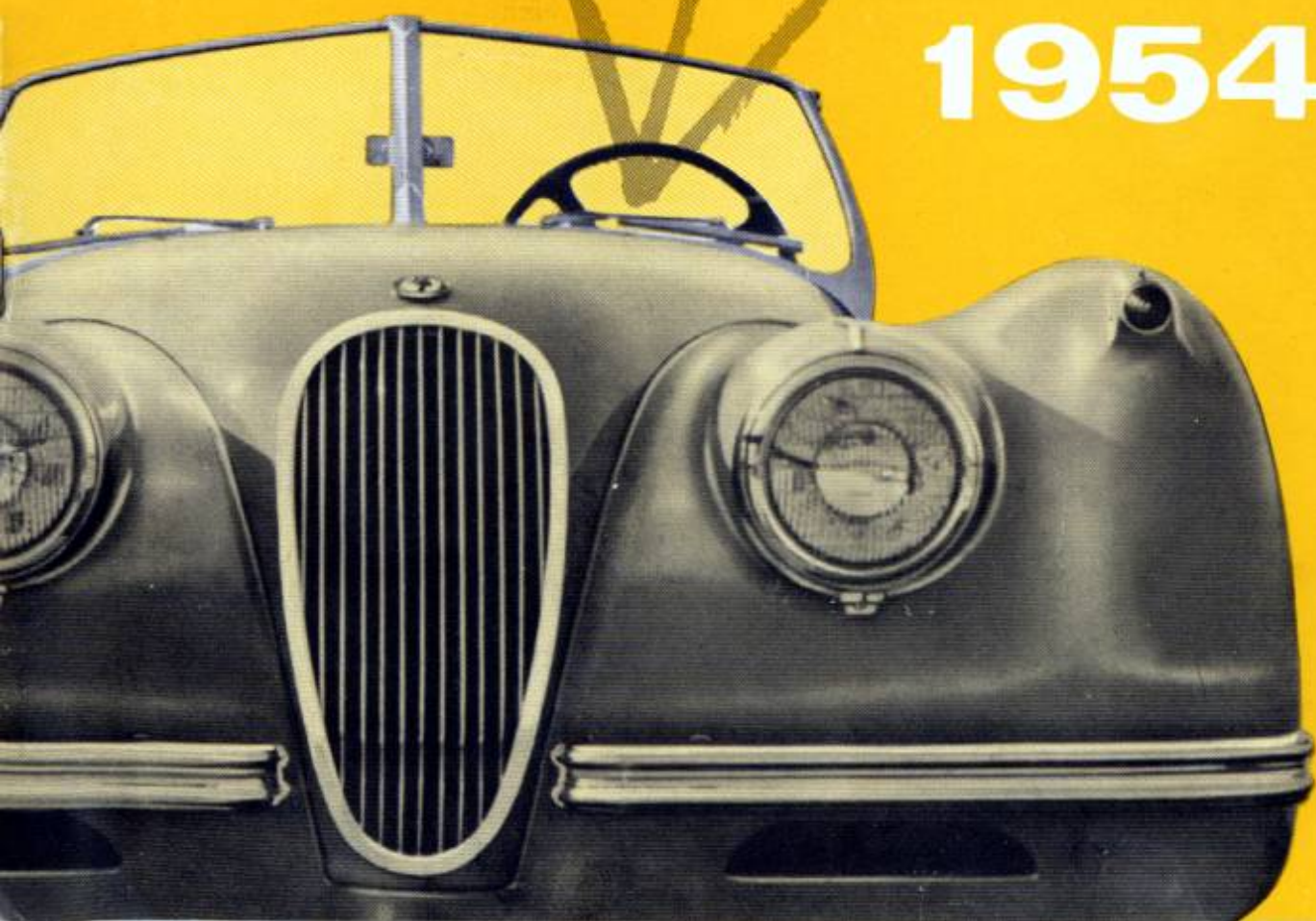


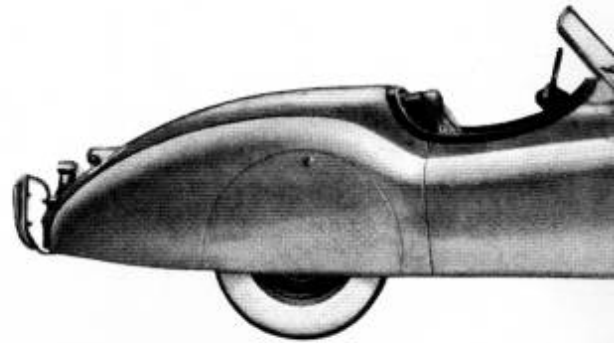
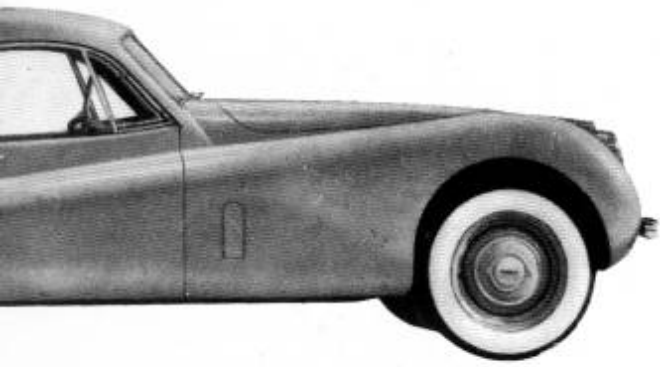


