



I N T R O D U C I N G

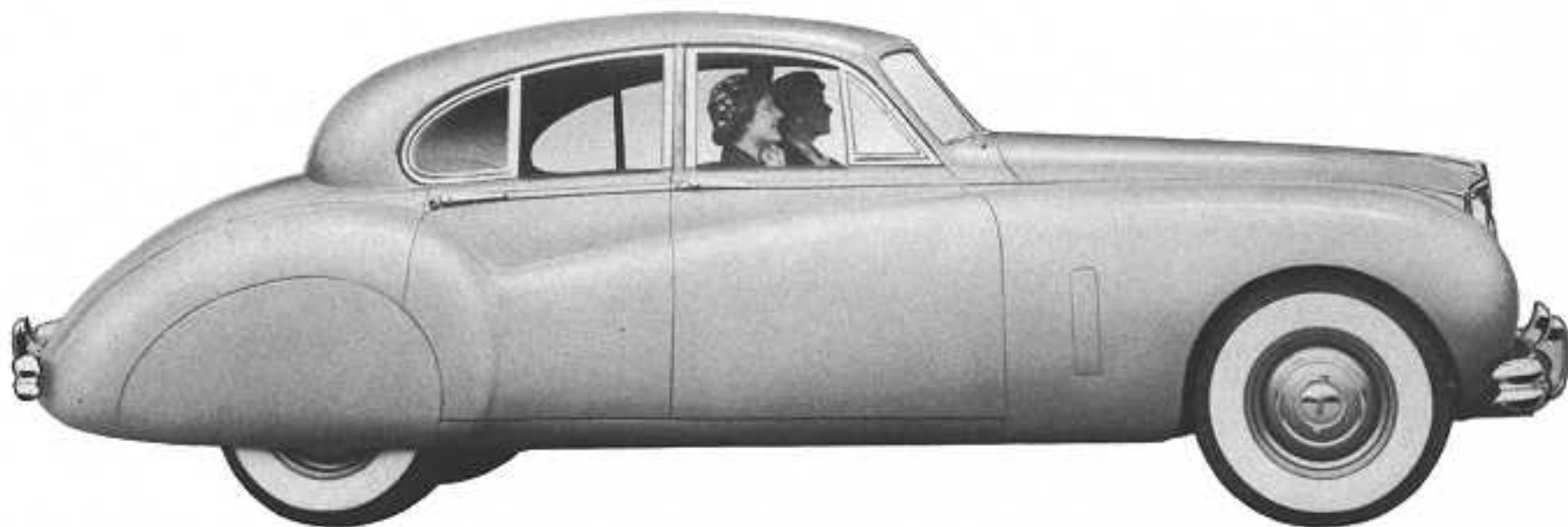
*The Distinguished British*

JAGUARS

T H E

*Regal*

M A R K V I I S A L O O N



Distinguished by classic modern styling with a continental flair, the Jaguar Mark VII Saloon has these outstanding features: appointments are handcrafted; garnishments are in walnut; upholstery is finest Vaumol leather; a wide variety of distinctive colors are avail-

able in hand-rubbed finishes; "sunshine" roof provides convertible privileges; steering is easy and direct; steering wheel has "in-and-out" adjustment for driver comfort; front seats are adjustable for height; more usable luggage space than any car on the market.

T H E F I N E S T C A R

T H E *Sensational* X K - 1 2 0



Here is the racing car with touring car comfort. Holder of the world's production car speed record of 132.6 miles per hour, the XK holds top honors in international

endurance trials. The XK-120 is accepted as the outstanding sports car of the whole world.

