and told them to solve the problem, do what was necessary, also put in new rings, and send me the bill. As an added wrinkle to my situation, my father-in-law did not want to drive the car to break it in having driven it to San Francisco, a frequently maligned adventure, so that task fell to Bill and seemed appropriate since he had done the engine work. After breaking it in for a few weeks, the car was taken to 4-A Auto Storage located in the old Gaslight district, where it resided for several years on blocks before being retrieved. My father-in-law went down religiously to make sure they were doing the right procedures.

Editors Note: *Unfortunately, Al's 1980 cell phone lost both internet connection and photo capability so no pictures of the work done back then. Sorry. -Ed.*

Now, back to the present. As I mentioned earlier, the XKE is back with Bill and Trace at Coventry. Attached are some pictures of the work that's been going on. More about all that in a future installment.

Al Steele



Getting started at Coventry Motors, as they strip out the "innards".



Intake manifold view.



Flywheel view



Exhaust Manifold view. And the clutch pressure plate.



Transmission



Bell housing



Cleaning up the engine bay

Editor's Note: *This is where your editor thanks Al and Kathleen Steele for their contribution to our monthly missive. You got it! THANK YOU! But in keeping with the age-old adage: "No good deed goes unpunished", I'm looking forward to the next installment of Al and Kathleen's Blue XKE Experience! - Ed.*

Coventry Cars of San Diego

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The advertisement for Jags Unlimited is framed in a decorative border. At the top center is the leaping jaguar logo. Below it, the text reads "servicing San Diego JAGUAR Since 1975". The main title "Jags Unlimited" is in a large, bold, serif font. Below the title is the phone number "760-510-8419" and the address "388 Enterprise St. San Marcos Ca." in a cursive font. On the left side, under the heading "Brake Service", is an image of a classic Jaguar sedan. On the right side, under the heading "Air Conditioning", is an image of a Jaguar sports car. At the bottom left is an image of a classic Jaguar sedan, and at the bottom right is an image of a classic Jaguar sedan. At the very bottom, a line of text reads "Factory Scheduled Service-Transmission-Timing Chain-Factory Computerized Diag."

Electric Jaguar XJ Cancelled at the Last Minute

Jaguar reshuffles EV plans, but its flagship is getting left behind for now.

By Jay Ramey, Autoweek, Feb 16, 2021



- **Jaguar cancels the electric XJ sedan just months before it was supposed to be shown in production form.**
- **The electric flagship, several years in the making, would have gone into production in late 2021 or early 2022.**
- **Jaguar plans to go all-electric by 2025, ahead of its Land Rover corporate sibling, using its Electric Modular Architecture (EMA) platform**

Amid plans to go EV-only by 2025, Jaguar has shelved the 2022 XJ electric flagship at the 11th hour while rolling out an EV-intensive plan for the next decade dubbed Reimagine. The electric sedan had been in development for the past several years and had already been spotted undergoing testing on numerous occasions in camouflage, months before it was due to be revealed in production form. The electric flagship actually got about 9/10ths of the way to production before plans for its production were halted, and several months after Thierry Bolloré became CEO of Jaguar Land Rover.

"By the middle of the decade, Jaguar will have undergone a renaissance to emerge as a pure electric luxury brand with a dramatically beautiful new portfolio of emotionally engaging designs and pioneering next-generation technologies," the automaker said. "Jaguar will exist to make life extraordinary by creating dramatically beautiful automotive experiences that leave its customers feeling unique and rewarded. Although the nameplate may be retained, the planned Jaguar XJ replacement will not form part of the line-up, as the brand looks to realize its unique potential."

Shelving the electric XJ had little to do with looming competition from others, namely Mercedes-Benz, which is getting ready to launch its own electric version of the S-Class to battle the Tesla Model S. Instead, the XJ is believed to have been cancelled due to some complex production capacity decisions that involve Jaguar's longer-term EV plans and factory availability.

Jaguar had planned to produce the electric XJ at its Castle Bromwich plant in the U.K., but at some point the automaker made the decision to convert that plant to other uses, including the home of SVO. The problem is that the XJ was developed on a Modular Longitudinal Architecture (MLA) platform, while all other production Jaguar sites in the U.K. will build vehicles on JLR's Electric Modular Architecture (EMA) platform that will be shared with some Land Rover models. Meanwhile, MLA-platform Land Rovers will be built at Solihull, but the XJ will *not* make the move there, due to that factory's own capacity issues. In essence, a decision was made that all future Jaguar models will be made on the EMA platform, which limits manufacturing location options.

"Land Rover will use the forthcoming flex Modular Longitudinal Architecture (MLA)," the automaker added. "It will deliver electrified internal combustion engines (ICE) and full electric variants as the company evolves its product line-up in the future. In addition, Land Rover will also use pure electric biased Electric Modular Architecture (EMA) which will also support advanced electrified ICE."

As for the gas-engined XJ, production ended back in 2019, so the nameplate will stay on hiatus for a while until Jaguar makes (or does not make) plans to bring it back as an electric flagship. Just *when* that could happen in the future is an open question for now, but the reality is that Jaguar is now a smaller company that has to pick its battles when it comes to segment entries.

Click [HERE](#) for the complete Autoweek article.



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A JOCLA & SDJC JOINT EVENT

Vernal Equinox Orange Hills/Tour and Picnic

Ending at Craig Regional Park, Fullerton

Sunday, March 21, 2021, 9:00 AM until 2:00 PM

**Starting Point: Mimi's Cafe Parking Lot at 17th St and the 55 Freeway
(17231 17th St., Tustin, CA)**

What better way to enjoy your Jaguar and fellow club members than a driving tour in our favorite automobiles on a leisurely tour of the hills of Orange County. The drive will cover some of the lesser-known areas traversing the back roads of Anaheim Hills, Nichols Ranch and Carbon Canyon. At the end there will be a picnic at **Craig Regional Park** in Fullerton. There is ample parking, grassy areas, and picnic tables for your lunch. You can partake of the gastronomical menu at the World Famous "HAT" take-away restaurant next to the park. The "HAT" is well known for its' pastrami sandwiches, chili fries, chili dogs, and chili cheeseburgers, all low calories!