JAGUAR

advertising plan

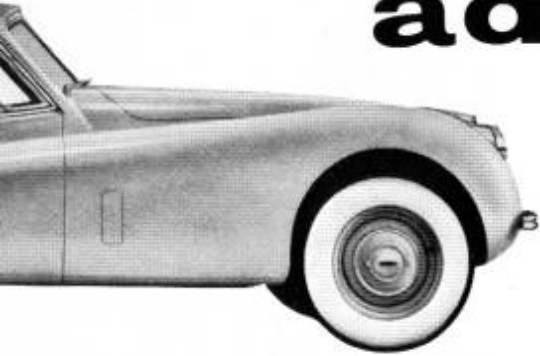
1954



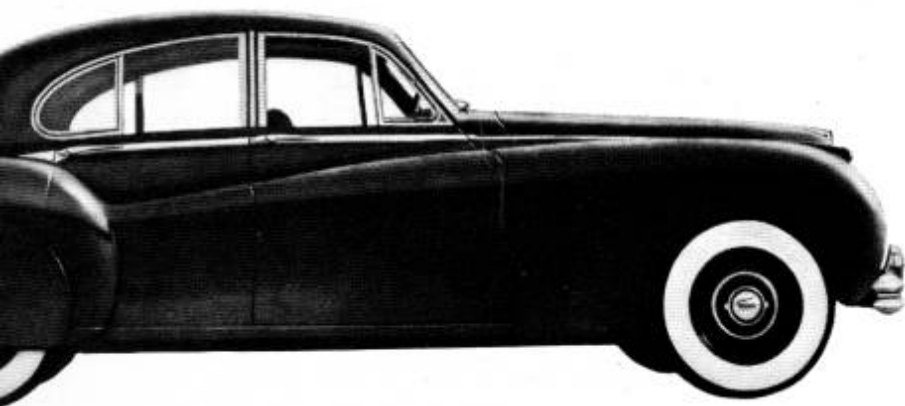


national

advertising



These new, exciting Jaguar advertisements will appear in general interest and fan magazines throughout 1954. We will keep you advised of dates — and send you reprints as new ads are prepared.

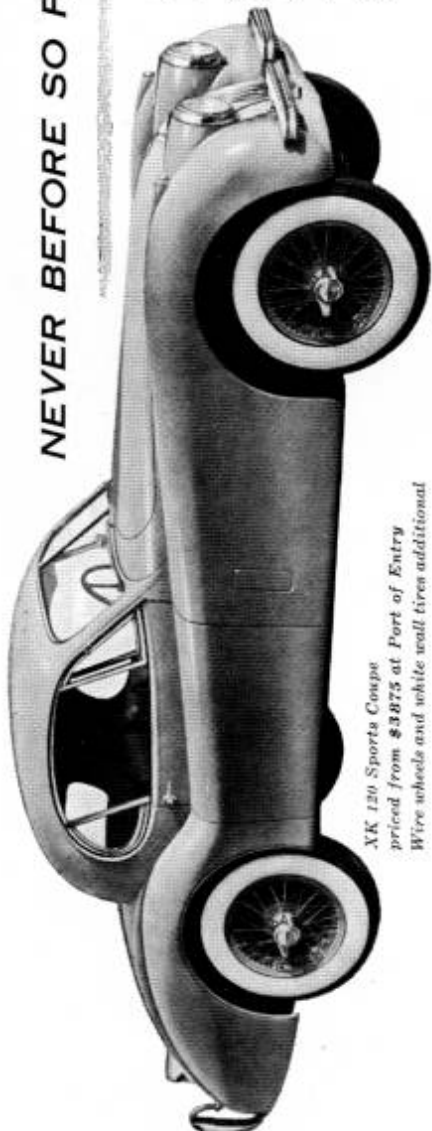


JAGUAR

*the finest car of its class
in the world*

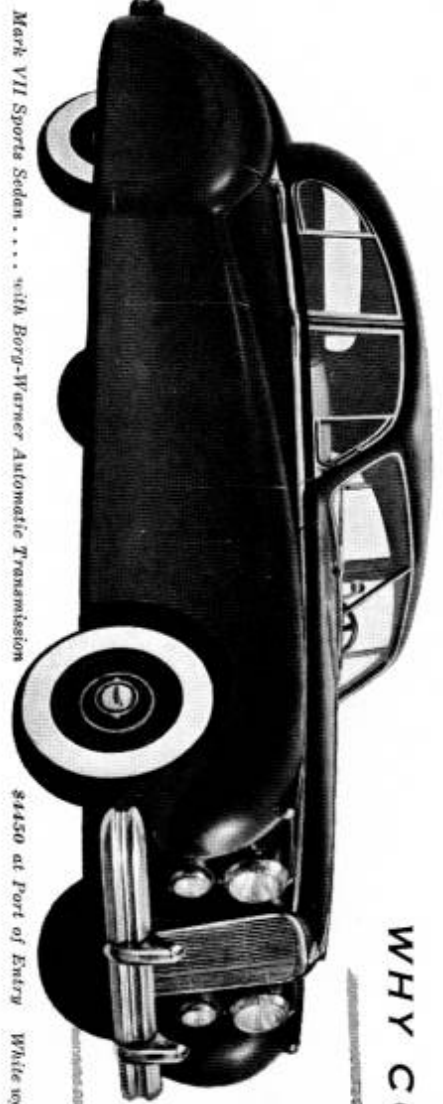
NEVER BEFORE SO FAR... SO FAST!

Imagine!...this car was driven 16,851 gruelling miles...for 7 continuous days and nights... at better than 100 miles per hour! No car had ever run so fast for so long a period of time. When the history-making Montlhery run had ended, experts said... "general condition of the engine was excellent."
That's JAGUAR...the car that can be yours!



*XK 120 Sports Coupe
priced from \$3875 at Port of Entry
Wire wheels and white wall tires additional*

*Importer East of the Mississippi
THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N. Y.
Importer West of the Mississippi
CHARLES H. HORNBERG, JR., INC., 9176 SUNSET BLVD., L. A.*



Mark VII Sports Sedan... with Borg-Warner Automatic Transmission

\$4450 at Port of Entry

White wall tires additional

WHY COMPROMISE?

