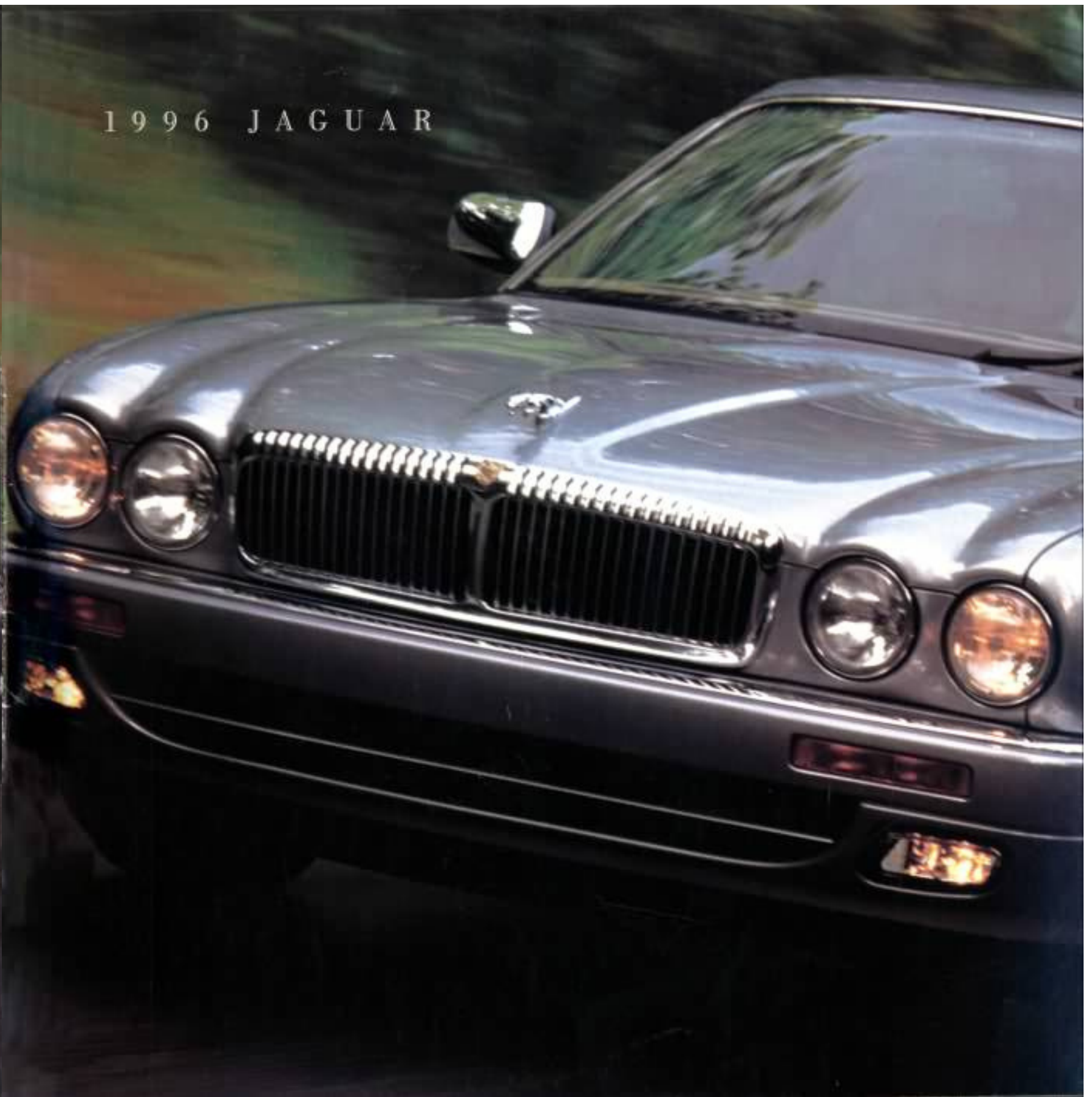
