




JAGUAR

 JAGUAR & DAIMLER RANGE 1998



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ADVANCED ENGINEERING



Jaguar's first ever V8 engine is the latest in a long line of innovative, thoroughbred engine designs. Launched in the new Jaguar XK8 sports car, the 4.0 litre AJ-V8 has now been joined by two more engines to power the new saloon range. The 3.2 litre V8, like its stablemates, is a paragon of refinement. The 4.0 litre supercharged V8 elevates Jaguar power to an altogether new level. In the supercharged Jaguar XJR, exhilarating performance is delivered with smoothness and control. Whilst the Daimler Super V8 reminds the world that the Daimler marque has a distinguished history of powerful, in-house designed and manufactured V8 engines to its credit.

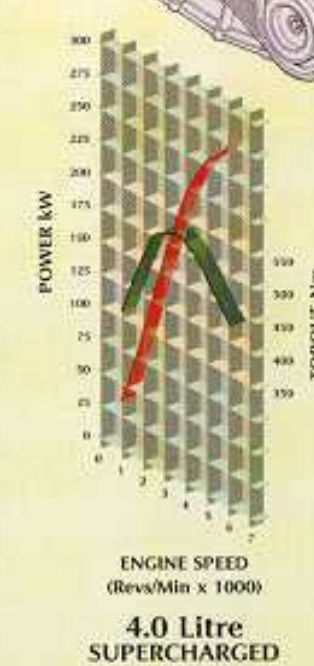
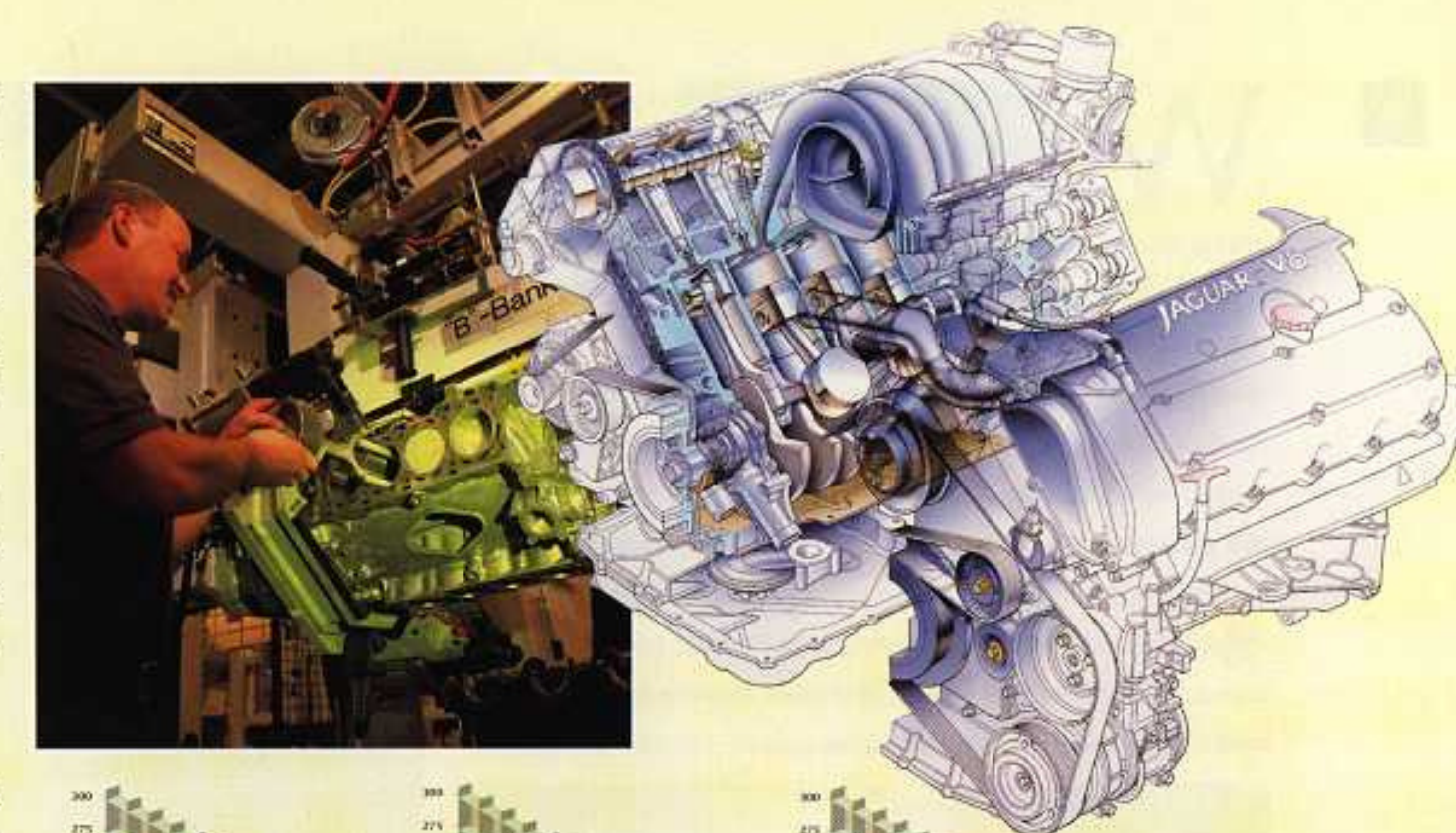
The AJ-V8 engine is an industry-leading power unit. All-aluminium alloy, it is the lightest engine in its class, contributing to well-balanced handling. The inherent advantages of the V8 design have been optimised so that the structure is extremely rigid, delivering advanced levels of refinement.

With Jaguar's patented, award-winning cooling system, the engine warms up in less than four minutes - a cheering thought on chilly mornings, as well as benefiting emissions control.

Behind the scenes, a powerful microprocessor monitors everything from intake air temperature to exhaust emissions, delivering silken performance.

Advanced electronics design also helps to achieve the seamlessly smooth gearchanges. The five-speed electronic automatic transmissions fitted to every model have a control module which communicates with the engine management system, so that engine torque is reduced fractions of a second before an upshift. As a result, gear changes are almost imperceptible. The transmissions each have a range of programmes to cater for different driving conditions; for example, gearchanges are inhibited at high cornering speeds, to maintain good traction and stability.