British craftsmanship...
sports car performance...
American family-car comfort.
Interior beauty
found only in a fine imported car...
rich, soft leather... deep carpeting...
handsome, hand-rubbed walnut trim.

JAGUAR

*the finest car of its class
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CHARLES H. HORNBERG, JR., INC., 9176 SUNSET BLVD., L. A.*



Super Sports, \$3345



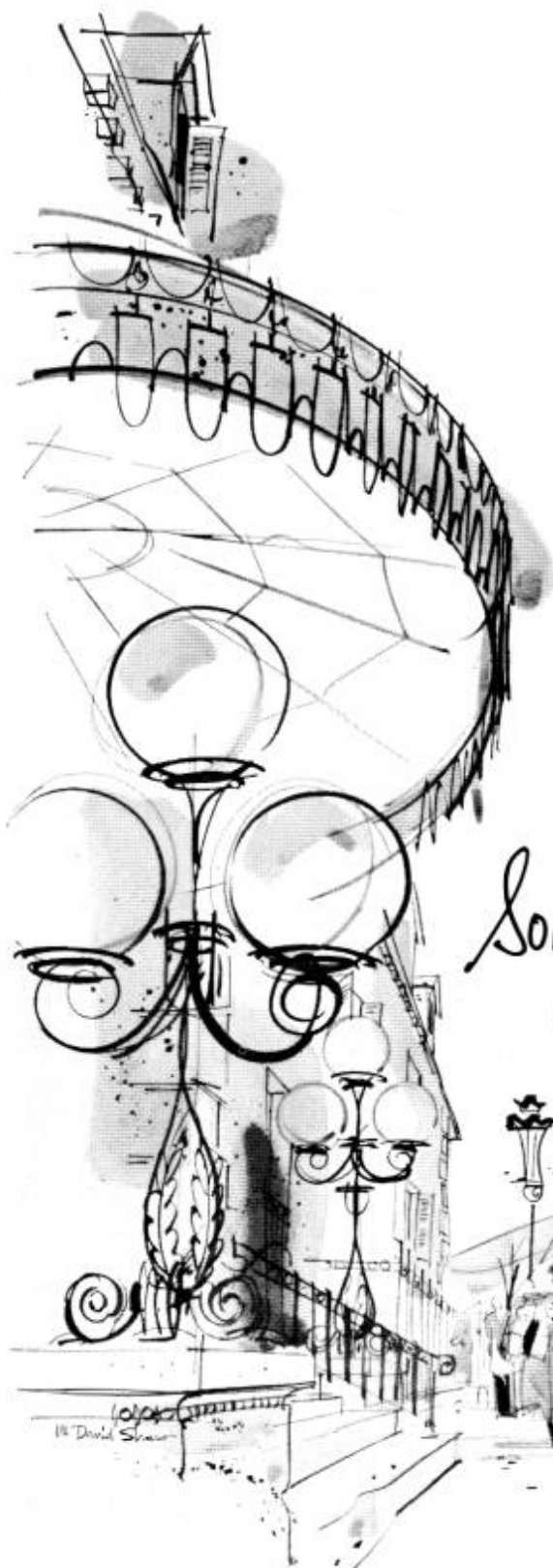
Sports Coupe, \$3875



Sports Convertible, \$3975

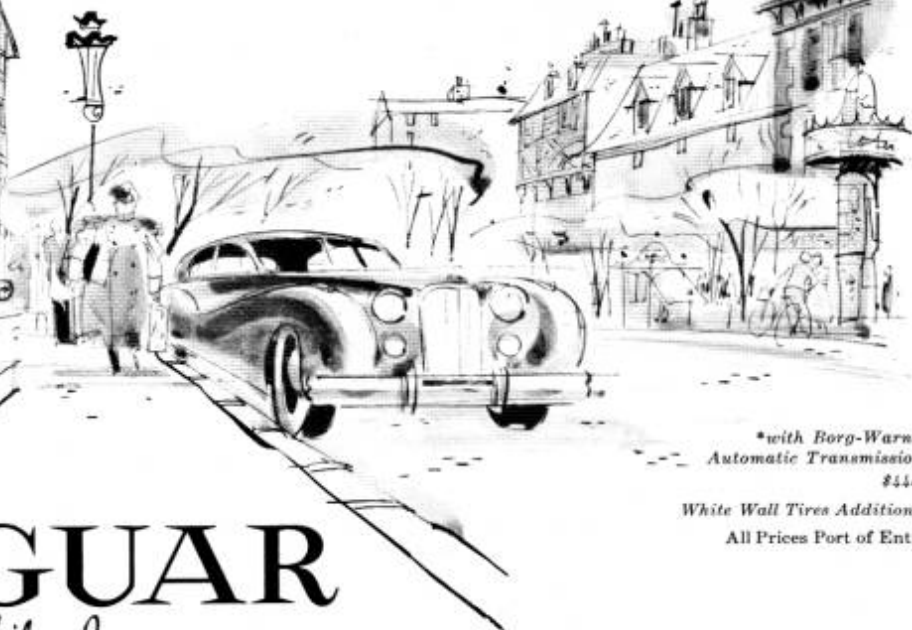


Mark VII Sports Sedan, \$4255*



Something luxurious

about your manner of travel ~
something *exciting* about your manner of living
~ both are revealed by Jaguar!



*with Borg-Warner
Automatic Transmission,
\$4450

White Wall Tires Additional
All Prices Port of Entry

JAGUAR

*the finest car of its class
in the world*

Importer West of the Mississippi

CHARLES H. HORNBURG, Jr., INC., 9176 SUNSET BLVD., LOS ANGELES • THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N.Y.

