



Jaguar production cars are engineered from experience gained in international racing competition. Recent important racing successes include the following:

Le Mans (France) 24 Hours
Rheims (France) 12 Hours
Watkins Glen (USA)
Bakersfield (USA)
Thompson National (USA)
Cumberland, Md. (USA)
Monte Carlo Rally (Monaco)

Printed in U.S.A.
ROUPE PRESS



just for the fun of it!

J A G U A R



**there's more fun in your life,
when you drive a Jaguar!**

With its famed XK engine, now even more powerful . . . precision race car steering . . . oversize racing brakes and unmatched acceleration and maneuverability, Jaguar adds spice to your life, fun to your driving!

Then, too, you'll enjoy Jaguar's classic, sculptured beauty that excites envy wherever you drive. The quiet good looks and distinctively *different* lines that make your Jaguar stand out . . . *from any other car on the road!*

All this, plus coachwork found only in the finest imported motorcars . . . Supple leather, hand-rubbed walnut trim, rich, muted colors.

No other cars at any price offer you such luxury, comfort, distinction . . . and *fun!*

the XK-140 super sports roadster

spice for life

World's fastest... and safest production car!
Born of consistent victories in major races and rallies the world over. Enlarged cockpit for greater comfort. Complete, all weather top folds smartly out of view.



the XK-150 hardtop coupe

In a hardtop model long favored by executives and professional men, the new XK-150 offers fine new styling touches, greater power, 4-wheel disc brakes, more comfort and capacity than ever before. Its great 210 H.P. "XK" engine delivers unmatched driving performance, its luxurious appointments set a mood unmistakably Jaguar.

Also available as Convertible



*available with
automatic transmission!*

the Jaguar overseas delivery thrift plan

If you intend visiting Europe, you can now purchase your Jaguar here at the low, tax-free price with provision made for delivery to you overseas . . . registered, and ready to drive.

When your touring holiday is over, Jaguar, or the steam ship company of your choice, will arrange to ship your Jaguar home to give

you years of driving pleasure.

Total cost? Actually *less* than if you purchased your Jaguar here. In fact, purchase of some Jaguar models may save you enough to pay for a goodly portion of your trip!

For further details, contact your local Jaguar dealer.

the Mark VIII sedan

The ultimate in 4-door, 6-passenger sedan elegance and luxury, with traditional Jaguar performance. Available in duo-tone color combinations in the manner of fine British custom coachwork. Lavishly appointed with luxury fittings including polished walnut folding tables, deep pile rugs, boudoir clock.



*Automatic transmission
standard equipment.*

the Three-Point-Four sedan

now . . . drive for fun again

4-door, 5-passenger sedan, powered by the great Jaguar "XK" engine. The Three-Point-Four is one of the highest-rated performance sedans ever built, yet offers family car comfort and economy. Walnut interior trim, glove leather upholstery, capacious luggage space.



*Available with
automatic transmission*

the Two-Point-Four

4-door, 5 passenger sedan, powered by a 2.4 litre version of the great Jaguar "XK" engine. Typically Jaguar in performance, and offering 25-miles-per-gallon fuel economy at normal cruising speed. Walnut interior trim, glove leather upholstery, capacious luggage space.



the XK-SS two-seater super-sport

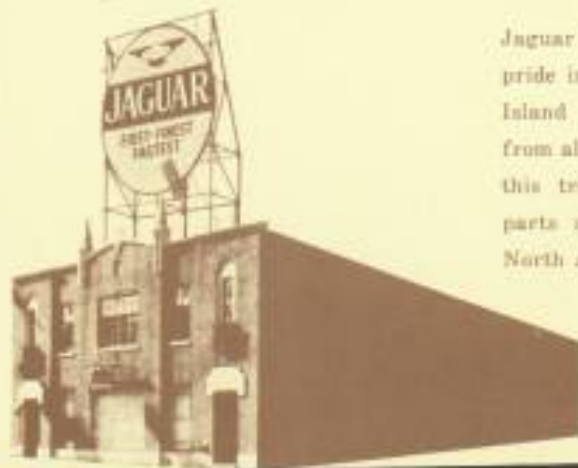
Available in limited quantities



Here, for the experienced sports car driver, is the translation of Jaguar experience in recent competition models into the broader category of the dual-purpose sports-racing machine. A high performance sports-touring car in the tradition of the great continental marques, the XK-SS embodies the race-proved qualities of performance, roadability, reliability and safety that Jaguar believes are as desirable on the highway as they are necessary on the track.

262 H.P. "XK" engine, 3 Weber dual carburetors, four-wheel Dunlop disc brakes, all-weather top, chrome luggage rack, full touring equipment.

parts for your JAGUAR



Jaguar Cars North American Corporation takes pride in its vast parts depot, located in Long Island City, New York. Only minutes away from all the major air terminals of New York, this tremendous storehouse assures 24-hour parts service to any Jaguar dealer on the North American Continent.