Jaguar's new V8 engine family offers you a compelling choice of driving pleasure. All engines share the ability to produce high torque across virtually the full range of engine rpm, so an instant, eager response is always there when you need it. The 3.2 litre V8 Jaguars are exceptionally refined and quick, as well as quiet. Still more rewarding performance is at your disposal with the naturally aspirated 4.0 litre V8, whilst the supercharged engine's effortless power could change your view of what driving can really be.



Walk down Jaguar's assembly lines, and you'll be struck by their almost clinical cleanliness; the atmosphere is more like that of a laboratory than a production facility. Within this quiet, smooth-running environment, some of the most advanced technology in the industry serves a manufacturing strategy dedicated to total quality.

The strategy is applied long before a new Jaguar is allowed to go into production. Advanced computer-aided design validates the performance of components well before prototypes are built. Several hundred prototypes then cover up to 2 million miles in daunting conditions. Climate testing is carried out from the Arizona desert to the Canadian wastes, and from Japan to the Nardo test track in Italy. The cars are roasted at temperatures of over 50 degrees C,



and frozen to below 40 degrees C. Corrosion resistance is tested in 100% humidity levels.

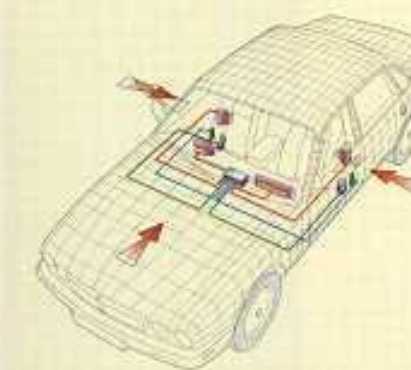
Every Jaguar is built with care for the environment. The AJ-V8 catalysts warm up to full operating temperature within just 30 seconds. Ozone-depleting CFCs form no part of the product or the manufacturing process. The base paint coat is applied using state-of-the-art water-borne paint technology, cutting solvent emissions by 85%. More than 83% by weight of each Jaguar car is currently recycled. Energy consumption during manufacture is closely monitored by computer-controlled energy management systems at all Jaguar's sites.

Jaguar's conservation policy extends a long way beyond the factory. Together with the World Wildlife Fund, Jaguar helped to set up the first jaguar sanctuary in Belize, South America; helping to safeguard the survival of the endangered big cats which are its namesake.

Advanced levels of safety have always been a Jaguar hallmark. For four years in succession, the Jaguar saloons have been assessed as the 'Safest Car on the Road' by the Department of Transport, based on police accident statistics.



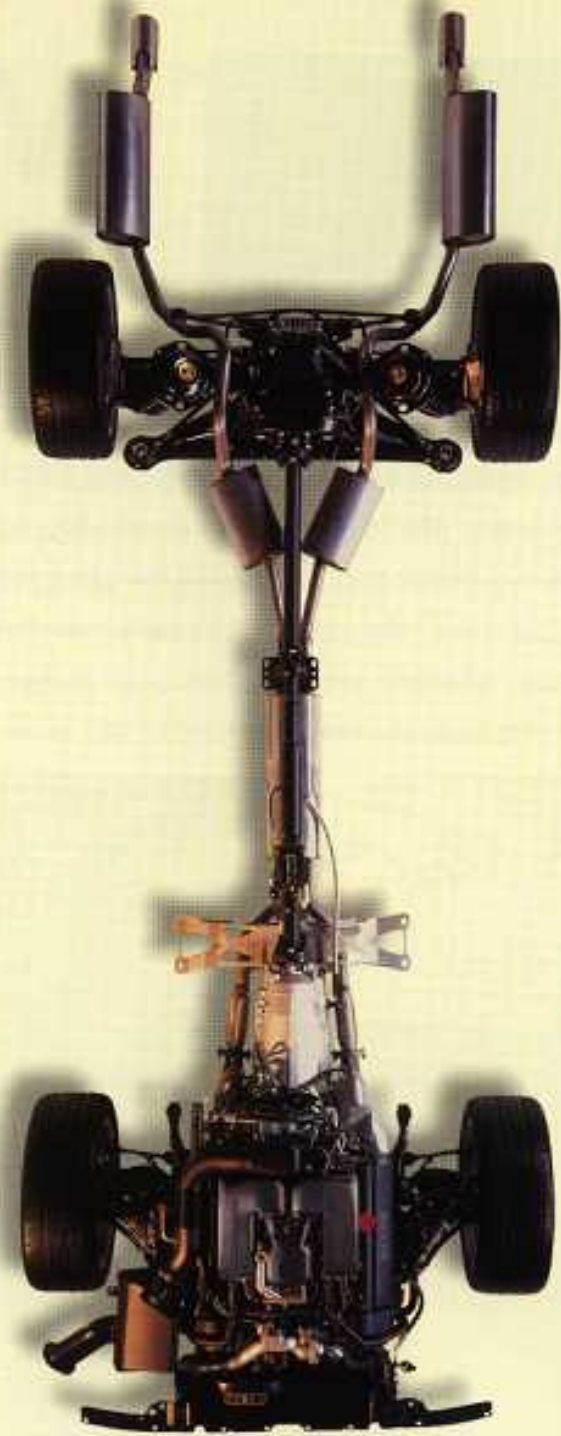
All Jaguars have driver and front passenger airbags. These work in conjunction with front seatbelt pre-tensioners which are 'fired' as the airbags deploy, to tighten the seatbelts and provide further occupant protection. The latest saloon range also has side airbags, hidden away in the outer sides of the front seats; here they remain in the correct position relative to the occupant, regardless of the seat adjustment. Advanced micro-processor control guards against inadvertent deployment, and reacts with split-second precision to provide vital protection.



Impact sensors for deployment of front and side airbags and seatbelt pre-tensioners.

DESIGNED WITH YOUR FUTURE IN MIND

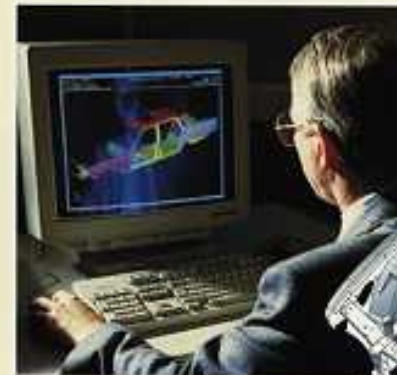




Beneath the smooth, graceful curves of a Jaguar is the strength to protect, and the durability to stand the test of time. The body structure exceeds all crash legislation worldwide, and has been rigorously validated in a vast range of barrier and car to car crash tests.