Importer East of the Mississippi

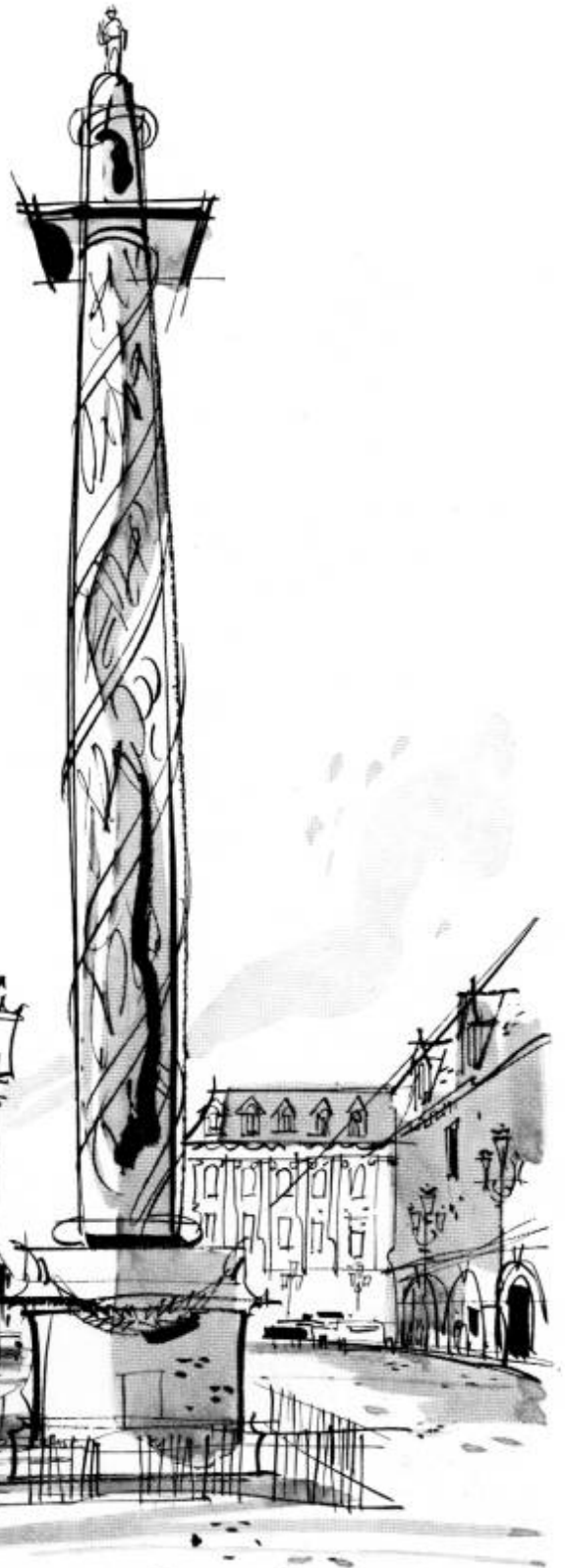
(FULL PAGE MAGAZINE AD)



Why compromise?

British craftsmanship . . .
sports car performance . . .
American family-car comfort.
Interior beauty found only in a fine imported car . . .
rich, soft leather . . . deep carpeting . . .
handsome, hand-rubbed walnut trim.

Mark VII Sports Sedan
... with Borg-Warner
Automatic Transmission
\$4450 at Port of Entry



JAGUAR
*the finest car of its class
in the world*

Importer East of the Mississippi THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N.Y. • CHARLES H. HORNBURG, JR., INC., 9176 SUNSET BLVD., LOS ANGELES

(FULL PAGE MAGAZINE AD)

The world-famous XK 120 engine
... aerodynamic steel body
and super-strengthened frame
... perfect suspension ... precision steering
... sure braking ... superb "roadability"
under *any* conditions: that's *JAGUAR!*

CONTROLLED POWER

JAGUAR

the finest car of its class in the world



XK 120
Super Sports
priced from \$3345
at Port of Entry
Wire wheels and
white wall tires
additional

Importer East of the Mississippi
THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N.Y. • CHARLES H. HORNBERG, JR., INC., 9176 SUNSET BLVD., LOS ANGELES

