JAGUAR

advertising plan

1954
national advertising

These new, exciting Jaguar advertisements will appear in general interest and fan magazines throughout 1954. We will keep you advised of dates — and send you reprints as new ads are prepared.
JAGUAR
the finest car of its class
in the world

NEVER BEFORE SO FAR...SO FAST!

Jaguar!...this car was driven 16,053 continuous miles...for 7 continuous days and nights...at better than 100 miles per hour! No car had ever run so fast for so long a period of time. When the history-making Montlhery run had ended, experts said..."general condition of the engine was excellent." That's JAGUAR...the car that can be yours!

Mark VII Sports Sedan...with Borg-Warner Automatic Transmission
$1,660 at Port of Entry
While supply lasts

WHY COMPROMISE?

British craftsmanship...

Imported East of the Mississippi
THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N.Y.
Importer West of the Mississippi
CHARLES H. HORNBERG, JR., INC., 9176 SUNSET BLVD., L.A.

(ONE-THIRD PAGE FACING—MAGAZINE ADS)
Something luxurious
about your manner of travel ~
something exciting about your manner of living ~
both are revealed by Jaguar!

JAGUAR
the finest car of its class
in the world

*with Borg-Warner Automatic Transmission, $1450
White Wall Tires Additional
All Prices Port of Entry
Why compromise?

British craftsmanship...
sports car performance...
American family-car comfort.
Interior beauty found only in a fine imported car...
rich, soft leather... deep carpeting...
handsome, hard-rubbed walnut trim.

Mark VII Sports Sedan
... with Borg-Warner
Automatic Transmission
$1,150 at Port of Entry

JAGUAR
the finest car of its class
in the world

Importer East of the Mississippi
THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N.Y.
CHARLES H. HORNBURG, Jr., INC., 9175 SUNSET BLVD., LOS ANGELES

Importer West of the Mississippi
(FULL PAGE MAGAZINE AD)
The world-famous XK 120 engine
... aerodynamic steel body
and super-strengthened frame
... perfect suspension ... precision steering
... sure braking ... superb "roadability"
under any conditions: that's JAGUAR!

CONTROLLED POWER

JAGUAR
the finest car of its class in the world

XK 120
Super Sports
priced from $8,324.5
at Port of Entry
Wire wheels and
white wall tires
additional

Importer East of the Mississippi
THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N.Y. • CHARLES H. HORNBURG, JR., INC., 9176 SUNSET BLVD., LOS ANGELES

Importer West of the Mississippi
(FULL PAGE MAGAZINE AD)
Speed that's made Jaguar a winner in over 46 major races... a lifesaver in modern American traffic!

Hill Power that wins international rallies, from the cruel Alps to the rugged peaks of France!

Just for the fun of it!

A highly personal car... for those who appreciate superior motoring performance! Jaguar's famed engine makes it the world's fastest stock car. Low center of gravity, precision steering and braking power—the safest. Superb "roadability"—the most exciting! Let your dealer show you Jaguar in action... just for the fun of it!

JAGUAR
the finest car of its class in the world

Importer West of the Mississippi
CHARLES H. HORNBURG, Jr., INC., 9176 SUNSET BLVD., LOS ANGELES

Importer East of the Mississippi
THE HOFFMAN MOTOR CAR CO., INC., 487 PARK AVE., N.Y.

(FULL PAGE MAGAZINE AD)
local advertising

tells people to buy Jaguars from you! That you stock, sell and service them! You will be notified regularly of the amount available to you for local advertising.

here's all you do:

1 Look over the newspaper ads and pick the ones you'd like to run. They're all numbered and marked for size. Get the national automotivc rate from your paper. This tells you what each ad costs.

2 Fill in the order blank and mail it. We'll send the mats to the newspaper — and they'll verify exactly how you want your name, address and phone number shown. Be sure the ads you want to run are selected and ordered by the 25th of each month—for the next 30 day period!
COMPARE THESE JAGUAR FEATURES

- Enclosed bumperettes, front and rear
- High quality chrome, for long corrosion-resistance
- Exceptionally large luggage space
- Two gas tanks and two fuel pumps (these can be switched in case of individual failure)
- Exhaust pipe chrome-dipped
- Safety catches on rear doors positioned so they cannot be reached when doors are closed (offering two-door car safety for children)
- Automatic backup light

Only the Mark VII offers them ALL at no additional cost!

