

Introducing
THE 1938
Jaguar
range



PULL

The "100" Model

The Jaguar "100" has for long been one of the fastest unsupercharged cars on the road and, in the hands of private owners, has registered numerous outstanding successes in competition work. Now, in addition to the 2½ Litre model, it is available as a 3½ Litre with a performance exceeding 100 m.p.h. in full touring trim. Noteworthy for its road-holding qualities, superb acceleration and ease of control, the Jaguar "100" makes special appeal to the motorist demanding the uttermost in performance.

2½ LITRE MODEL L395
3½ LITRE MODEL L445





Three new Jaguar chassis of outstanding merit

For 1938 SS present an entirely new range of Jaguars comprising seven new bodies and three distinct chassis types—the 3½ Litre, the 2½ Litre and the 1½ Litre. The 3½ Litre, an entirely new model, is available with either a four door saloon or drop-head coupe body and is characterised by a performance of outstanding merit, which will completely eclipse all previous achievements. With a maximum speed of 95 m.p.h. the new 3½ Litre affords seating accommodation of the most luxurious order for five persons—the smoothness and silence of its travel being literally amazing.

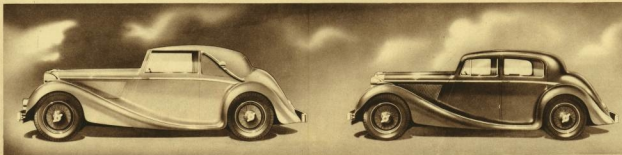
Widespread improvement in the 2½ Litre has resulted in an enhanced and even more refined performance, this model also providing spacious seating for five. The 1½ Litre is an entirely new model and is now powered by an overhead valve engine modelled closely on the highly successful 2½ Litre. As with all 1938 Jaguar chassis, a Saloon or Coupe body is available on the 1½ Litre—both affording the full five-seater accommodation which is a characteristic feature of the new range.

MODELS AND PRICES

2½ LITRE SALOON	- - -	£298
2½ LITRE DROP-HEAD COUPE	- - -	£318
2½ LITRE SALOON	- - -	£395
2½ LITRE DROP-HEAD COUPE	- - -	£415
1½ LITRE SALOON	- - -	£445
1½ LITRE DROP-HEAD COUPE	- - -	£465
"100" 1½ LITRE MODEL	- - -	£445
"100" 1½ LITRE MODEL	- - -	£395

All Jaguar models—with the exception of the "100" Open Ten-seater—are now full five-seaters with greatly increased head and leg room. The spacious new interiors are luxuriously appointed and are upholstered in Denspile and Veneal leather hide. Amongst the many other features are P199 Headlamps, Lucas F.T.57 fog and park lights, large powerful Girling Brakes, hot-rod road springs, twin exhaust system, Blumel adjustable steering wheel.

JAGUAR



Drop-head Coupé

Elegant, practical, and with the famous Jaguar performance, this Drop-head Coupé combines the advantages of both closed and open cars. The head folds perfectly flush, or the fore part only may be rolled back. Entrance to and exit from the rear compartment is rendered particularly easy by the generous width of the doors. Seating five persons in superlative comfort, the Drop-head Coupé is available on the 5½, 2½ and 1½ Litre chassis.

1½ LITRE MODEL L418
2½ LITRE MODEL L418
5½ LITRE MODEL L465



1½ Litre Saloon

With full five-seater accommodation the 1½ Litre Jaguar for 1938 is an entirely new model and is one of the outstanding achievements of the new Jaguar programme. Although of moderate nominal horsepower, the new O.H.V. engine develops no less than 65 brake horsepower, giving a maximum speed of 75 m.p.h. Characterised by the same dignified lines as the higher powered models, the new 1½ Litre Jaguar Saloon affords a degree of comfort and a measure of relaxed performance unattached by any other car of its type.

1½ LITRE SALOON L398