Importer West of the Mississippi

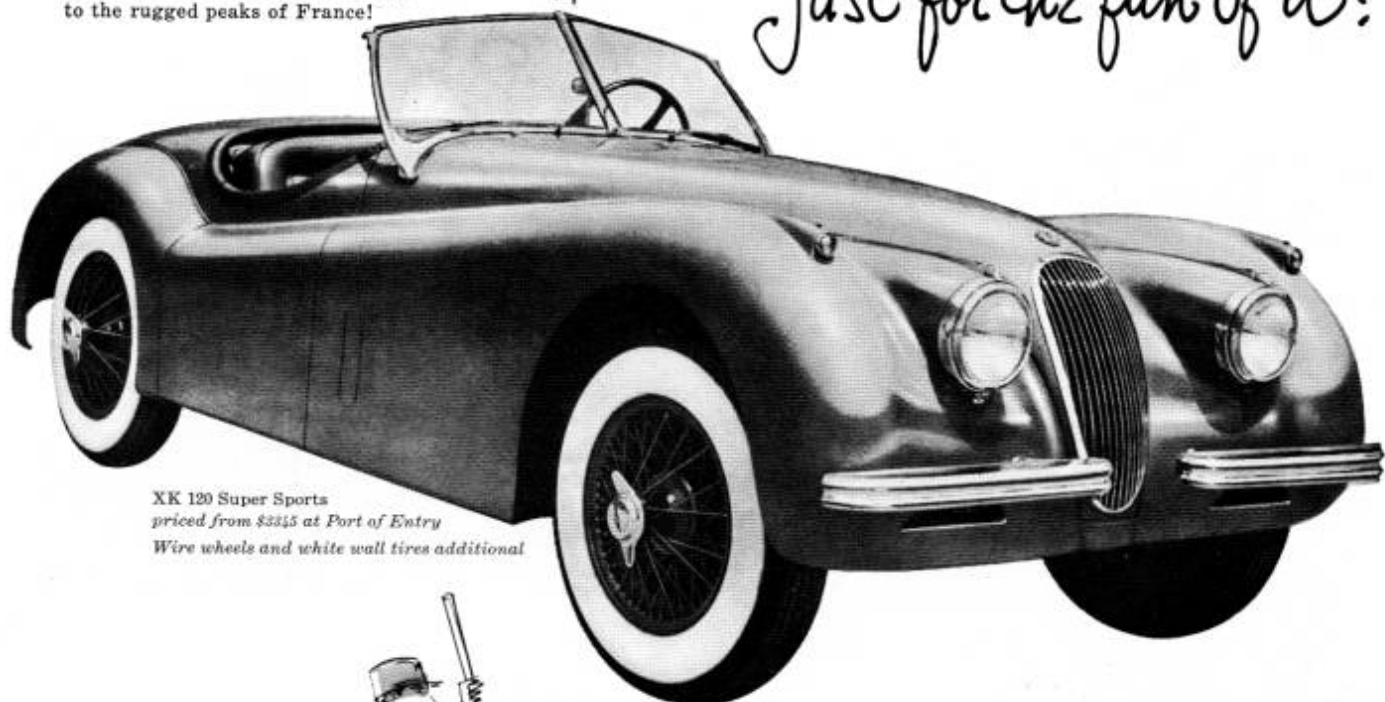
(FULL PAGE MAGAZINE AD)

Speed that's made Jaguar a winner
in over 46 major races . . . a *lifesaver*
in modern American traffic!



Hill Power that wins
international rallies, from the cruel Alps
to the rugged peaks of France!

Just for the fun of it!



XK 120 Super Sports
priced from \$3345 at Port of Entry
Wire wheels and white wall tires additional

Maneuverability
for any road situation!



A highly personal car . . . for those who
appreciate superior motoring performance!
Jaguar's famed engine
makes it the world's *fastest* stock car.
Low center of gravity, precision steering
and braking power—the *safest*.
Superb "roadability"—the *most exciting!*
Let your dealer show you Jaguar
in action . . . *just for the fun of it!*

Braking Power from oversized
racing brakes—for quick,
abrupt stops!



JAGUAR
the finest car of its class in the world

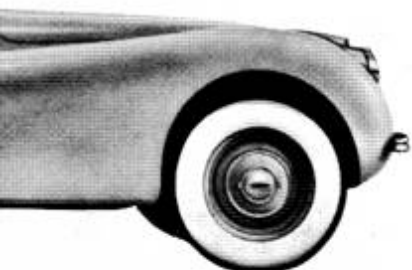
Importer West of the Mississippi
CHARLES H. HORNBERG, JR., INC., 9176 SUNSET BLVD., LOS ANGELES • THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N.Y.

Importer East of the Mississippi

(FULL PAGE MAGAZINE AD)



local advertising



tells people to buy Jaguars from you! That you stock,
sell and service them! You will be notified regularly
of the amount available to you for local advertising.

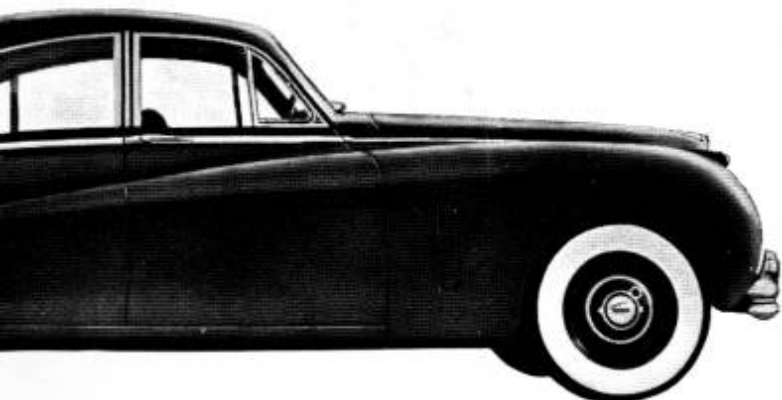
here's all you do:

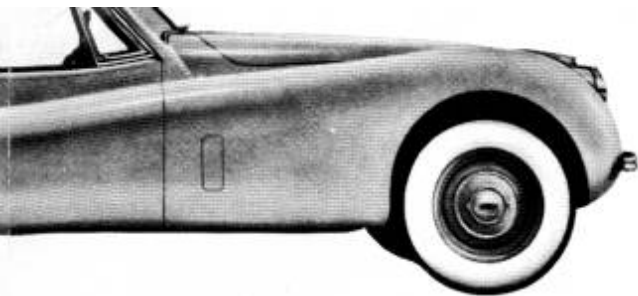
1

Look over the newspaper ads and pick the ones you'd like to run. They're all numbered and marked for size. Get the national automotive rate from your paper. This tells you what each ad costs.

2

Fill in the order blank and mail it. We'll send the mats to the newspaper — and they'll verify exactly how you want your name, address and phone number shown. Be sure the ads you want to run are selected and ordered by the 25th of each month—for the next 30 day period!