The extensive use of high strength steels, combined with zinc-coated steels for the majority of body panels, ensures longevity and integrity. High strength steel beams within the doors provide additional protection; in an impact, the doors are automatically unlocked, and fuelling and ignition shut down. The fuel tank is located above the rear axle to distance it from impacts, and is separated from the safety cell by a steel bulkhead.

Specially designed, box-shaped longitudinal members act as crush tubes, deforming progressively to absorb impact forces and protect the passenger compartment. So whilst you will naturally aim to drive with care, you and your passengers can travel in the knowledge that you are surrounded by a body structure that provides exceptional protection when danger threatens.



AGILE, RESPONSIVE AND SMOOTH

The dynamic qualities of a Jaguar are among its finest assets. The low, sporting stance promises a cat-like grip and balance, and the promise is kept. But taut handling is never achieved at the expense of ride comfort. With the new V8 saloons, the chassis has been further developed to give still better refinement and precision. Suspension systems are individually tuned for a sports or touring emphasis.

Classic design principles are combined with industry-leading technology. Advanced variable ratio power steering gives effortless manoeuvrability and a positive, well-weighted feel at speed. Jaguar's adaptive damping system, incorporated in the Computer Active Technology Suspension (CATS) system, uses micro-processor control combined with sensors front and rear to optimise both ride and handling.

Dynamics are further enhanced by electronic stability control, on all models, which reduces engine power to maintain grip; and electronic traction control, which uses the anti-lock brake system to restore grip when necessary.

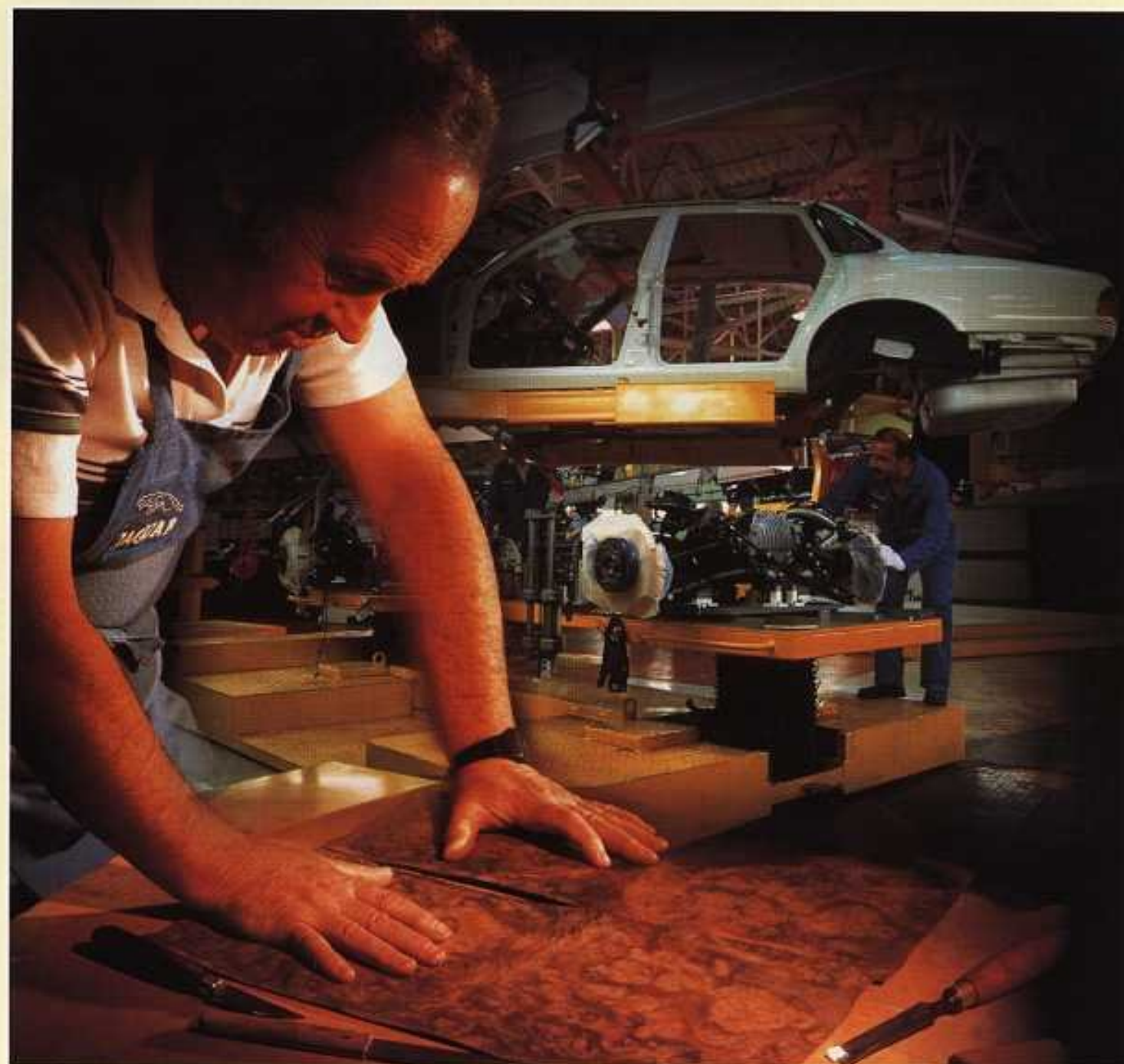


The Jaguar XK8 features an all-aluminium front cross beam engineered to couple great strength with light weight; computer-designed, and tested to aircraft specification standards.

In the design of the rear suspension of today's Jaguars lies the secret of the extraordinarily smooth ride. Each of the rear wheels is allowed to move backward slightly when it hits a bump, absorbing the force of the shock rather than transmitting it into the passenger cabin. So whilst you'll enjoy the agility in tight corners, you'll always travel in serene comfort.



