



superb motor cars

HERE, at a glance, is the entire line of JAGUAR CARS. They range from the lithe, aerodynamic XK-140's to the swift stately MARK VII SEDAN. Between the two is JAGUAR's brilliant newcomer, the TWO-POINT-FOUR, accenting performance and economy.

Whichever of these automotive masterpieces is the one of *your choice* you'll find they have several things in common.

All are bred from the sternest demands of European road racing and are powered by the famous twin overhead camshaft XK engine which has garnered a truly incredible number of worldwide records and victories.

Though potent performance is a salient feature of JAGUAR CARS, this quality is complemented by *safety* and *comfort*. JAGUAR brakes, steering and suspension make a virtue of twisty, winding roads . . . add immeasurably to the pleasure of open road cruising . . . and afford utter docility in town traffic.

Luxury, too, is common to all JAGUARS through the generous use of such materials as hand-rubbed walnut panels and British glove leather upholstery. JAGUAR workmanship throughout reflects the thoroughness and skill that are traditions of British craftsmanship at its finest. The men who make the JAGUAR and the owners who drive the JAGUAR share a mutual pride that theirs is **"the finest car of its class in the world."**

JAGUAR CARS NORTH AMERICAN CORPORATION
82 EAST 57TH STREET
NEW YORK 22, N. Y.



the new Jaguar « Two-Point-Four »

This beautiful addition to the JAGUAR line offers a really new concept in motoring. For to the already superb blend of JAGUAR performance and styling it lends another ingredient, *economy!*

The Two-Point-Four will travel 30 miles on a gallon of gas at 45 mph though easily capable of whisking its five passengers to over 100 mph in polished walnut and leather upholstered luxury.

The Two-Point-Four was designed to meet the need for a full five passenger car of moderate dimensions providing *real economy* with high performance (a rare combination). And, of course, with all this you have the precision of control and driving pleasure to be found only behind the wheel of a JAGUAR.

SPECIFICATIONS

- **Engine:** Six cylinder 2.4 litre twin overhead camshaft Jaguar XK engine. Twin Solex downdraught carburetors.
- **Transmission:** Four speed synchromesh gearbox. Clutch hydraulically operated. Overdrive available at extra cost.
- **Suspension:** Independent front suspension; semi-trailing wishbones and coil springs with telescopic shock absorbers. Rear: Trailing link type by cantilever semi-elliptic springs, radius arms and telescopic shock absorbers.
- **Brakes:** Servo-assisted self-adjusting hydraulic. Friction lining area 157 sq. ins.
- **Steering:** Recirculating ball. Adjustable steering wheel.
- **Wheels:** Steel disc wheels with Dunlop 6.40 x 15 in. tires.
- **Fuel Supply:** S.U. electric pump. Capacity 16 gallons.
- **Electrical:** 12 volt 51 amp/hour battery.
- **Instruments:** 120 mph speedometer, tachometer, ammeter, oil pressure, water temperature and fuel gauges, electric clock.
- **Body:** Four door five seater. Built-in heater, defroster and windshield washers. Upholstered in finest quality leather over foam rubber. Polished walnut panels.
- **Luggage Accommodations:** Capacious trunk with flat floor accommodates luggage for five. Spare tire carried under trunk floor.
- **Dimensions:** Wheelbase 8 ft. 11 $\frac{1}{4}$ ins.; overall length 15 ft. 7 $\frac{1}{2}$ in.; width 5 ft. 6 $\frac{1}{4}$ ins.; height 4 ft. 9 $\frac{1}{2}$ ins.; dry weight 2800 lbs.

the Jaguar XK-140

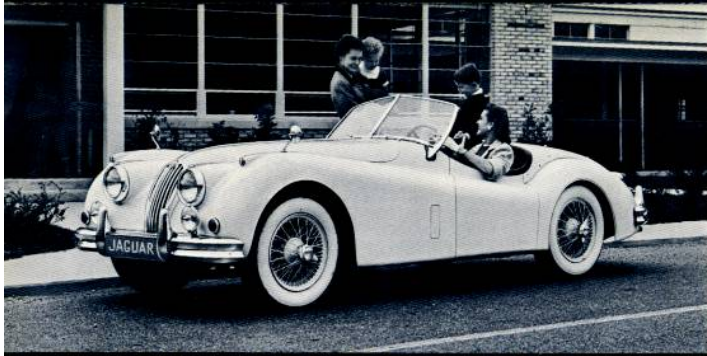
The XK-140 is perhaps best described by one word, *versatile!* Its blazing acceleration, high top speed and stamina, its incredible aptitude for staying put through the tightest turns at speed have made it a winner countless times on the race circuits of the world.

