JAGUAR WINS
LE MANS!
★ Scores sensational victory — averages nearly 106 miles per hour to set all-time speed mark for world's most grueling 24-hour road race at Le Mans, France, June 13-14.

★ Takes 1st, 2nd, 4th, and 9th, outclassing all of the world's fastest sports cars.

★ Driven by Tony Rolt and J. Duncan Hamilton, a Jaguar XK-120 "C" smashed all records for speed and distance in averaging over 10 miles per hour greater speed than any previous mark made in the tortuous, 24-hour run over the 8\(\frac{3}{8}\) mile course. Jaguar has now won first place in two of the past three races.

★ Every one of the four Jaguars entered in the 1953 Le Mans finished! No other manufacturer's entries demonstrated such sustained speed, road-ability, and endurance.
JAGUAR

See and try the Jaguar XK-120 models and the distinguished Mark VII sedan

THE FINEST CAR OF ITS CLASS IN THE WORLD