COMPARE THESE JAGUAR FEATURES

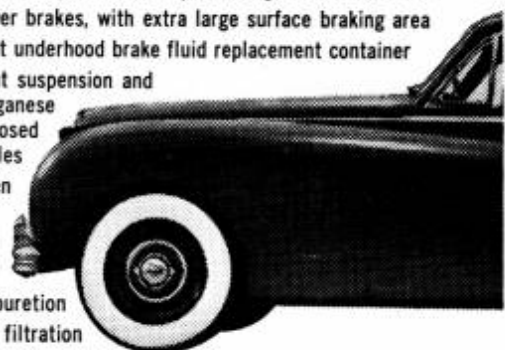
Enclosed bumperettes, front and rear
 High quality chrome, for long corrosion-resistance
 Exceptionally large luggage space
 Two gas tanks and two fuel pumps (these can be switched in case of individual failure)
 Exhaust pipe chrome-dipped
 Safety catches on rear doors positioned so they cannot be reached when doors are closed (offering two-door car safety for children)
 Automatic back-up light

Independent torsion bar, ball joint suspension and steering. Rear suspension by silico-manganese steel half elliptic springs, totally enclosed in gaiters fitted with grease nipples
 Double overhead camshafts driven by a two-stage duplex roller chain
 Highly polished aluminum engine head
 Chrome metal engine block

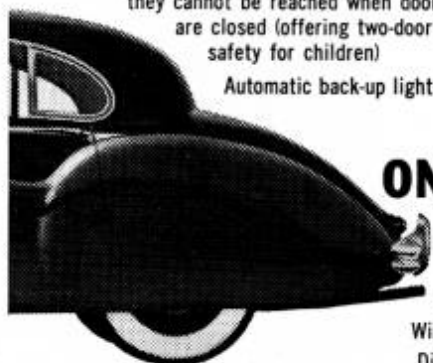
Anti-creep device on Borg-Warner Automatic Transmission, plus a device preventing roll back on hills

Power brakes, with extra large surface braking area
 Convenient underhood brake fluid replacement container

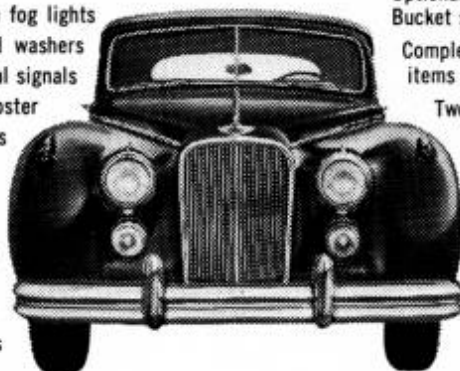
Dual carburetion
 Full flow oil filtration



ONLY the **Mark VII** offers them **ALL** at no additional cost!



Built-in fog lights
 Windshield washers
 Directional signals
 Heater and defroster
 Vents on both fenders
 Center cowl vent
 Sliding "sunshine" roof
 Wheels balanced at the factory (including spare)
 Running lights positioned to show width of car
 High gloss paint, and undercoating
 Body color, carpeting and leather upholstery available in a wide choice of tones



Optional bench or bucket seats in front (5 or 6 seater).
 Bucket seats individually adjustable for height and reach
 Complete hand tools, grease gun and small replacement items in easy-to-reach fitted compartments

Two glove compartments, plus a center change drawer
 Telescopic, adjustable steering wheel
 Full walnut veneer instrument panel
 Walnut veneer trim on windows
 Full leather upholstered interiors
 Heavy pile carpeting
 Two side arm-rests in front
 Two side arm-rests, one center arm-rest in rear

Like all Jaguars, the Mark VII's body shell is handmade and hand-fitted. Skillful handwork is continued right through the body and the famed XK 120 engine.

Plan now to see and drive this luxurious Sports Sedan!

Mark VII Sports Sedan
 ... with Borg-Warner
 Automatic Transmission.
 Local delivered price

\$0000

JAGUAR
*the finest car of its class
 in the world*

DEALER IMPRINT

**select and order
by the 25th of each month
for the next 30 day period**

AD C-1 COL. X 28 LINES

**WHY
COMPROMISE?**

JAGUAR



XK 120 Sports Coupe
Local delivered price **\$0000**

DEALER IMPRINT

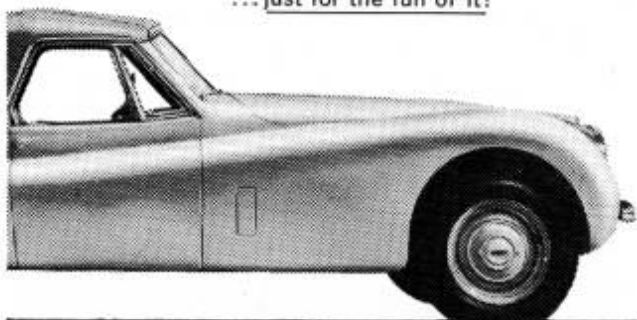
AD B-2 COL. X 98 LINES (196 LINES)

**JUST FOR THE FUN
OF IT!**

A highly personal car... for those who appreciate superior motoring performance!

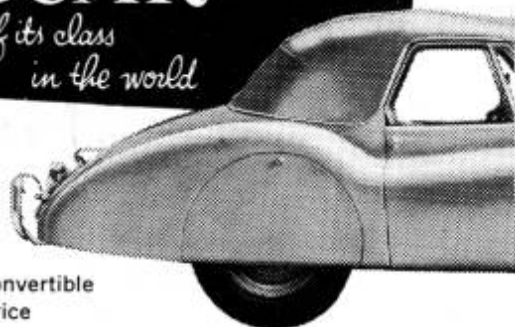
Jaguar's famed engine makes it the world's fastest stock car. Low center of gravity, precision steering and braking power — the safest. Superb "roadability" — the most exciting!

Let us show you Jaguar in action
... just for the fun of it!