 JAGUAR



ROBUST SECURITY: BUILT-IN CONVENIENCE

Sir William Lyons once said of the enduring appeal of his beloved Jaguars: "The product itself has always been designed to give its owner pleasure; I heard a story of one owner who found that the most peaceful way of gathering his thoughts and taking important decisions was to go out and sit in the cockpit of his Jaguar - without even having to drive it! That was one of the nicest compliments."

You too may not wish to turn the key in the ignition straight away. Instead, you may prefer to savour your environment. The craftsman's touch is everywhere you look. The pattern of the rich wood veneers is skilfully matched, so that each side is a mirror image of the other. The exquisite interior cocoons you in luxury.

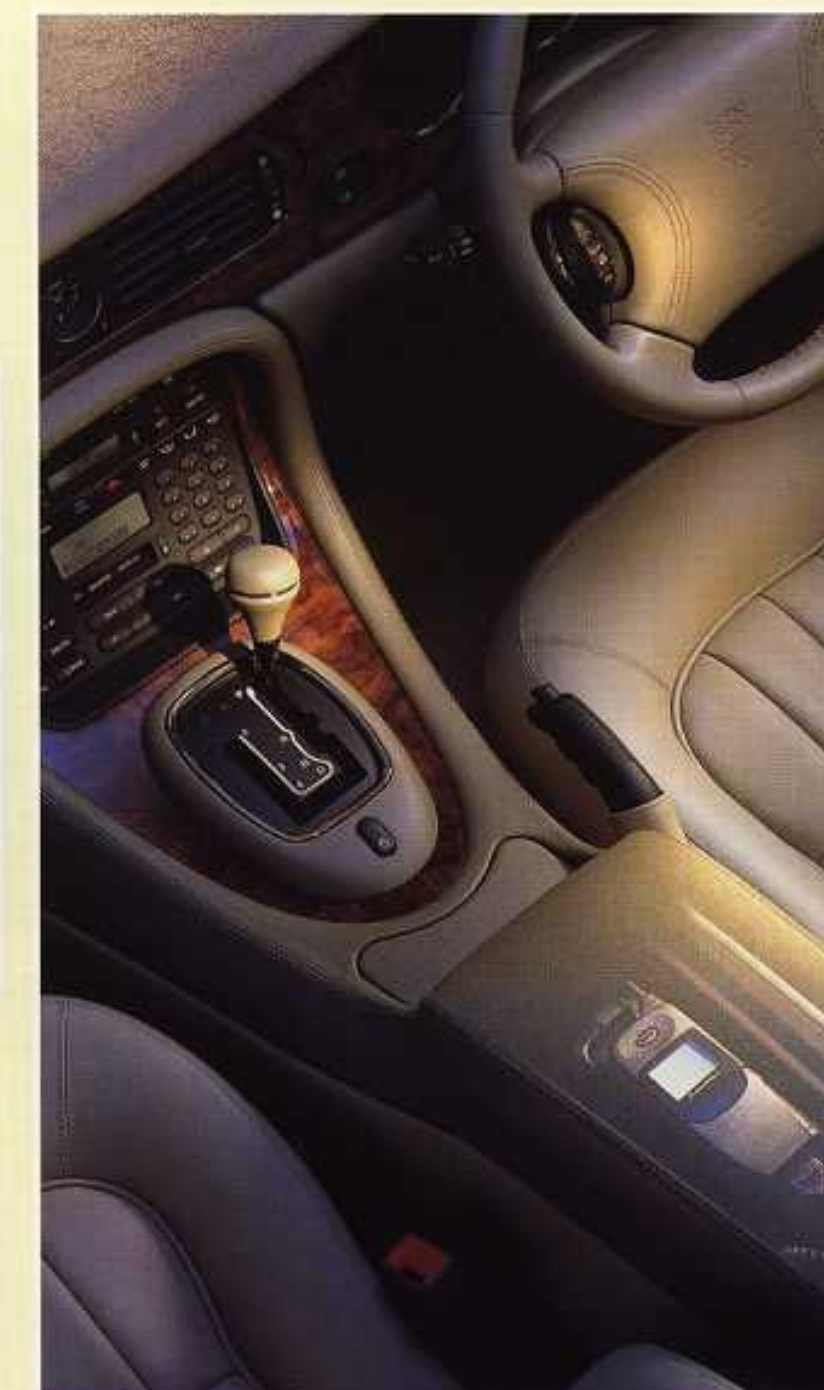
You'll appreciate the logical design of the instrument gauges, individually set in the veneered fascia. The way that controls seem to come to hand like second nature. And then, you may well turn the ignition key.

To protect a precious investment, Jaguars are designed to defeat the most professional thief. The security system includes dead-locking, together with perimeter sensing and - on the XJ saloons - ultrasonic intrusion sensing. Tilt sensing can be added by your Jaguar dealer, to protect against theft by towing away. The engine is automatically immobilised shortly after the ignition key is removed; the key itself is electronically tagged with one of over four billion codes.

The remote handset is convenient to use, and includes buttons for boot opening and headlamps - switching on the headlamps for 25 seconds as a personal security measure. The handset is protected by a rolling code which changes at random each time it is used.

Thoughtful design provides the sophisticated communications ability required by the luxury car owner. A new, manufacturer-fitted mobile phone is available as an option on all Jaguars. The phone can be conveniently operated via the combined radio/cassette and telephone keypad, and steering wheel mounted controls; the handset is stowed out of sight beneath the centre cubby box lid.

The system allows telephone numbers to be stored and accessed using the Memory Recall button, and volume to be controlled via the steering wheel switches. This ingenious design allows safe, hands-free operation, and keeps the handset out of sight when it is not being used as a portable phone.





XJ Sport 3.2 - Carnival with Dimple alloy wheels



XJ Sport 3.2 optional leather interior - Nimbus/Warm Charcoal with Birdseye Maple veneer

Dynamic style; a fluid form that seems to move even when it is motionless. The XJ Sport captures all the qualities which inspire such passion in Jaguar drivers.

The purposeful looks are emphasised by features such as the colour keyed grille surround and boot plinth, twin coachlines and distinctive 8" x 16" sports alloy wheels.