Registration is recommended, and registration cancellations will be accepted until Thursday, March 18, 2021 at 12:01 AM.

For JOCLA club members, please click here: [Click Here for JOCLA Event View](#)

For SDJC Club member, please click here: [Vernal Equinox Orange Hills Tour and Picnic](#)

Questions? Call Nedra 760 519 5400 or E-Mail Membership@sdjagclub.com

or

Diah 619 890 1613 or events@sdjclub.com

Sincerely look forward to seeing you all,
Diah Avery

Please note, this event will be held in a socially distant compliant manner following CDC COVID-19 guidelines.

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This month's 'reflection' was brought to my attention by Dan Jensen. Thanks Dan!

Jaguar Celebrates the C-Type with a Continuation Series

Eight C-Types designed, engineered, and built to the originals' specs are slated for production.

By Wesley Wren, Autoweek, Jan 28, 2021



- **Jaguar plans to build eight C-Type continuation cars before a special event in 2022.**
- **Jaguar claims these cars will be eligible for historic racing events and series.**

Building on the success of its continuation program, Jaguar is tacking on another legendary race car to its modern collectibles. The team at Jaguar is going to build eight examples of its Le Mans-winning C-Type in the same way it tackled the XKSS and E-Type lightweights last decade—painfully accurate to the original while offering the benefits of modern manufacturing.

For those unfamiliar with the C-Type's lore, this was the Jag that won Le Mans in 1951 and 1953 and was wheeled by greats like Stirling Moss. Introduced in '51, the C-Type was updated over its short three-year run to include disc brakes and three Weber carburetors feeding a 3.4-liter straight-six engine good for a whopping 220 hp.

The Jaguar C-type continuation is Jaguar's way of honoring this legendary race car's 70th birthday.

While these cars will be built with exacting detail, that doesn't mean they'll all be the same. Customers can opt from one of 12 exterior colors, eight interior colors, and various badging throughout the car. You can also ignore historical accuracy and opt for a modern FIA-approved harness retention system, which might be worth the cost if you plan to race the car.

Blending history and technology, the team responsible for building these cars are using archival material, original engineering drawings, company records, and scans taken from a surviving C-Type, fed to modern computer automated design systems to ensure that these cars are as accurate as possible.

Capped at eight examples, you're probably not going to get one if you haven't already struck a deal with Jaguar. That said, Jaguar has provided a configurator for those of us who dream of building a bespoke C-Type. Jaguar also hopes to finish these eight cars before a special event in 2022. Price? Well, as the saying goes: If you have to ask, you can't afford it. We asked anyway, and a Jaguar official told us the company doesn't disclose pricing "as this is dependent on specification and confidential between Jaguar Classic and its clients." The company official also told us that previous Jaguar Classic continuation cars from have typically cost between \$1.3 and \$2.7 million.



Click [HERE](#) for full Autoweek article.

The automaker's [online configurator](#) lets you build your own Jaguar C-Type even if you can't afford to buy one.

Now, Who the Heck Is That?

You'll recall that last month I posted a couple of pictures from "days gone by" and asked if you could identify the members shown. Let's see if you got them.



Above is Mr. and Mrs. **Al and Kathleen Steele** with an unidentified friend.

.....And it looks like Kathleen finds it hard to believe that guy on the motorcycle to the right is none other than Mr. **Pete Rieth**. →



OK, have a go at this month's challenges:



In the words of the submitter of the photo to the left: *"This is me in my 1969 Triumph TR-6 on the flight line at Saufley Field in Pensacola, Florida. It was taken shortly after I had finished Basic training and was headed to Advanced Training in Corpus Christi, Texas. I drove there in the Triumph with everything I owned in the trunk."* Now, who might that be?



The young man at the left is quite the big spender. He tells me he paid a whopping \$20 for that Renault Dauphine. That was in 1967.

Fast forward a few years to 1985. That same young man looks like he was willing to spend a bit more. Here he is below with a pretty lady and their 1981 XJ6.



It's 1973 and the young guy below is having his car repaired after a weekend of skiing. Now who is that? And who took the picture?



This guy only had a picture of himself and his 12-year-old daughter Amy (circa 1981). A couple of years before he was living in Scotland and driving a Morris 100 Estate and a Daimler 250. So, how come those other guys haven't aged? It's not fair.



OK, get those Brownies out and send me some pictures! -Ed.

From a diverse selection of fine, classic Jaguar examples available from our showroom...



1971 XJ6 4.2 Sedan
VIN: 1L6T619BW



1948 Jaguar Mark IV
VIN: 517063



1965 E-Type Series I OTS
VIN: TE10758



1963 Jaguar Mark II Sedan
VIN: P220371

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When you sell your car to Classic Showcase, it will be marketed to Jaguar collectors who appreciate the history and provenance of these cars. After acquiring your car, Classic Showcase will bring it to the next level to enhance all of its beauty and performance. We care about the marque, and want to help preserve these Jaguars for generations to come.

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Because your classic isn't an everyday car, it will need preventative services and freshening up. Finding a Jaguar Specialist can be a time consuming and stressful endeavor that can lead owners to the point of doing nothing with their cars. We'd like the opportunity to help reduce that frustration and let you get back to the full enjoyment of the car. Let our specialists service your classic and provide you with a no-hassle experience!

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Our services are for the Jaguar enthusiast who wants the restoration done their way. Here, you set the standards, specifications, and any other options or features you desire. Once set, the team at Classic Showcase will put our staff of dedicated craftsmen to work on making your personalized Jaguar vision a reality!

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Have you always wanted to have more comfort and improved performance from your Jaguar? There is no limit to the possibilities that we can achieve with your car! Talk to a Classic Showcase representative about designing your dream Jaguar. Comfort options include: interior upgrades, insulation, custom sound systems. Performance options: 5-speed, Webers, Headers, Electronic ignition, lightened flywheels, high torque starters, alternator conversions, increased horsepower. Style upgrades: Removed bumpers, customized and fabricated driving lights, and much more!

• CONCOURS PREPARATION

PRE-SHOW: Before your Concours event, ask us to pre-judge your car, and we'll tell you what it needs to reduce deductions in scoring. Let us do a complete detail to prepare for your Concours! POST-SHOW: After the show, bring us your score sheets, and we'll give you an estimate for correcting any deductions you may have received.