JAGUAR

*the finest car of its class
in the world*



XK 120 Sports Convertible
Local delivered price

\$0000

DEALER IMPRINT

**WORLD'S FASTEST AND
SAFEST STOCK CAR**



JAGUAR

XK 120 Super Sports
Local delivered price **\$0000**

DEALER IMPRINT

AD D-1 COL. X 28 LINES

for speed
with safety-----and sedan
comfort



JAGUAR

XK 120 Sports
Convertible
Local delivered price

\$0000 DEALER IMPRINT

AD E-1 COL. X 28 LINES

AD F-2 COL. X 28 LINES (56 LINES)



WORLD'S FASTEST
AND SAFEST
STOCK CAR

JAGUAR

XK 120 Super Sports
Local delivered price

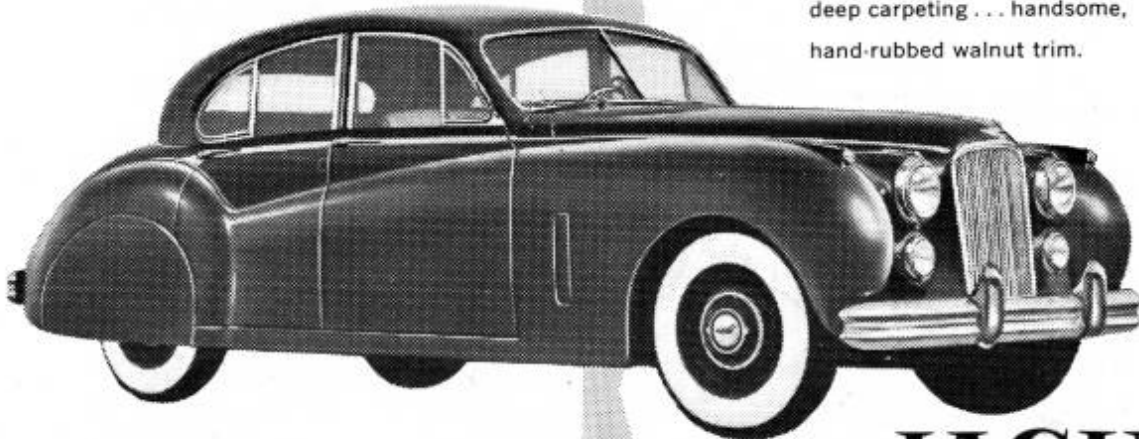
\$0000

DEALER IMPRINT

AD G-4 COL. X 98 LINES (392 LINES)

**WHY
COMPROMISE?**

British craftsmanship . . . sports car
performance . . . American family-car comfort.
Interior beauty found only in a fine
imported car . . . rich, soft leather . . .
deep carpeting . . . handsome,
hand-rubbed walnut trim.



JAGUAR

*the finest car of its class
in the world*

Mark VII Sports Sedan...
with Borg-Warner
Automatic Transmission
Local delivered price

\$0000

DEALER IMPRINT

AD H-1 COL. X 28 LINES

**select and order
by the 25th of each month
for the next 30 day period**

sports car performance family-car comfort



JAGUAR

Mark VII Sports Sedan \$0000
Local delivered price

DEALER IMPRINT

AD K-4 COL. X 98 LINES (392 LINES)

JUST FOR THE FUN OF IT!



A highly personal car
... for those who appreciate superior
motoring performance!

Jaguar's famed engine makes it
the world's fastest stock car.
Low center of gravity, precision steering and
braking power — the safest. Superb
"roadability" — the most exciting!

Let us show you
Jaguar in action
... just for the fun of it!

JAGUAR

the finest car of its class in the world

XK 120 Super Sports
Local delivered price

\$0000

DEALER IMPRINT

AD L-2 COL. X 28 LINES (56 LINES)



WHY COMPROMISE?

JAGUAR

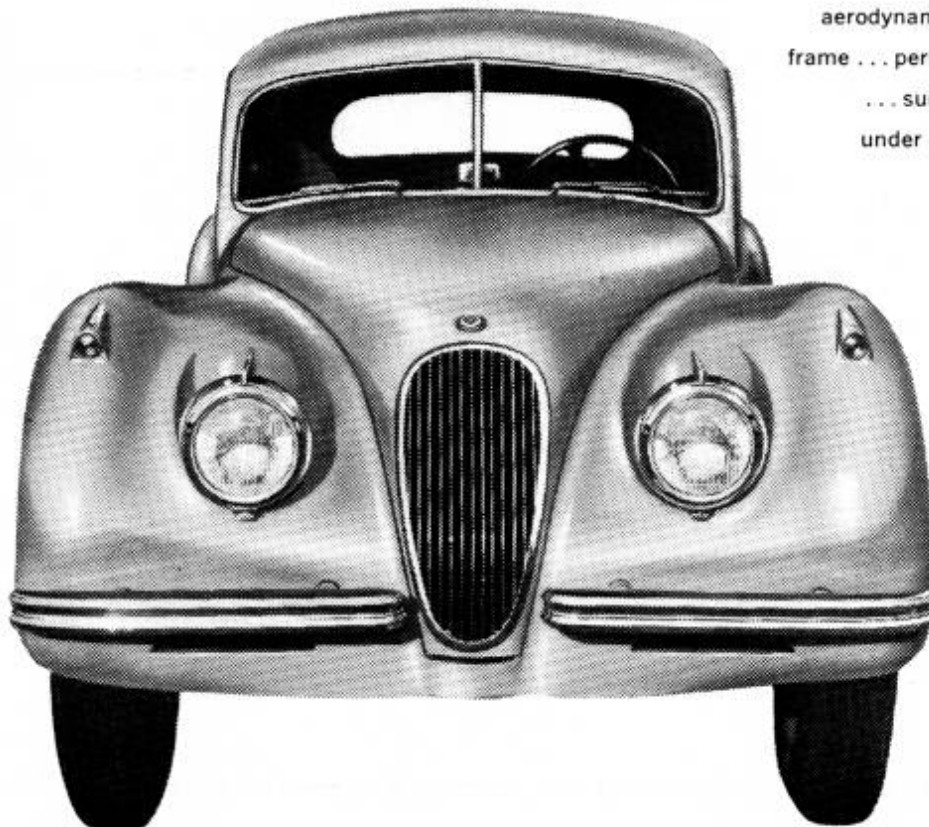
Mark VII Sports Sedan
Local delivered price
\$0000