- Built-in fog lights
- Windshield washers
- Directional signals
- Heater and defroster
- Vents on both fenders
- Center cowl vent
- Sliding “sunshine” roof
- Wheels balanced at the factory (including spare)
- Running lights positioned to show width of car
- High gloss paint, and undercoating
- Body color, carpeting and leather upholstery available in a wide choice of tones

Like all Jaguars, the Mark VII’s body shell is handmade and hand-fitted. Skillful handwork is continued right through the body and the famed XK120 engine.

Plan now to see and drive this luxurious Sports Sedan!

Mark VII Sports Sedan...
... with Borg-Warner Automatic Transmission.
Local delivered price

$0000

JAGUAR

the finest car of its class in the world

AD A-4 COL. X 108 LINES (432 LINES)
select and order
by the 25th of each month
for the next 30 day period

JUST FOR THE FUN
OF IT!

A highly personal car... for those who appreciate
superior motoring performance!
Jaguar's famed engine makes it
the world's fastest stock car. Low center of gravity,
precision steering and braking power —
the safest. Superb "roadability" — the most exciting!

Let us show you Jaguar in action
... just for the fun of it!

JAGUAR
the finest car of its class
in the world

XK 120 Sports Convertible
Local delivered price
$0000

DEALER IMPRINT

WORLD'S FASTEST AND
SAFEST STOCK CAR

JAGUAR
XK 120 Super Sports
Local delivered price
$0000

DEALER IMPRINT

for speed
with safety---- and sedan
comfort

JAGUAR
XK 120 Sports
Convertible
Local delivered price
$0000

DEALER IMPRINT
WHY
COMPROMISE?

British craftsmanship... sports car performance... American family-car comfort. Interior beauty found only in a fine imported car... rich, soft leather... deep carpeting... handsome, hand-rubbed walnut trim.

JAGUAR
the finest car of its class in the world
select and order by the 25th of each month for the next 30 day period

JUST FOR THE FUN OF IT!

A highly personal car . . . for those who appreciate superior motoring performance!
Jaguar’s famed engine makes it the world’s fastest stock car.
Low center of gravity, precision steering and braking power—the safest. Superb "roadability"—the most exciting!
Let us show you Jaguar in action . . . just for the fun of it!

JAGUAR
the finest car of its class in the world

XK 120 Super Sports
Local delivered price
$0000
CONTROLLED POWER

The world-famous XK 120 engine... aerodynamic steel body and super-strengthened frame... perfect suspension... precision steering... sure braking... superb "roadability" under any conditions: that's JAGUAR!

JAGUAR
the finest car of its class in the world

XK 120 Sports Coupe
Local delivered price
$0000
how to get local Jaguar publicity

You’re selling an exciting dramatic car—one that has top news value, because of its great racing victories and its internationally acclaimed performance as a sports car. There is demand for news about Jaguar. Here’s how you can get local publicity for both Jaguar and the name of your dealership!

1. Take an active interest in, and promote, sports car activities in your area. See that they are reported to the Press and that your name is identified as a rallying point for such activities.

2. We will send you Press Releases on Jaguar models, improvements, design changes, national and international races, rallies, speed trials, as well as human interest stories about Jaguar owners. Send them out immediately to Press, Radio and T.V., while they are news, and post them in your showroom.

3. We will get Jaguar featured in national press and magazine articles, and send you reprints for local use. You will find they are valuable sales literature for your prospects.

4. If you make changes or improvements in your showroom, changes in your personnel, or plan to expand your service facilities, prepare a news story and give it to your local press promptly. They will be glad to print this type of local story about you, a local business man.

5. Become a local authority on the imported car industry in general—and Jaguar in particular. Send out regular monthly reports, on newsworthy sports car events in your area, to the local press, local Jaguar owners and to your prospect list. Always include news about yourself, your personnel and your service.

6. Try to surround Jaguar with as much local color and prestige as you can. Offer them for use in parades, civic functions, fashion shows, Queen contests and as photographic background props, etc. Keep Jaguars and your name before the public.

7. Try to have Jaguars entered in sports car events, and inform local editors of the facts at least a week in advance. Send any material that may be of national interest to Jaguar headquarters in New York.

Jaguar publicity is a real selling force—of inestimable value in identifying you with a car that has made, and continues to make headline history. Keep Jaguar local publicity continuous, compelling and in good taste.
use this envelope for future proofs order blanks photos press releases
JAGUAR

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