The stunning new interior design, with its intimate cockpit feel and curving forms, further expresses the XJ Sport's character. The Warm Charcoal colour theme is

XJ SPORT 3.2: DISCOVER THE MAGIC



XJ Sport 3.2 cloth interior - Nimbus/Warm Charcoal with Birdseye Maple veneer



complemented by the dark grey Birdseye Maple veneer sweeping across the fascia. Sports front seats, upholstered in a combination of cloth and leather, and with electric seat height adjustment for the driver, provide firm support on tight corners.

Equipment levels are high. The electronically controlled air-conditioning system maintains your desired cabin temperature with the utmost

precision. The touch of a switch controls the windows and heated door mirrors. Your favourite music is faithfully reproduced by the fine in-car entertainment system.

At your command is the smooth power of the advanced 3.2 litre AJ-V8 engine; responding with effortless ease, cruising with unruffled refinement. The power is flawlessly delivered through the five-speed electronic automatic transmission, which offers a choice of Sport or Normal driving styles to suit your mood and the road conditions. With standard stability control, and a chassis tuned to deliver taut, responsive roadholding and well-weighted steering, you can enjoy the performance to the full.



Travel with peace of mind. Side airbags, front airbags and seat-belt pre-tensioners provide hidden protection. You're surrounded by a body structure of immense strength and integrity; with the added reassurance of a chassis renowned for its sure-footed agility. Power is instantly available should you suddenly need to avoid a hazard; and always unobtrusive, even at high speed. Drive; and discover the seductive magic of Jaguar.

XJ Sport 3.2

Acceleration - 0-60 mph (0-100 km/h) (s)	8.1 (8.5)
Top speed - mph (km/h)	140 (225)
Max power DIN BHP (kW) @ rev/min	240 (179) @ 6350
Max torque DIN lb ft (Nm) @ rev/min	233 (316) @ 4350





XJ8 3.2 facia - Cashmere/Sable with Figured Walnut veneer.



With the Jaguar XJ8 3.2, the emphasis is on traditional Jaguar style, luxury and touring comfort; surrounded by the many refinements, you'll find the longest journey passes like a dream.

The gleaming chromework proclaims the pedigree. Slip into the driving seat, and enjoy a modern expression of Jaguar elegance. The seats are trimmed in fine leather, with a 5 fluted design evoking Jaguar's pedigree of craftsmanship. Richly hued walnut veneer enhances the luxury feel of the cabin. The interior trim is harmoniously colour co-ordinated, and a choice of four colour schemes gives ample scope for personal preference.

To allow you to select the optimum driving position, the leather-trimmed steering wheel is adjustable for reach and tilt, and the driver's seat is adjustable for height. To further tailor your Jaguar to your individual taste, options include a CD player, or the premium Harman Kardon in-car audio system; a rear sunblind, and carpet mats. The emphasis is on assured comfort; reflected in the Touring suspension tune, as well as in the host of luxuries.

XJ8 3.2: TRAVEL IN ELEGANT SURROUNDINGS



XJ8 3.2 - Meteorite with 20 spoke alloy wheels



XJ8 3.2 interior - Cashmere/Sable with Figured Walnut veneer

Advanced electronics design allows all the control modules for the powertrain and chassis to communicate with each other so that performance, efficiency and safety are optimised at all times. During even the briefest of journeys, thousands of decisions may be taken electronically, each one in less than the blink of eye; so you can simply relax and enjoy the Jaguar driving experience. In the Jaguar XJ8 3.2, you'll always look forward to the journey.

XJ8 3.2

Acceleration - 0-60 mph (0-100 km/h) (s)	8.1 (8.5)
Top speed - mph (km/h)	140 (225)
Max power DIN BHP (kW) @ rev/min	240 (179) @ 6350
Max torque DIN lb ft (Nm) @ rev/min	233 (316) @ 4350





XJ8 4.0 - Sapphire with Celtic alloy wheels

XJ8 4.0

Acceleration - 0-60 mph (0-100 km/h) (s)	6.9 (7.3)
Top speed - mph (km/h)	150 (240)
Max power DIN BHP (kW) @ rev/min	290 (216) @ 6100
Max torque DIN lb ft (Nm) @ rev/min	290 (393) @ 4250



XJ8 4.0: DRIVING PASSION

The character of the Jaguar XJ8 4.0 is strongly defined as a sporting high performance saloon which is also distinctive and luxurious.

From the outside, the wide diameter 8" x 17" 'Celtic' sports alloy wheels hint at the performance potential. The suspension is tuned with a bias towards taut, responsive handling, giving a very direct feel for the road. To optimise roadholding under all conditions, electronic traction control is standard; particularly useful when accelerating away on a slippery surface, or during hill climbing. For additional convenience, the front seats and head rests of the Jaguar XJ8 4.0 are fully electrically adjustable.

Jaguar's first ever V8 responds with extraordinary energy to a mere touch of the throttle pedal at virtually any engine speed with its advanced Variable Cam Phasing system. The system optimises engine power by advancing or retarding the opening and closing of the inlet valves, providing a minimum of 80% peak torque across the main usable rev range (1400 to 6400 rpm). If you prefer a relaxed style of driving, smooth power will waft you on your way. If you want sporting high performance, seemingly endless reserves are at your disposal. Yet the running costs of the latest Jaguar saloons are among the lowest in their class; exhilaration doesn't have to cost the earth.



XJ8 4.0 interior - Cashmere/Sable with Figured Walnut veneer



XJ8 4.0 fascia - Cashmere/Sable with Figured Walnut veneer





Sovereign Long wheelbase - Spruce with Starburst wheels



Sovereign Long wheelbase interior - Catkins/Pine with Burr Walnut veneer

The Sovereign is quintessentially Jaguar, expressing to the full the grace and luxury of the marque. It is a motor car which inspires pleasure from the first glance, as your eyes linger appreciatively on the gleaming chromework and distinctive 'Starburst' alloy wheels.

Inside, discover Jaguar's mastery of the art of traditional luxury, given a new expression in the modern, rounded forms of the latest saloon interiors. Styled in the Classic theme, with a choice

of six colour ranges, the interior exudes calm, assured refinement. Attention to detail shows everywhere; from the hand-crafted burr walnut surround of the door switchpacks, to the cut pile carpet mats.

Thoughtful design makes life with the Jaguar Sovereign a pleasant, relaxed affair. The longer wheelbase enhances rear seat comfort. As the driver enters or leaves the car, the steering column automatically tilts away and the driver's seat moves back, to allow ease of entry and exit.