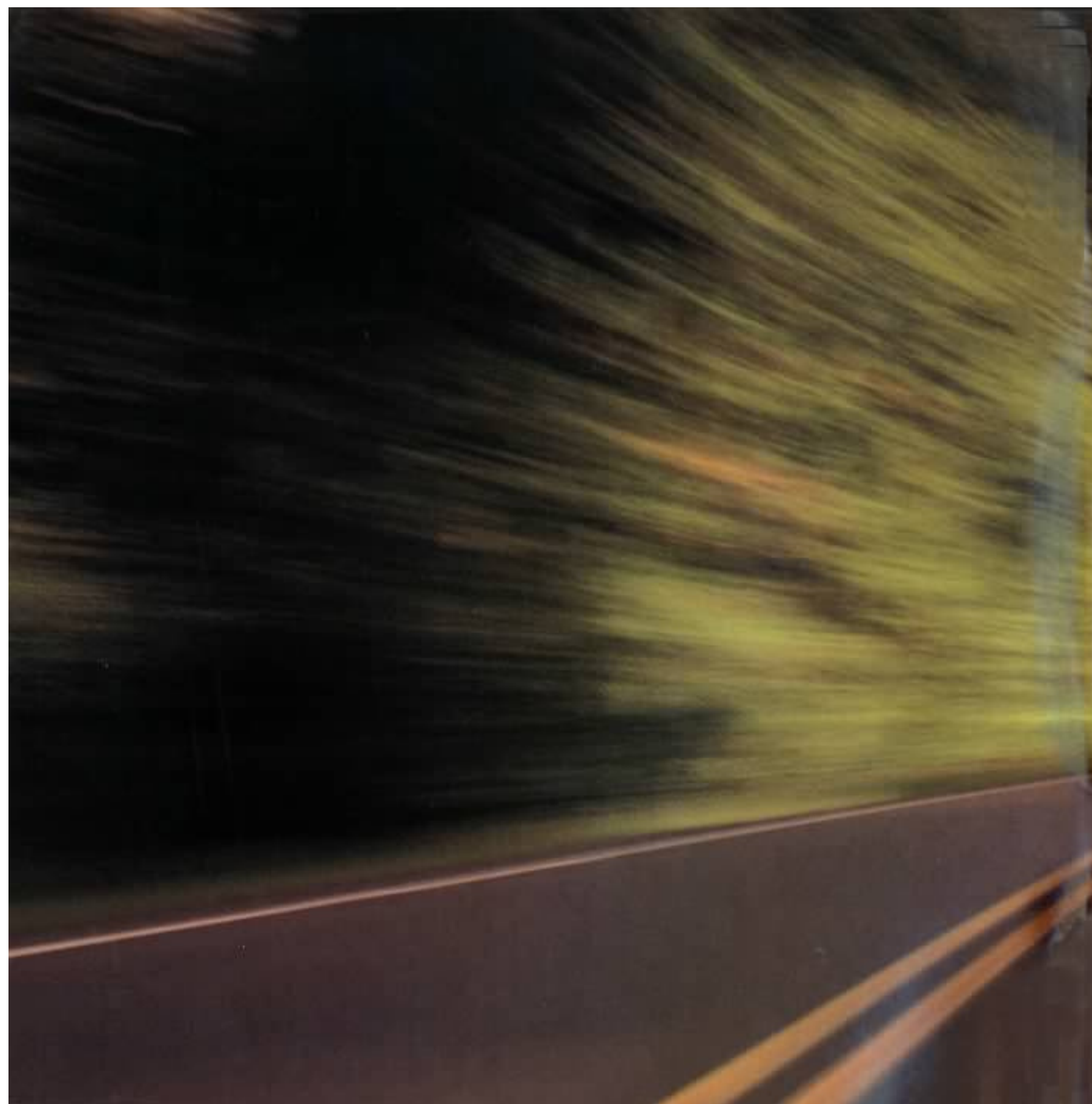