SPECIAL ANNOUNCEMENT!

Classic Showcase is pleased to announce the opening of the Coventry Foundation's West Coast library and tool-loan program, hosted at our facility in Oceanside, CA. This program is now open and available for current JCNA Club members and Coventry Foundation Patrons and Sponsors. The library is featuring the original factory workshop and parts manuals, as well as a great selection of Jaguar reference materials.



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Editor's Note: *Once again, club member Terry Tilton provides a comprehensive overview for our Special Feature. In this case it's "The Name Behind the Fame" of our fabulous Jaguars. There's so much more to it than just a catchy marque. Terry's article goes so much deeper than just a catchy name. Read on. And thank you Terry! -Ed*

A JAGUAR IN THE LYONS' DEN

A compilation by Terry Tilton

As we slide in behind the wheel of our Jaguar, can anyone imagine the car by another name? The animal kingdom has provided name fodder for our motorized conveyances for over 100 years. Estimates indicate more than 100 automobiles have animal nameplates. The 1914 Marmon Wasp, an early remembrance, is an especially distinctive model, winner of the first Indy 500. Insects have since been a favorite. There have been Beetles, Bugs, Super Bee (Dodge), Wasp and Hornet (Hudson), and Scarab (Scout), Gold Bug (Kissel) and several Spyder's. Sea creatures became landlubbers with appropriate name; Barracuda (Plymouth), Marlin (AMC), Sting Ray (Corvette), Nova (Chevrolet), Manta (Opel), and Tiburon (Hyundai). Snakes? Try Viper (Dodge), Python and Cobra (Shelby).

Horses have great popularity: Colt (Dodge), Pinto, Bronco, and Mustang (Ford), Pony (Hyundai) and Equus (Hyundai). There have been many bird names, Lark (Studebaker), White Eagle (Kissel), Skylark (Buick), Sunbird (Pontiac), Falcon (Ford), Eagle (AMC,) Hawk (Studebaker). And even mythological animals Thunderbird, Pegasus, and Firebird. Many others too numerous to group; Stag (Triumph), Impala (Chevrolet), Fox and Rabbit (Volkswagen), Road Runner (Plymouth), Sable (Mercury), Panda (Fiat), Bison (Chevrolet), Dingo (Mitsubishi), and Ram (Dodge).

Beyond all of these, surely the most popular namesake is the cat. Any Jaguar owner can brainstorm at least ten others from cat kingdom: Bobcat (Mercury), Matra Bagheera, Tigra (Vauxhall), Tiger (Sunbeam), Wildcat (Buick), Hellcat (Dodge), Cheetah (Chevrolet engine), Lynx, Puma and Cougar (Mercury), Panther J72, Leopard (Nissan), Prowler (Plymouth). Peugeot has a Lion marque badge. Astute research could uncover even more. And don't forget the Kitten (Reliance).

Why a near irresistible association for cats and cars? They are beautiful, fast, strong, cunning, powerful, lithe, fierce, beautiful, and eloquently designed. So why the Jaguar?

Swallow Sidecar

The Swallow Sidecar partnership between the two Bills, Lyons and Walmsley, became official on the younger William 21st birthday, September 4, 1922. The sidecar was not a novel idea. After the Great War, when cars were rather expensive for working households, a motorcycle and sidecar could transport three with a passenger behind the rider. Later, when Swallow Sidecar began rebodging the Austin, a 1926 adjustment to the company name arrived: Swallow Sidecar and Coachbuilding Co. The two partners had often been at odds, but the firm prospered, and Walmsley sold out, retiring in 1934, with considerable profit.

New SS cars designed by Lyons would soon enter the market following a public review at the 1935 auto show. The SS name was well established, but it was mundane, even boring. With no punch, pizzazz, or oomph, Lyons looked for something special. Simultaneously, Sunbeam, Darrick-Talbot (SDT) became available.



SUNBEAM-TALBOT-DARRACQ

Sunbeam had been in the transportation business since Marston began making bicycles under the Sunbeam name in 1883 and by 1901 morphed into a successful automobile manufacturer. The firm became continent known with the entry into racing. There were speed records in 1913, and later Grand Prix and tourist trophy events. Sunbeam also soon won the French and Spanish Grand Prix. Their neoteric 3-liter double overhead cam six (sound familiar?) put a 4-valve cylinder head on the track. The company combined with Talbot and Darracq in 1920, using the name STD.

Sunbeam took out a \$2.5 million loan at 8% interest during 1924 to help finance new models and the racing program, which was expected to help sell cars. ...Win on Sunday, sell on Monday. Sunbeam set land speed records several times in the 1920s. Their cars were the first to break both the 150-mph barrier and then the 200-mph achievement. The 150-mph triumph was achieved with just 4 liters. Never again would be an engine of so little displacement set a land speed record. Lyons liked the big cat name for the 150-mph record holder: Sunbeam Tiger.

Ten years after the 1924 loan, STD defaulted, having paid just the interest. They could not make the principal balance. Price Waterhouse checked the books and the company went into receivership. Lyons saw a great opportunity. He had great familiarity with the company. Sure, Sunbeam was in real trouble, but it was an established name with a reputation beyond their cars. Lyons biography shows him on a Sunbeam motorcycle at age 18; he had some success selling Sunbeam motorcycles after high school. So, how many Sunbeams motorcycles were fitted with his sidecars? His dad had owned a Darracq-based Talbot 10/23 tourer.

The red Sunbeam Tiger became the most famous car in England. Even ten years after the record, Sunbeam still retained an esteemed reputation. Company assets and possible use of a Tiger moniker would be an acquisition double header. Lyons immediately joined the negotiations for the prestigious Sunbeam company assets. A deal was cut; Lyons took a check to the bank as a down payment. The London paper even recorded the events with a headline "SS buys Sunbeam".

Despite everything, the deal fell through. Lyons did not take it well when the Roots group ultimately bought the company. Just two months away from the auto show, Lyon's desire became more desperate, the SS cars needed an appropriate name. The Nelson Advertising Agency drew up a list of distinctive animal names. Big cats were on the list, as well birds and fish, many names repeating those listed earlier here.