DEALER IMPRINT

AD M-4 COL. X 98 LINES (392 LINES)



CONTROLLED POWER



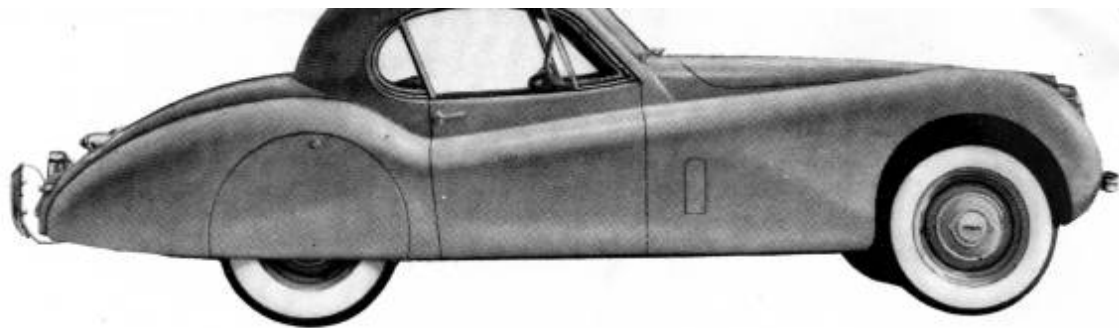
The world-famous XK 120 engine ...
aerodynamic steel body and super-strengthened
frame ... perfect suspension ... precision steering
... sure braking ... superb "roadability"
under any conditions: that's JAGUAR!

JAGUAR
*the finest car of its class
in the world*

XK 120 Sports Coupe
Local delivered price

\$0000

DEALER IMPRINT



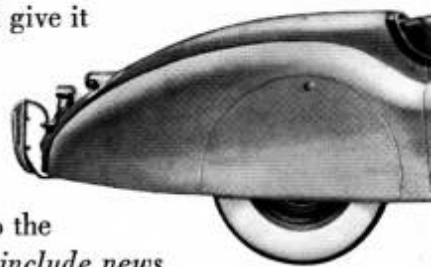
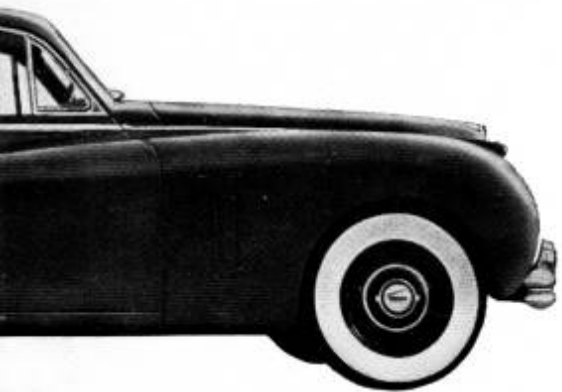
how to get local Jaguar

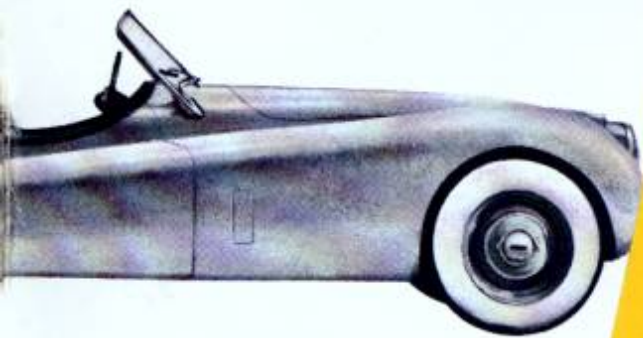
publicity

You're selling an exciting dramatic car—one that has top news value, because of its great racing victories and its internationally acclaimed performance as a sports car. There is demand for news about Jaguar. Here's how you can get local publicity for both Jaguar *and the name of your dealership!*

- 1** Take an active interest in, and promote, sports car activities in your area. See that they are reported to the Press and that *your name* is identified as a rallying point for such activities.
- 2** We will send you Press Releases on Jaguar models, improvements, design changes, national and international races, rallies, speed trials, as well as human interest stories about Jaguar owners. Send them out immediately to Press, Radio and T.V., while they are news, and post them in your showroom.
- 3** We will get Jaguar featured in national press and magazine articles, and send you reprints for local use. You will find they are valuable sales literature for your prospects.
- 4** If you make changes or improvements in your showroom, changes in your personnel, or plan to expand your service facilities, prepare a news story and give it to your local press promptly. They will be glad to print this type of local story *about you*, a local business man.
- 5** Become a local authority on the imported car industry in general—and Jaguar in particular. Send out regular monthly reports, on newsworthy sports car events in your area, to the local press, local Jaguar owners and to your prospect list. *Always include news about yourself, your personnel and your service.*
- 6** Try to surround Jaguar with as much local color and prestige as you can. Offer them for use in parades, civic functions, fashion shows, Queen contests and as photographic background props, etc. Keep Jaguars *and your name* before the public.
- 7** Try to have Jaguars entered in sports car events, and inform local editors of the facts at least a week in advance. Send any material that may be of national interest to Jaguar headquarters in New York.

Jaguar publicity is a real selling force—of inestimable value in identifying you with a car that has made, and continues to make headline history. Keep Jaguar local publicity continuous, compelling and in good taste.





**use this envelope
for
future proofs
order blanks
photos
press releases**



JAGUAR

*the finest car of its class
in the world*