JAGUAR
Specifications and colors are subject to change without notice. Some vehicles shown with optional equipment.
JAG 350415 Jaguar Cars, Mahwah, N.J. Printed in USA 9/96 700M



PAMPER THE BODY,
STIR THE SOUL, LIFT THE HEART

No luxury car on earth is likely to make you feel more liberated or more exhilarated than a Jaguar. It is a statement of individuality in a world of increasing conformity. It is as efficient and functional as the modern luxury car buyer expects--yet a driving passion radiates from its core. A Jaguar feels sensuous, eager, almost alive. And looks it, perhaps today more than ever.

The Jaguar line for 1996 has been honed to extraordinary new levels of performance, comfort, reliability and beauty, while still flaunting that unique and timeless Jaguar flair and style. It is with pride that we present to you the 1996 Jaguars.



FOR 1996, THE VANDEN PLAS REDEFINES
THE DIMENSIONS OF COMFORT

The Vanden Plas for 1996 is the same lushly appointed and elegantly trimmed luxury sedan as before; but thanks to a new extended wheelbase, there is now more Vanden Plas to love. The primary dividend: impressive extra rear seat legroom, footroom and headroom. Other standard Vanden Plas amenities include a wood and leather trimmed steering wheel featuring an electrical tilt and telescopic system; rear seat passenger controls to adjust front passenger seat position; and premium Autolux leather for added comfort. All in all, there can be few more inviting refuges from a hectic world than this hushed sanctum of automotive civilization.



The lengthening of the Vanden Plas wheelbase has added nearly five inches of rear seat legroom. Other rear seat amenities? Twin, walnut picnic tables fold out from the front seatbacks. Underfoot—lambswool footwell rugs. And fitted into the door panels—hand-polished walnut trim.





THE XJ6: JAGUAR ALLURE IN CLASSIC FORM

Stylish, quick, luxurious, a notable value—all this, in a car as individualistic as your autograph. Small wonder that this is the most popular of all Jaguar models.

For 1996, such amenities as electric 12-way adjustable front seats with memory; electric sunroof; and an overhead console with a 4-channel garage/entry gate opener, sunglasses compartment and sunroof controls have been added as standard equipment. Power is generated by a 245-horsepower engine that defines the quiet and smoothness expected of a luxury sedan. An electronically controlled four-speed automatic transmission is standard, as is an electrical tilt and telescopic steering wheel with memory.



The XJ6 driver presides over a state-of-the-art network of electronic controls and convenience, in an elegant atmosphere of hand-fitted walnut trim and rich Connolly leather.

THE PERFORMANCE ENTHUSIAST'S
DREAM CAR IS NOW A JAGUAR

The XJR's 4.0-litre, 6-cylinder, 24-valve aluminum engine is supercharged and its 322 horsepower can launch it from rest to 60 mph in 6.7 seconds. It sits on a tightened suspension and wide, 17-inch tires. Outside, its distinctive mesh grille and trim are body colored. Inside, the cabin reminds one of classic Jaguar character. Sensuously comfortable leather-upholstered seats; wood trim; and a centrally-mounted automatic shifter are but a few amenities. This high-performance sedan is a limited-production adventure in automotive superlatives.



A switch pad on the XJR instrument panel enables the driver to operate speed control or traction control at the touch of a button.

The XJR's 4.0-litre, 24-valve, supercharged engine generates 322 hp at 5000 rpm. Result: tremendous power combined with smoothness and running quietness.



THE XJ12:
KING OF THE ROAD

Beautiful and beautifully crafted, bearing its occupants in royal splendor and powered by a 6.0-litre, 313-horsepower V12 engine, the XJ12 revives the golden age of luxury cars. Among its numerous unique appointments is a Harman Kardon audiophile sound system with CD autochanger, playing through nine strategically placed speakers. Heated seats and traction control are also standard--as is an extended wheelbase for significantly greater rear seat legroom, footroom and headroom.



New controls allow rear seat passengers to operate the heated rear seats -- also a new feature in the XJ12.



A 6.0-litre, all-aluminum V12 engine, rated at 313 horsepower, powers the XJ12 from 0 to 60 mph in just 6.9 seconds.

THE WORLD'S MOST ELEGANT
OUTDOOR SPORT

The Jaguar XJS Convertible is an exercise in exhilaration. Power is derived from a 4.0-litre, 6-cylinder, 237-hp engine that helps the XJS to devour the straightaways and snake through the curves with sporting dash.



The XJS cockpit boasts a new custom wood and leather steering wheel and walnut gearshift knob as standard features, complementing its already lavish interior amenities.

Meanwhile, you are nestled in lordly comfort in a leather and wood-trimmed cockpit, fitted with amenities worthy of a luxury automobile: a premium, multi-speaker audio stereo system; 6-way adjustable front seats with power lumbar support; and--if top-down cruising isn't in the forecast--automatic climate control.



YOUR PASSION IS YOUR JAGUAR.
OURS IS YOUR
COMPLETE SATISFACTION.

An entire organization exists to ensure that you never fall out of love with your Jaguar. The commitment of Jaguar Cars and its dealer network to customer satisfaction is reinforced through prompt, courteous, efficient service and bolstered by round-the-clock Roadside Assistance* in the event of an emergency; complimentary computerized trip planning; and a 4-year/50,000-mile* limited new car warranty. Your Jaguar ownership experience is meant to match your Jaguar driving experience--from the moment of acquisition, through all the miles and years to come.



*See your dealer for complete details of the limited warranty and Roadside Assistance.
For more information, call 1-800-4-JAGUAR.