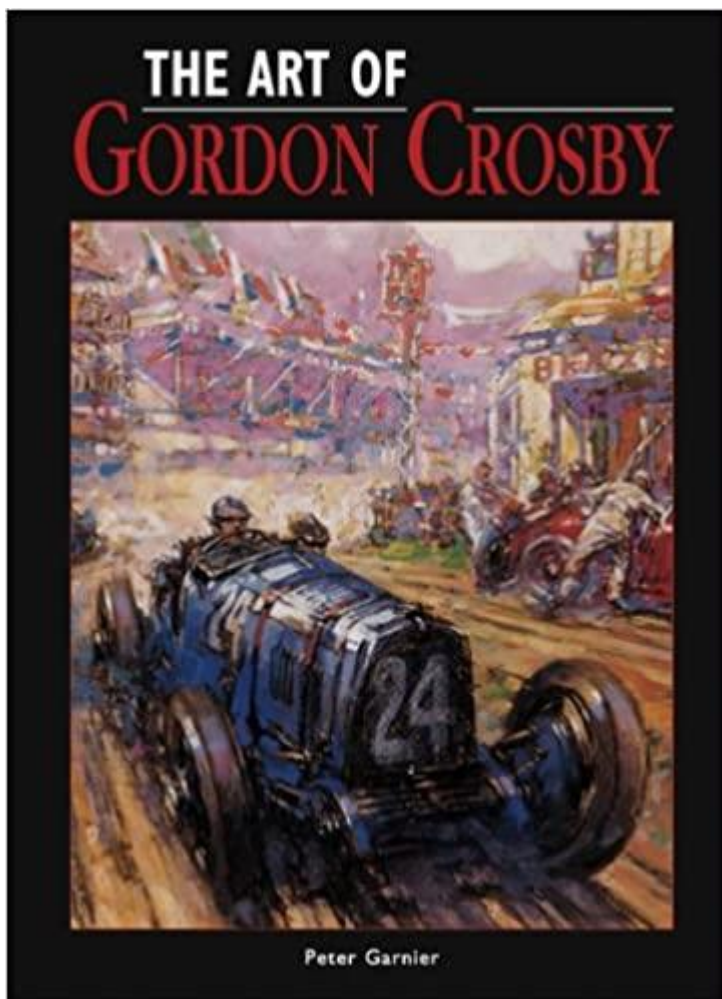
ARMSTRONG SIDDLLEY

As Lyons perused the animal list, he distinctly recalled Arnold Breakell, a high school friend. Arnold had discussed an airplane engine with the name Jaguar. This company had manufactured motor cars since 1905. During the Great War, the firm shifted to aero engines, supporting the burgeoning impact of airplanes in the war. Predicting a huge increase in postwar commercial aviation, the company launched new, powerful, and sophisticated aircraft engines. Their specialty became rotary air-cooled engines, not inline water-cooled examples.

These engines took the names of animals, mostly those in the feline category, names like Lynx, Lion, Cheetah, Ounce, Serval, Civet, Leopard, Jaguar, Cougar, Panther, Genet and Tiger. The Jaguar is heralded as the first production aero engine incorporating a geared supercharger.

Breakell had shared an interest in internal combustion conveyances. The Jaguar aero engine had origins in 1922. It was rated 300 horsepower from a 14-cylinder, two row radial air-cooled design. Here was Breakell's experience. Lyons pounced on the name and he adopted it for both the 1935 SS100 Jaguar and the saloon. Lyons did check with the Armstrong Siddley concern regarding name usage; it proved no problem as the Jaguar engine was replaced after 8 generations 1922-1928.

The new emblem depicted an eagle wings, SS within a hexagon and the word Jaguar spelled out. Initially Bill Rankin, head of SS publicity, drew a sketch of the Jaguar leaper. Frederick Gordon Crosby (1895-1943) is credited for the final product--the leaper mascot we know today. Crosby began as a draftsman, ironically at Daimler, later the primary illustrator for Autocar magazine. Today, Crosby is one of the best well known automotive artists, painters, and illustrators. His specialty was the race cars from the pre-war era. Prints of the art are available today on the internet and in book form by Peter Garnier. His originals can fetch XKE prices.



Crosby did a lot of work on commission, including a request from King George VI (Bertie, from the *King's Speech* movie). His work can be seen in museums including the Louvan in The Hague. Initially, the Leaper ornament was rather expensive and remained an option until 1958.

On October 18, 1935, the Jaguar Publicity Department placed a lavish 6-page, pull-out advertisement in *Autocar*: "The car of the future has arrived - Swift as the wind—Silent as a shadow - come the SS Jaguars". The significance of prewar Jaguar on the three cars was such that the major English dictionary soon defined Jaguar (jag-wer) 1. large yellowish spotted carnivorous animal of cat family. 2. make of powerful motor car. This was claimed to be the single make of car accorded such compliment. Lyons wanted exclusive rights to the Jaguar name and had it licensed with an incorporation of Jaguar Cars Ltd. on November 11, 1937. The SS Jaguar title remained throughout the war. He had obtained a verbal and written agreement with Armstrong Siddley for the exclusive use.

The SS100 did not need the Jaguar name; it was sold on merit. Engineer extraordinaire Westlake reworked the Standard inline, side-valve (flathead) with an overhead valve cylinder head. Westlake had engineered the Bentley Lemans winning cars. Ian Fleming had James Bond driving the Bentley in his early novels. The OHV improvement on the Standard engine was no insignificant job. Breathing and overall efficiency showed a dramatic increase 75 to 105 horsepower in the 2.5-liter engine which soon appeared in the SS Jaguar sports car.

The new OHV engine gave a top speed about 96. Lyons priced the car to provide value. The competition included the BMW 328, with a 2-liter, three carb straight six and a top speed of 97 in a more modern appearance. The price was 50% higher, some owing to the import tariff. The SS100 with the larger 3.5-liter engine produced 125 horsepower giving a top speed of 103 with a 0-50 time of 7.1. seconds. Lyons claimed it as the least expensive 100 mph car on the market.