If another driver has been using your Jaguar, the driver's seat, steering column and door mirrors are automatically restored to your preferred position after using the remote handset to unlock the car. Two memory positions are available, each programmed to one of the two remote handsets provided. Both front seats are fully electrically adjustable, including the headrest height. The front passenger seat can also be conveniently adjusted from the rear to give increased legroom.

Driving is effortless, with the refined power of the high performance 4.0 litre AJ-V8 engine and sophisticated five-speed electronic automatic transmission. Cruise control adds a further touch of convenience, and is easy to use with steering wheel mounted switches. So that high power can be combined with optimum grip, traction control is standard. At the wheel, you'll always feel relaxed, confident and fully in control.

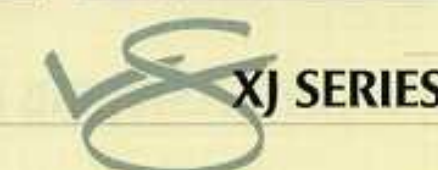


Sovereign Long wheelbase facia - Catkins/Pine with Burr Walnut veneer

Sovereign 4.0 Long wheelbase	
Acceleration - 0-60 mph (0-100 km/h) (s)	6.9 (7.3)
Top speed - mph (km/h)	150 (240)
Max power DIN BHP (kW) @ rev/min	290 (216) @ 6100
Max torque DIN lb ft (Nm) @ rev/min	290 (393) @ 4250



SOVEREIGN: MAJESTIC PRESENCE





Jaguar was the first motor manufacturer of the modern era to introduce a supercharged engine in a luxury saloon. The concept is still unique - and, with the new XJR, still more phenomenal. Jaguar's fastest production saloon can accelerate from 0 - 60 mph in a mere 5.3 seconds; faster than many exotic sports cars.

The supercharged AJ-V8 engine develops awesome power of 276 kW (370 bhp), with the huge torque output of 525 Nm (387 lbs ft) fully available from 3600 rpm. Delivered through a state-of-the-art five-speed electronic automatic transmission unique to the supercharged engine, the response is instantaneous - and matched only by the refinement.

The chassis of the XJR has been honed to give taut cornering performance and exceptional high speed stability, whilst the steering has been weighted for a very precise, direct feel. Jaguar's Computer Active Technology Suspension (CATS) system, incorporating adaptive damping, produces a unique combination of sports car handling and supple ride. Wide diameter, uniquely styled 18" alloy wheels grip fiercely in the tightest corners.



XJR - Anthracite with Presto alloy wheels



XJR: UNLEASH THE JAGUAR



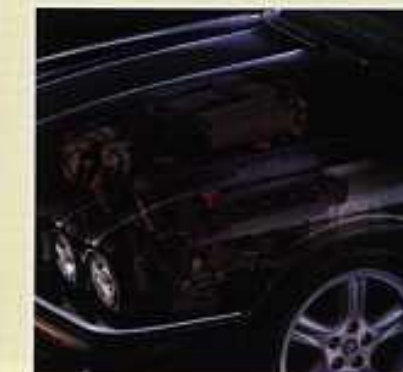
XJR interior - Ivory/Warm Charcoal with Birdseye Maple veneer

XJR	
Acceleration - 0-60 mph (0-100 km/h) (s)	5.3 (5.6)
Top speed -mph (km/h)	155 (250) Limited
Max power DIN BHP (kW) @ rev/min	370 (276) @ 6150
Max torque DIN lb ft (Nm) @ rev/min	387 (525) @ 3600

The interior of the XJR expresses Jaguar's racing heritage with style and distinction. The Classic styling theme is enhanced by contrasting an elegant Warm Charcoal upper trim and grey Birdseye Maple veneer with a choice of four lower interior colours. The electrically adjustable sports seats are trimmed with embossed leather. The wood and leather steering wheel and wooden gearknob add the finishing touches. Drive, and enjoy, the power and the passion of the Jaguar XJR.



XJR fascia - Ivory/Warm Charcoal with Birdseye Maple veneer



V8 XJ SERIES



The Daimler marque has a proud lineage of exclusive, luxurious and powerful motor cars. The latest V8 Daimlers are a vibrant new expression of this tradition; beautifully crafted, and with inspiring performance that would tempt any owner to dismiss the chauffeur.

The traditional fluted grille proclaims the pedigree of the Daimler V8; further distinctive touches are the unique 'Crown' alloy wheels, and additional chromework.

Inside, you'll appreciate the beautifully trimmed seats, with their unique 4 flute design, and contrasting piping. Inlaid burr walnut veneer graces the interior. If you prefer to relax in the rear, the longer wheelbase provides over 12 cms extension, and the additional space is immediately evident. The rear doors are also larger, for easy access. For refreshments en route, veneered picnic trays fold down from the front seat backs. A rear sunblind enhances comfort and privacy.



Daimler V8 interior - Cashmere/Sable with Burr Walnut veneer

Take the driver's seat, and experience effortless control, allowing you to enjoy the 4.0 litre V8 to the full. The electrically powered front seats with memory include seat heaters for cold weather comfort. The in-car entertainment system features a CD player for hours of non-stop listening pleasure. Enjoy travel in a different world.