However, it is just as much at ease when handled with a velvet glove . . . going to the supermarket, picking up the children at school, or on an excursion in town.

Wherever you go, the XK-140 lends a delightful flourish to your motoring . . . it's fun!

SPECIFICATIONS

- **Engine:** Six cylinder 3½ litre twin overhead camshaft Jaguar XK engine developing 190 H.P. (210 H.P. optional). Twin S.U. horizontal carburetors.
- **Transmission:** Four speed synchromesh gearbox with optional over-drive. Borg Warner automatic transmission available on Coupes and Convertibles.
- **Suspension:** Independent front suspension; transverse wishbones, torsion bars and telescopic shock absorbers. Rear: Half elliptic springs controlled by telescopic shock absorbers.
- **Brakes:** Hydraulic self-adjusting. Friction lining area 189 sq. ins.
- **Steering:** Rack and pinion. Adjustable steering wheel.
- **Wheels:** Steel disc wheels or center lock wire wheels with 6.00 x 16 in. Dunlop Road Speed Tires.
- **Fuel Supply:** S.U. electric pump from a 16½ gallon tank.
- **Electrical:** 12 volt 64 amp/hour battery.
- **Instruments:** 140 mph speedometer, tachometer, ammeter, oil pressure, water temperature and fuel gauges, electric clock.
- **Body:** Sports Roadster: Aerodynamic two seater with disappearing canvas top and all-weather-protection side curtains. Hardtop Coupe and Convertible: Aerodynamic bodies with rear seating for children, roll-up windows, walnut panels. Convertible top is fully lined and linkage is concealed. All three models upholstered in finest quality leather and are supplied with heater and defroster.
- **Luggage Accommodations:** Ample luggage space is provided in a trunk with an automatic light.
- **Dimensions:** Wheelbase 8 ft. 6 ins.; overall length 14 ft. 8 ins.; width 5 ft. 4½ ins. Heights: Roadster, 4 ft. 5½ ins.; Coupe and Convertible, 4 ft. 7 ins. Weights: Roadster, 2744 lbs.; Coupe, 2856 lbs.; Convertible, 2968 lbs.



the Jaguar Mark VII

The stately four door MARK VII SEDAN represents a pinnacle of automotive craftsmanship. Among its many virtues is the ability to carry six people swiftly over great distances . . . in supreme luxury.

The MARK VII is at home on any road . . . in town or country. Throughout the world it is frequently seen proudly bearing license plates marked *Corps Diplomatique*.

The MARK VII is available with automatic transmission and standard equipment includes such amenities as a sliding sun roof, double fuel tanks to allow tremendous luggage capacity . . . lavish yet tasteful use of hand-rubbed walnut panelling and glove leather upholstery.

It is a car that gives its passengers as much pleasure as the owner behind the wheel.

SPECIFICATIONS

- **Engine:** Six cylinder 3½ litre twin overhead camshaft Jaguar XK engine developing 190 H.P. Twin S.U. horizontal carburetors.
- **Transmission:** Borg Warner automatic transmission. Four speed synchromesh gearbox with optional overdrive available on special order.
- **Suspension:** Independent front suspension, transverse wishbones, torsion bars and telescopic shock absorbers. Rear: Half elliptic springs controlled by telescopic shock absorbers.
- **Brakes:** Vacuum servo-assisted hydraulic. Friction lining area 179 sq. ins.
- **Steering:** Recirculating ball. Adjustable steering wheel.
- **Wheels:** Steel disc wheels with Dunlop 6.70 x 16 in. tubeless tires.
- **Fuel Supply:** Twin S.U. electric pumps. Capacity 20½ gallons in two tanks of 9½ and 11 gallons. Turn-over switch on instrument panel.
- **Electrical:** 12 volt 64 amp/hour battery.
- **Instruments:** 120 mph speedometer, tachometer, ammeter, oil pressure, water temperature and fuel gauges, electric clock.
- **Body:** Four door all steel six seater with sliding roof. Built-in heater, defroster and windshield washers. Upholstered in finest quality leather over foam rubber. Polished walnut panels.
- **Luggage Accommodations:** Capacious 17 cubic foot trunk with spare wheel fitted inside.
- **Dimensions:** Wheelbase 10 ft.; overall length 16 ft. 4½ ins.; width 6 ft. 1 in.; height 5 ft. 3 ins.; dry weight 3696 lbs.