THE BIG CAT

The Jaguar is an exceptionally beautiful animal with a purposeful look. The fur is golden brown, and the spotted “rosettes” are similar to the leopard, but distinctly different up close. Sixty years ago, the animal had a reign into North America up into Texas and Arizona. Today, the majority of the species lives within the South America Pantanal region, boarding into Bolivia, Brazil and Paraguay. This habitat spreads 70,000 square miles, larger than the state of Florida. The wetlands are mostly products of the Paraguay River and tributaries. It is typified by tropical and subtropical broad leaf forests, seasonably flooded wetlands, and dry grasslands. The Jaguar is comfortable throughout, especially a dry deciduous forest.



The Pantanal has an extremely diverse amount of wildlife and the variety in Jaguar diet exceeds that of other cats, existing on 85 different species. A Jaguar may not be the speediest (a cheetah can burst to 70 mph), but the Jaguar is in to top 3 at with a 50-mph capability. The big cat has greater stamina than the cheetah and other cats. Leopards seem to have a greater climbing ability, but the Jaguar is no slouch and easily observes prey from a limb couch.

Lions may be more popular in screen and literature. There is no career path as a Jaguar tamer; they will never be seen in the ring under the big top. They are generally solitary, with no ‘pride’ family. Some even call the Jaguar moody, and they don’t like to share. The Jaguar is comfortable in water with swimming ability, even across rivers. In the aggregate, a ranking spread sheet of attributes would place the Jaguar first among all cats.

This cat is a killer. They will kill animals four times their weight. The big cat has several times the night vision as humans and ambush at night. She is cunning, sneaky, and surefooted with rapid acceleration. The animal is stocky with powerful front shoulders. The wider head houses extremely robust with potent jaw muscles. The bite of the Jaguar ranks higher than other cats. Estimates indicate 7.1 pounds per square inch times the animal weight. Jaguars tip the scales about 225-250 with an odd animal hitting 275. Thus, a 250-pound animal can impart a 1750 psi bite on its prey. Only three animals, worldwide, are recorded above this. A human bite runs about 160 psi. The nuclear-powered steam plant on a Navy cruiser generates propulsion steam at 550 pounds per square inch.

A Jaguar can pierce the armored shell of a caiman or cayman, (class: Reptilia, order: crocodile, family: Alligatoridae). Protective shells on turtle and armadillos are no match, either. The Jaguar goes for the back of the head, crushing through the armor and debilitating the spinal column. Internet videos reveal the strength and speed of blitz. The reptile has maybe a 1 in 5 chance of surviving an assault. Then the Jaguar drags the reptile out of the water into a private area for feeding. A menu of 85 different species includes deer, rodent, livestock, capybara, turtle, monkey, tapir, frog, buffalo, peccary, and iguana. Zookeepers have reported Jaguars eating bones.



Unlike most cats, the Jaguar is extremely comfortable in water. They can swim distance even crossing a river for prey. They have been seen snatching fish out of the water. Stories exist of Jaguars using their tail as bait. The Jaguar is the apogee of the food chain in the habit, but their numbers are decreasing, the only enemy is man and destruction of habitat. Ranchers kill the animals as a threat to livestock. Illegal poaching supports a Chinese demand for teeth and hides.

In an ironic twist, the increase in ecotourism in South America along the waterways, public interest has helped stabilize the population. Tour operators and officials have help fund anti-poaching activities. The tourists watch from river boats, sometimes for hours, to glimpse the cats and attack prey. There is a hush over the crowd; todays cameras click nosily away. The Jaguar is becoming accustomed to drifting boats in the water. Without the Jaguar this element of tourism would disappear. Smithsonian recorded the tourist activity in a special: The patch of the Jaguar. For further interest, check the Smithsonian documentary Jaguarland.

On March 8, 1962, first lady Jackie Kennedy wore a Cassini designed Leopard skin coat on departure to India. This haute couture caused a sensation in demand for spotted fur coats, Leopards especially, but also catching Jaguars and other cats in the fashion net. Estimates concluded that 250,000 animals lost their live to make the haute couture fashion statement. The Jaguar and Leopard coats were seen as racy, linked to sexuality and wild behavior. Think Anne Bancroft at the bar, in her Leopard coat, waiting for Dustin Hoffman in The Graduate. In the years 1968-1970, the United States imported 31,104 Jaguar skins. During that period 9,556 Jaguar cars came into the United States. The 1973 Endangered Species Act ended routine import of big cat hides into the United States, but poachers continued to hunt the cats for their hides. It could take 7 or 8 animal hides to wear a mid-length coat. The Jaguar itself is helping to preserve its habitat and future.

The Wildlife Conversation Society has difficulty galvanizing the public and politicians to protect the habitat and numbers of a South American anteater. But a sidebar of 'Save the Jaguar' garners enthusiasm for saving wildlife habitat. Jaguar is the supreme animal which gives the cause value and worth, even deemed patriotic. At the advent of the 21st Century, an automotive business filled Wildlife Conservative Society coffers with a \$1,000,000 gift of support, including a tenant of saving the Jaguar. The donor? A company bearing the same name as the big cat.

Jaguar Cars Ltd.

Germany invaded Poland on September 1, 1939 and Britain declared war on Germany 2 days later. The SS plant produced just 893 cars through 1939 and into 1940. During World War 2, the Coventry plant made contributions to the war effort far beyond any expectation. Beginning efforts came with the Armstrong Whitworth Whitley bombers. Despite a similar weight to the B-25, it was generally obsolete when war began. A delay in the Avro Manchester bomber made mandatory upgrades to the Whitley for improve bomb load. Later SS subcontracted parts for the Avro Lancaster Mk 1, the RAF equivalent in fame and capability as the B-17F. Lyons also led the effort to supply components for the Short Sterling bomber and Spitfire. Workers were proud of the parts supplied to the De Haviland Mosquito, surely one of the most impressive planes in the history of aerial combat.

Then came parts for the Armstrong Siddeley Cheetah radial aircraft engine. They were light parachute drop vehicles and small trailers towed behind motorcycles. Ultimately, when Britain entered the jet age, it was the SS factory which manufactured the slender bodies for the Gloster British Meteor III jet fighter. War ended in Europe on May 8, 1945. Lyons initialed his return to automobile manufacture under a new name.