R S O F T H E I R C L A S S

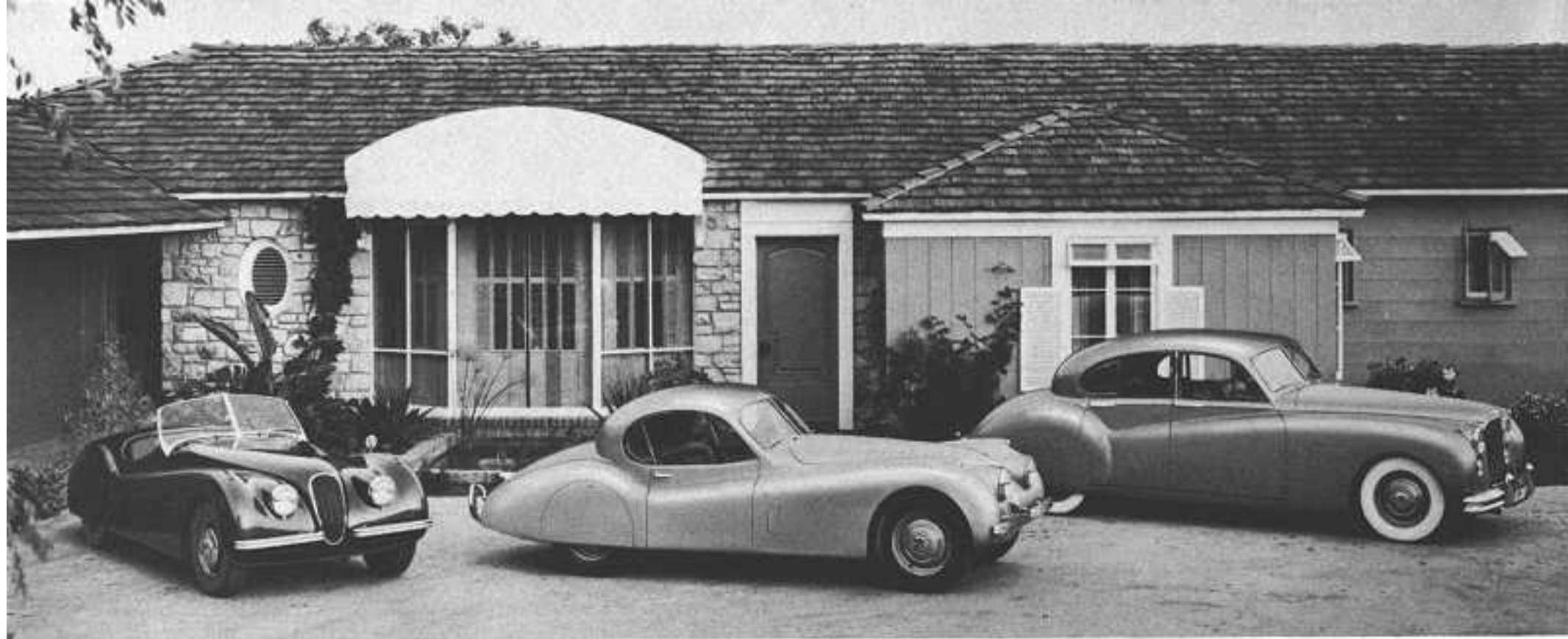
THE *Exciting New* XK-120 SPORTS COUPE



For those who until now have taken their sports motoring in open cars, the Jaguar XK-120 Sports Coupe meets the demand for the same thrilling performance as the XK-120 sports roadster, yet provides the enclosed comfort of the luxurious Mark VII Sedan. Like the Mark VII

Sedan and the XK-120, the Coupe has unbelievable roadability, thanks to Jaguar's unique suspension, including use of torsion bars. Steering is easy and direct, eliminates the ordinary "wind-up." The Coupe comes fully equipped, including built-in heater and defroster.

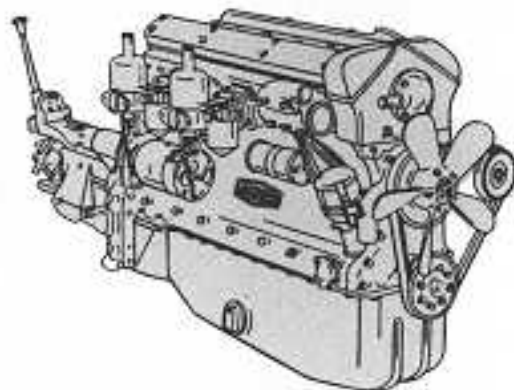
I N T H E W O R L D



**THE** *Aristocrats* **OF MOTORDOM** — No line of cars in the world today is more distinguished for design, engineering, and craftsmanship than the internationally preferred Jaguar.

*The finest automotive power plant in the world . . .*

This twin overhead camshaft, 6-cylinder engine develops an amazing 160-horsepower at 5200 rpm's. It powers all three Jaguars; sped the XK-120 to the world's production car record of 132.6 miles per hour; won the 1951 Le Mans race, the toughest *endurance* test in the world, averaging 93.5 miles per hour for 24 hours.







*You are Cordially Invited*  
*to come see this illustrious*  
*Jaguar Family*

**BRITISH MOTOR SALES**

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