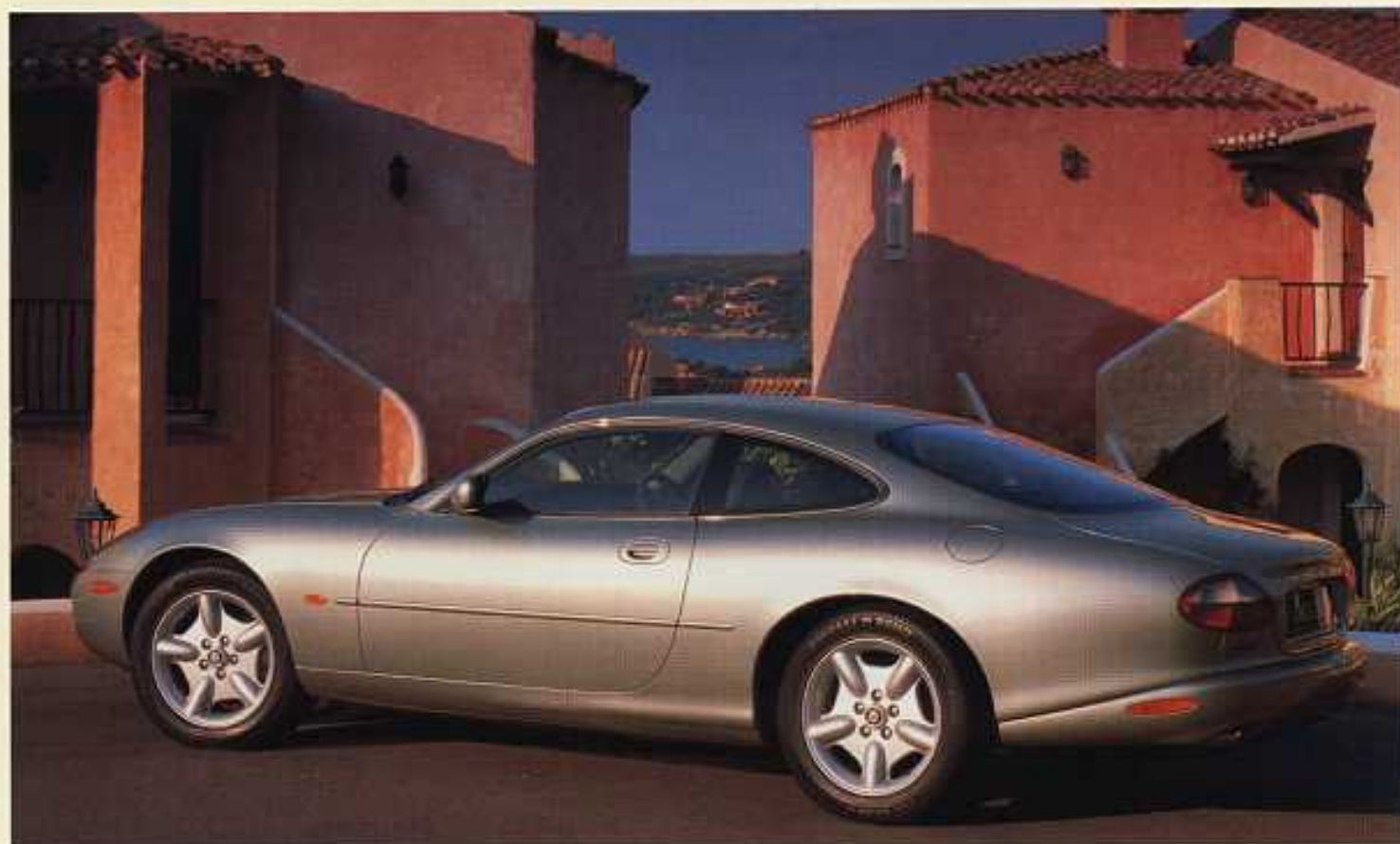
DAIMLER V8: A WORLD APART



Daimler V8 - Titanium with Crown alloy wheels

Daimler V8	
Acceleration - 0-60 mph (0-100 km/h) (s)	6.9 (7.3)
Top speed -mph (km/h)	150 (240)
Max power DIN BHP (kW) @ rev/min	290 (216) @ 6100
Max torque DIN lb ft (Nm) @ rev/min	290 (393) @ 4250





XK8 Coupé - Meteorite with 17" cast alloy wheels



XK8 Coupé Sport interior - Ivory/Warm Charcoal with Birds Eye Maple veneer



XK8 Coupé Classic interior - Ivory/Sable with Burr Walnut veneer

XK8 COUPÉ: POWER, EXCITEMENT, PASSION

Thirty five years after Sir William Lyons unveiled the epoch-making Jaguar E-Type at Geneva, Jaguar Cars chose the same venue to reveal the XK8 to the world. The purposeful, flowing lines evoke the great Jaguar sports car legends of the past; blending grace and power in a form which is immediately recognisable as a Jaguar - but a Jaguar for the year 2000 and beyond.

The XK8 incorporates some of the most advanced technology in the industry. Jaguar's 4.0 litre AJ-V8 engine delivers huge reserves of power with impeccable refinement. The all-new chassis responds with precision and control, producing a class-leading combination of taut, confidence-inspiring handling and supple ride.

Jaguar's Computer Active Technology Suspension (CATS) system, incorporating adaptive damping, is now available as an option on both Coupé and Convertible, to further enhance the individual ride/handling chassis tunes on each model.

Variable ratio power steering provides the qualities so vital to a high performance sports car; at speed, the stability and direct feel create a close, enjoyable dialogue between driver and car,



Daimler Super V8 facia - Ivory/Sable with Burr Walnut veneer



Daimler Super V8 interior - Ivory/Sable with Burr Walnut veneer

Slip into the driving seat, and you will have still more cause for pleasant anticipation. Smooth, effortless power awaits you. The Super V8's chassis is designed with the bias to a comfortable ride; so whilst you can fully exploit the performance, you'll cruise in unruffled comfort. Jaguar's Computer Active Technology Suspension (CATS) system, incorporating adaptive damping, further improves high speed response and control.

From the outside, the exclusive character of the Daimler Super V8 is expressed in the unique 17" Solar alloy wheel style and the subtle chrome insert to the side moulding. More is not needed for a motor car which is without peer in its compelling blend of power, luxury and pedigree.