After the initial use of Jaguar on the radiator badge in 1935, Lyons officially registered Jaguar name in 1937. This kept other manufacturers from using it on their cars, but there was no official company name change until April 9th, 1945. It had been long overdue; there had always been confusion over the name; an SS or a Jaguar? War distractions put car-related matters aside. With victory in sight, Lyons wanted to distance the company from any Nazi SS association, even as everyone knew the distinction. Lyons expressed it this way: "The SS troops were a section of a community not so highly regarded." Lyons had a reputation for understatement.

The new radiator badge simply read JAGUAR. Car production slowly resumed; 141 cars, all SS-type Jaguars and Mk IV, (identified as such later, after arrival of Mk V) were finished in 1945. No SS100 Jaguar was completed after the war. A total for the open two-seater came to 308, 141 of which had the 3.5L engine. Production of the previous SS Jaguar (but newly badged) continued into 1946 roaring back to 2,928 produced.



Four years after the name change to Jaguar, the company saw a meteoric rise in status. Lyons placed two new models in the 1948 Auto Show, the first in 10 years. (The 1939 show had been cancelled). The Mk V had just begun production. Its styling harked back to the prewar SS Jaguars, but it was a rather modern car despite the OHV, pushrod engine. The new saloon sat on a chassis which would also support the stablemate XK120. The latter car came with the new twin overhead cam, 160-horsepower engines.

In the immediate postwar era, most manufacturers had spruced up prewar models while tooling up for more modern cars. In the USA, long anticipated 1949 models were introduced in 1948. Think of the 1949 Ford (100-horsepower flathead V8), 1949 Cadillac (5.3-liter V8, OHV, 160 hp), 1949 Oldsmobile Rocket (5-liter V8, OHV, 135 HP) and Chevrolet (OHV, 95 horsepower).

The XK120 had a press preview on October 20, 1948, at the Grosvenor House Hotel, London. A week later at the London Motor show, the public got the first close-ups. It was nothing short of sensational. None less than Hollywood mogul Clark Gable got keys to the first car delivered to the West Coast. He waxed eloquently about his XK120 in a 1950 Road and Track story: "My Favorite Sports Car." Talk about a celebrity endorsement!



In May 1949, the XK120 took the world's title as the fastest car in production at 133 miles per hour. The works car won at Le Mans in 1951, setting a record for ground covered and beating nine Ferraris. After the Le Mans victory, 89% of sales went to export. An XK120 established a new "production" car record in 1953. Norman Dewis drove the car to a record 172 mph. (He also drove the wrecked the unique XJ13.)

A MYTHOLOGICAL BEAST

Long before Columbus set foot in the new world, the indigenous people worshipped many gods, but none more than the Jaguar. It was AD 400 when the Olmec carved 20-ton stone monuments to the Supreme deity, a fierce Jaguar God. At Ca Venti in the southern Mexico rainforest, archeologists uncovered evidence indicating human religious sacrifices to this God. Green jade masks of the Jaguar have been uncovered in the jungles of Tabasco. During recovery of 2,500 artifacts, the archeologists felt respect for the Olmec reverence to the Jaguar. See National Geographic, September 1956. "Gifts for the Jaguar God".

The Mayan had many Jaguar gods. They revered the animal as strong, powerful, and mysterious, with a strikingly recognizable coat. At Chichen Itza, the Jaguar Temple depicts the Maya King proceeding to coronation behind a procession of Jaguars. Later Mesoamerican cultures Aztecs and Inca revered their Jaguar gods. These natives saw the Jaguar as a fierce warrior with God-like strength. The animal could pass its powers to warriors which would confront fears and face enemies. At Tikal, the largest structure is the Temple of the Great Jaguar where the Maya King sat on a Jaguar throne. It was about AD 730 when the King sat on a Jaguar throne. The Jaguar had vision to see into human hearts and souls. The King could embody these powers.

The Aztec Jaguar led warrior into battle; these elite military men possessed special power of the Jaguar and captured prisoners to sacrifice to the god. Their uniform represented the Jaguar to gain the animals ferocity. The Aztec god Tezcatlipoca was omnipresent with deity powers who could shapeshift into a Jaguar.

Few club members would worship their Jaguar, but this author would pray that the XKSS, XJ220, SS100 and D-Type will not get damaged when they leave the garage. Willian Lyons could not have chosen a better name.

Postscript:

Experience at the Auto Museum has indicated various pronunciations of Jaguar: Jag-were, Jag-wire, or Jag-war and others. They are always corrected; the car is simply a three-syllable name: Jag-u-are.

Yesterday, a new Porsche Cayman (\$74,000) pulled up next to me on Park Blvd. A single thought entered the mind: *That car is nothing but lunch for a Jaguar!*

Editor's Note. Terry, you've done it once again. What an interesting overview and perspective. Thank you! -Ed.

Notes from the Concours Judges Tent

March 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. We may anticipate, with some degree of certainty that it will occur too late in 2021 to have any effect on Concours Rules for this year. This means that 2019 Concours Rules will still be in effect through our October SDJC, JOCLA and IEJC events.

Our JCNA Southwest Regional (SWR) Director, Mark Mayuga (JOCLA) is organizing an SWR JUDGES SCHOOL in mid-August. This includes the two Arizona clubs also participating in this virtual conference call/zoom meeting. In addition, we may expand to a South West Regional Judges School, inviting all the clubs to participate. Charlie Hallums (JOCLA and IEJC Chief Judge) and I would be running it with possible highlights to include a brief presentation on organization of the concours registration process. Les Hamilton, JCNA President supports the concept and has recommended the event be recorded and added to the JCNA YouTube Channel.

In this manner, Refresher Training for SDJC's JCNA Certified Concours Judges, Apprentices, and interested Owner/Competitors will be scheduled as a virtual event similar to that of 2019, with individual testing and scoring via email rather than as a group event. I'm coordinating on behalf of SDJC to identify an appropriate date and will keep you posted as things come together. Be sure to read next month's column!

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.

- October 2nd - 8th Annual IEJC Jagstravaganza – Idyllwild Inn
- **October 3rd – JOCLA Concours – Idyllwild Inn**
- October 16th - San Diego Jaguar Club, Classic Showcase, 2640 Vista Pacific Dr, Oceanside, CA 92056
(Thanks, Tom!)

