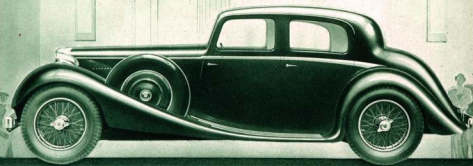


*The
brilliant new*



JAGUAR
and other SS models





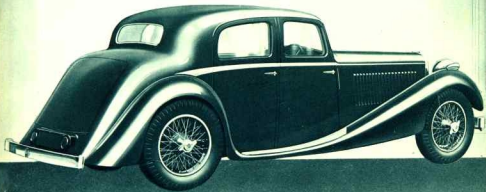
2 $\frac{1}{2}$ Litre Jaguar 4-Door Saloon

The luxurious comfort and superb dignity of this SS are only matched by a performance on the open road that will bring a new and delightful experience to even the most fastidious driver. The specially designed O.H.V. engine delivers its power with incredible silence and with a smoothness rarely experienced in high performance cars. So flexible is the engine that speeds from little more than walking pace up to 90 m.p.h. can be accomplished on top gear. Here is performance both brilliant and refined in a car that has been built for the true connoisseur.

DETAILS IN BRIEF

2 $\frac{1}{2}$ -Litre six-cylinder O.H.V. engine, 1663 c.c., 20 h.p. £15 tax. Twin carburettors. 15" x 14" Girling brakes. Burnan Douglas steering gear with Blumel Douglas steering wheel adjustable for height and rake. Special double-action Luvax hydraulic shock absorbers. Four-speed improved synchro-mesh gear box—"finger tip" control. Four-door coachbuilt body in wide range of attractive colour schemes. A 2-Litre model (£12 tax) is also available.

PRICE, £385, ex works.





1½ Litre Jaguar 4-Door Saloon

This model, a smaller edition of the 2½-litre Saloon, is so perfectly proportioned as to retain all the beauty of line and the fine dignity that characterises the larger car.

The luxurious comfort that is associated with all SS models is a feature of the spacious and beautifully appointed interior. With its "big car performance" and its many "luxury car" refinements this 1½-litre SS is certain of commanding a leading place among moderately powered cars. As in the 2½-litre model, the one-piece rear back rest is furnished with a heavily-padded arm rest which folds back to accommodate a third passenger in the rear compartment.

DETAILS IN BRIEF

1½-Litre four-cylinder side valve engine, 1608.5 c.c., 12 h.p. £9 tax. Single downdraught carburettor. 12" x 14" Girling brakes. Burman Douglas steering gear with Blumel Douglas steering wheel adjustable for height and rake. Special double-action Luvax hydraulic shock absorbers. Four-speed improved synchro-mesh gear box—"finger tip" control. Four-door coachbuilt body in wide range of attractive colour schemes.

PRICE, £285, ex works.





2½ Litre Jaguar Open Tourer

Illustrated below is the open car par excellence. With its lithe grace and capacity for sustaining high speeds with effortless ease the SS Jaguar 2½-litre tourer will make instant appeal. Superb road-holding, light yet positive steering, and brakes of the highest efficiency allow full advantage to be taken of its truly magnificent performance. Extraordinarily flexible, the powerful engine will easily negotiate all ordinary traffic in top gear—with abundant power in reserve for speedy acceleration.

DETAILS IN BRIEF

2½-Litre six-cylinder O.H.V. engine, 2665.7 c.c., 20 h.p. (£15 tax). Twin carburettors. 15" x 14" Girling brakes. Burman Douglas steering gear with Bluemel Douglas steering wheel adjustable for height and rake. Special double-action Luvax hydraulic shock absorbers. Four-speed improved synchro-mesh gear box—"finger tip" control. Full all-weather equipment. Large trunk for luggage. A 2-Litre model (£12 tax) is also available.

PRICE, £375, ex works.

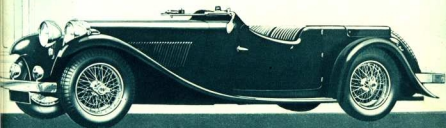
2½ - LITRE JAGUAR "100"

This model has a really astonishing performance (maximum speed approaching 100 m.p.h.). Though primarily intended for competition work, it is sufficiently tractable for use as a fast tourer without modification.

DETAILS IN BRIEF

2½-Litre six-cylinder O.H.V. engine, 2665.7 c.c., 20 h.p. (£15 tax). Twin carburettors. 15" x 14" Girling brakes. Burman Douglas steering gear with Bluemel Douglas steering wheel adjustable for height and rake. Telecontrol shock absorbers. Four-speed improved synchro-mesh gear box. 18-gallon petrol tank.

PRICE, £395, ex works.





The car of tomorrow today

The car of the future has arrived. Swift as the wind—silent as a shadow come the new **SS** Jaguars. 1½-litre and 2½-litre models that impart a new meaning to "high performance"—a deeper satisfaction to "pride of ownership." If you study the specifications of these models you will find it difficult to imagine more truly satisfying cars . . . but you must try them on the road to appreciate the really magnificent performance of which these cars are capable. The silky smoothness and uncanny silence with which the powerful 2½-litre engine does its work, the effortless speed combined with perfect Town "manners," make driving a sheer delight.

Although the **SS** has always taken high rank for its road-holding qualities, improved frame design on the 1½-litre and 2½-litre chassis has now resulted in even better road adhesion. This advancement, together with still further improved riding qualities, renders the **SS** Jaguar probably the safest, and certainly the most luxurious, fast car on the road.

For full specifications of **SS** models, send for literature to—Publicity Department,

SS CARS, LTD.
HOLBROOK LANE, COVENTRY.

London Showrooms—Henlys, Devonshire House,
Piccadilly, W.1.

/ and // models

Although these famous **SS** two-door Saloon models are basically unchanged for 1936, detail improvements have been made which result in enhanced performance and comfort. These improvements, combined with considerable reductions in prices from last year, ensure for these models even greater popularity than their distinguished predecessors.

SS1 AIRLINE SALOON.

Acclaimed as "the most beautiful interpretation of streamlining," the **SS** Airline is extremely roomy, with ample headroom and luggage accommodation. Capable of high speeds and superb in holding the road.

PRICE, £345 (16 h.p.) £350
(20 h.p.) ex works.



SS1 2-DOOR SALOON.

This beautifully proportioned sports saloon is firmly established in its leadership of contemporary sports car design. Possessing vivid acceleration, this car is handled with exhilarating ease, while the comfort afforded is of the most luxurious order.

PRICE, £320 (16 h.p.) £325
(20 h.p.) ex works.

SS11 2-DOOR SALOON.

This car has full accommodation for four adults, and the road performance is marked by the same verve that is so outstanding a feature of every **SS**. Remarkably high average speeds are attainable in perfect comfort.

PRICE, £235 (10 h.p.) £240
(12 h.p.) ex works.