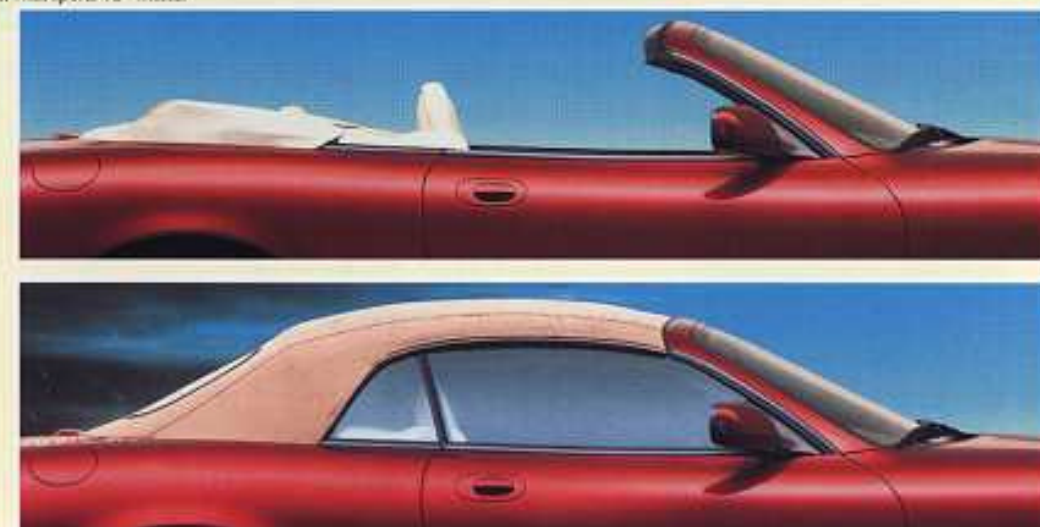
In the XK8 Convertible you can enjoy all the refinement and seclusion of the Coupé and, when your mood and the weather prove irresistible, drive with just the sky above you. The Convertible is far more than a breath of fresh air, it is the taste of pure freedom.

The hood is a masterpiece of design; wind and weather proof, and giving a low stack height when folded, to optimise rear vision and style. At the touch of a switch, the front latches automatically disengage and the hood lowers and tucks away in under 20 seconds. Raising it is equally easy, with the power latching system pushing the latches gently but firmly back into place. As an added bonus, you can operate the hood at up to 10 mph if rain suddenly threatens to stop play.

As with the Coupé, a choice of Sport or Classic interiors is available to suit your personality and taste. Controls and switchgear come easily and naturally to hand. Driving the XK8 is effortless and



XK8 Convertible - Carnival with sports 18" wheels



instinctive. And, with optional Computer Active Technology Suspension (CATS), more exhilarating than ever.

Expect high levels of appointment and you will not be disappointed. The electronically controlled air-conditioning system automatically maintains your desired cabin temperature with precision. The front seats are electrically adjustable. A fine in-car audio system, custom-designed for the XK8 interior acoustics, gives outstanding sound quality.

Equally satisfying is the depth of engineering. For example, to give ease of entry and exit whilst ensuring a wind proof seal between windows and hood, the door glass lowers slightly when an interior or exterior door handle is operated, and pushes back up into the hood again when the door is closed. The anti-theft system incorporates a glass break sensor which has been tuned to listen specifically for the sound of Jaguar glass, to avoid inadvertent triggering of the alarm.

So much attention to detail; purely so that you can enjoy the freedom of the Jaguar XK8 Convertible without a care in the world.



XK8 Convertible classic interior - Teal/Dark Teal with Burr Walnut veneer

XK8 Convertible	
Acceleration - 0-60 mph (0-100 km/h) (s)	6.7 (7.0)
Top speed - mph (km/h)	155 (250) Limited
Max power DIN BHP (kW) @ rev/min	290 (216) @ 6100
Max torque DIN lb ft (Nm) @ rev/min	290 (393) @ 4250

XK8 CONVERTIBLE: THE TASTE OF PURE FREEDOM



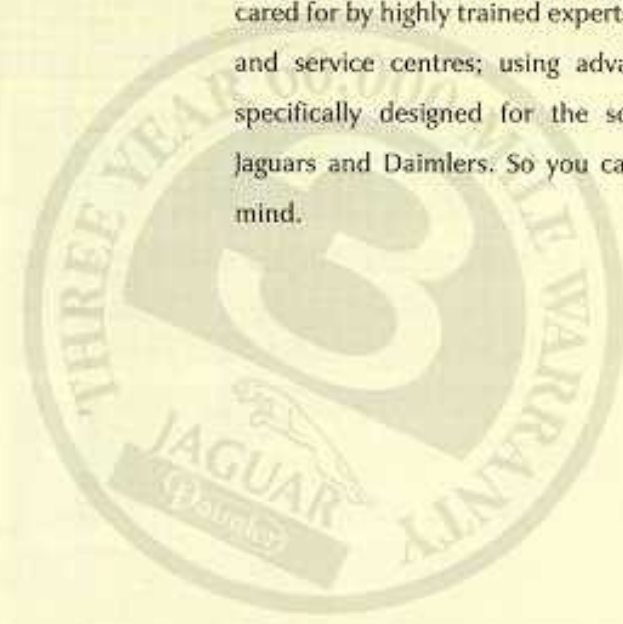


DRIVE ON, WITH PEACE OF MIND

Owning a Jaguar or Daimler is as relaxing and enjoyable as driving one. Jaguar Total Care is dedicated, quite simply, to providing you with the best after-sales service in the world.

You'll have the reassurance of Jaguar's free 3 Year/60,000 mile warranty; very few other luxury car manufacturers can offer so much. Every Jaguar and Daimler is covered by a six year corrosion warranty and 3 year paint/surface defect warranty. You'll have the support of RAC Incident Management, providing 24 hour rescue, replacement executive car and hotel accommodation in the UK. And Mondial Assistance to allow you to travel similarly well covered in continental Europe.

Service intervals are a long 10,000 miles. Your car will be cared for by highly trained experts in Jaguar's wide network of dealers and service centres; using advanced, computer-based technology specifically designed for the sophisticated electronics of today's Jaguars and Daimlers. So you can always drive with total peace of mind.



An extra dimension to style and luxury can be found in the extensive Jaguar Accessory and Collection range, many of which are discreetly imaged as an endorsement of quality.

Recently introduced is the advanced satellite Navigation System which effortlessly guides you to your destination whilst in-car comfort can be enhanced with lambswool rugs, rear window sunblinds and a cupholder.

More practical items include splash guards and headlamp covers as well as boot liners and rubber mats. Security can also be enhanced with Tracker and Alpha-Dots, helping to protect your investment even further.

Bike/ski holders which can be incorporated into a versatile roof rack system, child seats and tow bars all form part of this comprehensive range, fully approved by Jaguar Engineering and thoughtfully created to meet the individual requirements of the Jaguar driver.

Jaguar lifestyle is also captured in the XJ8 Collection, a high quality selection of personal accessories which includes polo shirts, ties, watches, leather goods and luggage. Each item has been chosen with great care for your home, business or pleasure and is embellished with the XJ8 logo.