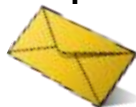
Looking for a Few Good Women and Men for Concours Judges:

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 Judge Certification, please contact me by Email at: 60Jaguar@gmail.com or (619) 813-2005.

Letter to the Editor



This month's note comes from Pete Rieth, as a result of a discussion Pete and I had during our February Drive and Picnic with a member of JOCLA.

Hi Chuck,

Remember our 3-way conversation with Don Becker on the 6th?

Well, now we have a rejoining treasure for the club – you may remember our renowned departed member Jack Rabell, pre-war cars restorer extraordinaire.

Well, I followed up with Don about the 1930 Ford that Jack Rabell built about 20 years ago for his bride Sheila. Photo attached.

Yesterday, I made an agreement with Don to 'keep it in the family'. Meaning SDJC.

So, On Feb 17th, I plan to bring a trailer up to Corona del Mar and toddle back to Ramona with it.

BTW, Don is a very hands-on guy with a series one E-Type, a C-Type replica, a '34 Ford, a '71 Porsche & more. Maybe we can cajole him into becoming an Associate Member!



Excellent move, Pete. Now just be sure and remember to bring a dollar to the next club event if you drive this beautiful Ford Pickup! Note to Nedra: Don Becker, a potential new Associate Member. BTW, Jack Rabell was a member of SDJC from 2010 to 2018. -Ed.

Other Breaking News

If you're like me, you often forget that there are other important, newsworthy events occasionally occur that impact our lives., i.e., events other than those that are automotive related, or more specifically, Jaguar related. As an example, this one made the worldwide headlines just today. Readers, take note:

Mr. Potato Head brand goes gender-neutral, dropping "Mr." title.

In an effort to promote inclusivity, the iconic Mr. Potato Head brand is going gender-neutral, dropping the "Mr." title in favor of a more "modern" look. But the brand sparked confusion on social media when it made the announcement, and now fans are asking — are the characters Mr. and Mrs. Potato Head no more?

Hasbro announced Thursday that it would be dropping the "Mr." title from the brand's name "to better reflect the full line." It said that an upcoming playset will not feature Mr. and Mrs. designations, allowing kids to create their own potato families with two moms or two dads, a "celebration of the many faces of families."

"Potato Head has provided endless creative possibilities to our preschoolers for almost 70 years and will continue to do so," Hasbro said. "The possibilities to create your own families are endless with mixing and mashing all the parts and pieces."

But later in the day, Hasbro clarified that the characters themselves will still feature the gendered titles — just less prominently. The brand itself will not.

"Hold that Tot — your main spud, MR. POTATO HEAD isn't going anywhere!" the company tweeted, following some confusion on social media. "While it was announced today that the POTATO HEAD brand name & logo are dropping the 'MR.' I yam proud to confirm that MR. & MRS. POTATO HEAD aren't going anywhere and will remain MR. & MRS. POTATO HEAD."

The toy first launched 70 years ago — when kids had to supply their own actual potato to play with. In recent years, several brands have tried to be more inclusive, including Barbie and American Girl Doll.

GLAAD, an LGBTQ advocacy organization, praised the change, calling it part of "a larger movement towards greater diversity and inclusion in toys and media aimed at kids."

In a statement to The Associated Press, Rich Ferraro, GLAAD's chief communications officer, said, "Hasbro is helping kids to simply see toys as toys, which encourages them to be their authentic selves outside of the pressures of traditional gender norms."

And here I always thought of the potato as gender neutral. A real “eye” opener. Get it? Wink, wink. -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 Editor@sdjagclub.com 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 Editor@sdjagclub.com 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 Editor@sdjagclub.com and I'll feature it in a “Cat Tales” article!

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Club	Membership Chair	Email	Phone
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Jaguar Owners Club, Los Angeles	<i>Donte Neal</i>	donte.neal@aol.com	(562) 704-2531
Inland Empire Jaguar Club	<i>Mike Zavos</i>	m_zavos@hotmail.com	(858) 518-5898
Bay Area Jaguar Associate Group	<i>Phil Endless</i>	treasurer@jaqs.org	(650) 854-4445



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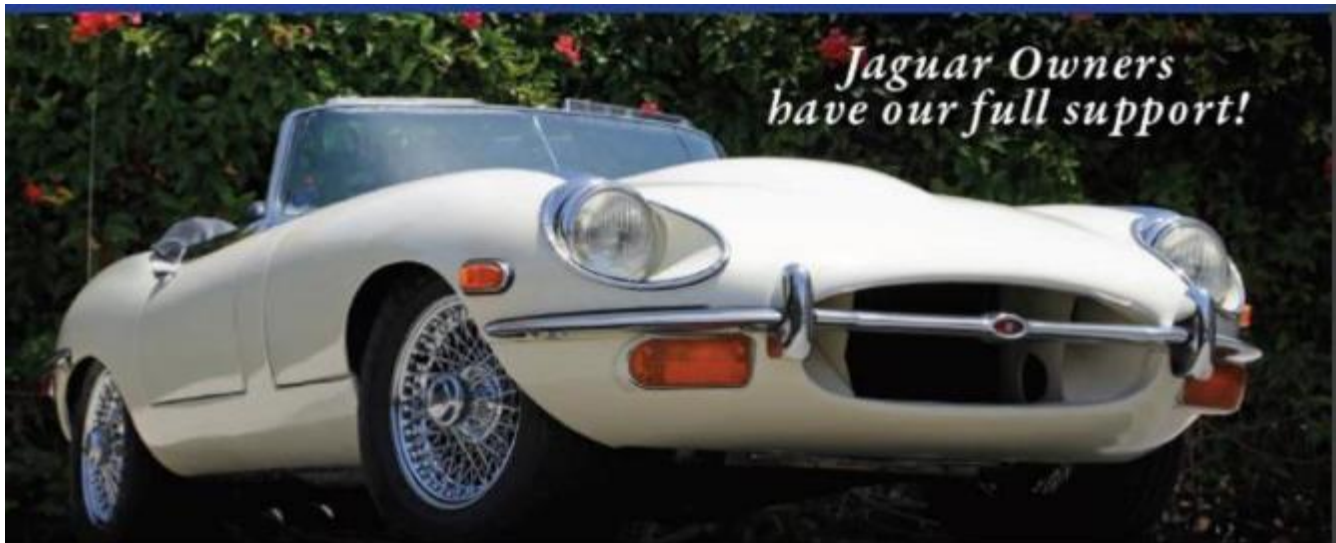
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San Diego Jaguar Club Classified Ads

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 <https://sdjagclub.wildapricot.org/OnLine-Store>

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Jaguar

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

* Subject to vehicle availability and retailer participation. SVR models excluded.

** 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.

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.

SDJC Board of Directors Meeting Minutes

February 10, 2020

SDJC BOARD OF DIRECTORS MINUTES

February 10, 2021

The meeting was called to order at 6:30 pm via video conference by Dan Jensen, President. Officers present: Dave Allen, Diah Avery, Diane Bauman, Chuck Leuthen, and Nedra Rummell. Immediate Past President present: Mark Hodges. Directors present: Dave Putnam, Elizabeth (Liz) Soens, and Al Steele. Functional Chairs present: Pete Rieth.

Secretary's Report: The minutes of the November 11, 2020 and January 13, 2021 meetings were approved as written and as presented in the February 2021 *Jaguar Tracks*.

Treasurer's Report: Dave reported that January month activities include income of \$7,760.00 comprising \$7,400.00 for Club Dues and \$360.00 for Jag Tracks advertising (Moss Motors). Expenses for January were \$4,934.38 comprising Bank fees (\$171.39), JCNA dues (\$3,600.00), monthly storage facility fees (\$126.00), and payments for the web site and Zoom (\$1,036.99). Note the website payment was exceptionally large since it represents a two-year subscription. Overall, we had net income of \$2,825.62 for the month.

First Vice President Activities Report: Diah recapped the SDJC *Miramar Lake Drive and Picnic* on February 6. As with other recent drives, it was a great success due to Nedra's detailed planning. Close to 70 participants in 42 cars enjoyed the drive and/or picnic at the Lake View Park @ Lake Miramar and Reservoir under ideal weather conditions. Prior to starting the drive, 2020 Member of the Year awards were presented to Matt Allen, Club Photographer, and Devin Hodges, Concours Support Staff. Diah noted that the planned drive to the Barona Resort has been deferred until fewer COVID-related restrictions exist. Instead, the March club event will a joint event with JOCLA, *Vernal Equinox Orange Hills/Tour and Picnic*, on March 21. Plans for remaining events in 2021 will be provided in the club event calendar to be posted on website and provided to members by the end of the month.

Second Vice President Membership Report: Nedra presented one new member for membership approval since our last meeting, Tony "Yory" Campbell. Upon a motion by Chuck and seconded by Dave, Yory was unanimously approved. Nedra stated there were 111 Members and 5 Associate Members in January and 123 members and 6 Associate Members in February. As a result of her follow-up with non-respondents, 8 Members/Couples and 1 Associate Couple renewed. She also noted that she is nearing completion of the SDJC Directory. A variety of future potential events were presented, including a drive to Palomar Mountain Observatory and Park for a tour and picnic; tour of San Diego Botanic Gardens, Encinitas; and a drive and lunch at Stone Brewing in Escondido with its extensive patio and gardens. She also asked if anyone in the club has access to a drone to take photos. Liz said she has a friend that could provide this. Discussion of purchasing a megaphone for outdoor events was also discussed. Nedra also reported that the Coventry Foundation accepted the Mark X restored by Steve Kirby, JOCLA, at Classic Showcase. To see the details and photos, go the JCNA Facebook page.

Newsletter Editor Report: Chuck reported that the latest edition of *Jaguar Tracks* is on schedule. The March issue will include an article about the origin and history of the Jaguar name and other topics from the media.

Website Report: Dan stated a desire to delete Wild Apricot from the club address. Mark stated there is lack of agreement between Wild Apricot and our ISP as to why this can't be removed. He will address this with Wild Apricot, but they are not available for customer support on weekends, which limits the timing for resolving the issue.

Director's Reports: No comments.

Functional Chair Reports:

Advertising: Dan reported that all but two advertisers have paid their invoice.

Auto Museum Representative: Pete reported that the museum is still closed due to COVID. Work of improvement on the building continues. Several employees have been laid off including the lead who put shows together. No new show is in the making; however, the current plan for when the museum reopens is to wheel in several of the cool cars that currently rest in the museum's shop. There is only one Jaguar, an XK-120.

British Car Club Council Representative: Dave reported that Rolling British Car Day has now been scheduled for Sunday, May 2.

Chief Judge: Pete reported that due to uncertainties due to COVID, virtual judges training has yet to be scheduled. He is working with Charlie Hallums, Chief Judge for JOCLA and IEJC, to define dates mutually acceptable to all clubs.

Concours: Mark recapped the challenges of holding the 2021 Concours at Spanish Landing site and stated that Tom Krefetz has again agreed to hold it at Classic Showcase in Oceanside. Mark stated that making this decision early in the year will allow for better planning and preparation.

Dealer Rep: Jim presented his report following the meeting. Signage is now up at the new facility on Miramar Road as work continues. Opening is planned for late March or early April. He noted that all JLR showrooms have the same architectural look, as shown in a photo of JLR Riverside. A multilevel garage is unique to the San Diego facility. All cars, including new, used and customer cars in for service, will be located on the various levels of the garage. He has been told we will have a place in the new showroom for our monthly display of a member's classic Jag. Also, there will be a place for our trophy case.

Logo Wear: No Report.

Raffles / Roster / Awards: Nedra noted that she needs the name plates for the Member of the Year and Tuchscher awards for 2020 engraving. Mark said he has them and will retrieve them.

Old Business

1. COVID-19 insurance/waivers for club events. It was decided this was not needed at the present time given that SDJC events are held outdoors and in compliance with CDC guidelines.
2. Club donation(s). This was tabled for discussion later in the year. However, Dan agreed to provide a list of potential options.

New Business for Next Meeting:

None

San Diego Jaguar Club Officers, Directors and Committees

Elected Officers

President

Dan Jensen (through 2021)
President@sdjagclub.com

Immediate Past President

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Elizabeth Soens (through 2022)
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Vic Chang (emeritus)
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Roster

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Photographer

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Property Manager

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(619) 890-0149 cell

Raffles

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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 inquiries 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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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
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