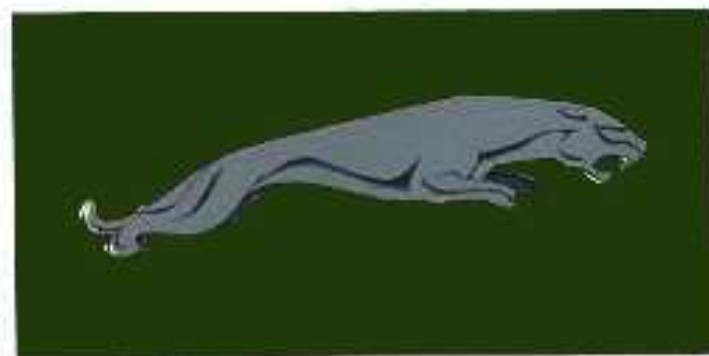


JAGUAR





INTRODUCING JAGUAR

The SS Jaguar was unveiled in London's Mayfair Hotel in October, 1935. Its introduction was followed shortly by that of the SS-100. Both of these sleek, fast, gracefully-appointed automobiles created a sensation in the automotive and fashion worlds.

Jaguar cars have been creating sensations ever since.

In 1948, the famous Jaguar XK-120 Sports Two-Seater was introduced at the International Motor Show, in London. Another major sensation was recorded throughout the world by this amazing car, which was destined to set a world's speed mark of 172.412 miles per hour, in 1953.

In 1953, Jaguars swept the Le Mans, France, 24-hour Grand Prix d'Endurance, finishing first, second, fourth and ninth. In 1956, they finished first, fourth, and sixth. In 1957, they finished first, second, fourth and sixth against an international field of the world's fastest sports cars. Jaguars have won this most grueling of all motor races five times in seven starts.

Out of a wealth of experience gained on the race track have come a notable succession of Jaguar cars: the Luxury Series – high-performance sedans often called, "The finest cars of their class in the world"; the XK Series – universally accepted as setting the standard by which all sports cars are judged; and the Sports Sedans – versatile and lithe, combining sports car performance with family-car comfort.

The history of Jaguar has been one of classic styling, high-performance and endurance. It is doubtful whether any other automobile ever compressed so many performance records and so much public acclaim into so few years.

Walnut folding occasional tables,
soft leather upholstery over foam
rubber, deep-pile carpets.



A comprehensive range of instru-
ments, together with a row of
switches controlling electrical
equipment, are mounted in a
polished walnut instrument panel.

In its line of luxury sedans, Jaguar has created an international standard for supreme motor cars, in which high performance, classic design and faultless craftsmanship have been combined to produce "the finest cars of their class in the world."

The Jaguar Mark X, although entirely new in construction, design and appearance, stems from a long and illustrious line of outstanding models which have been identified during the past decade by the symbols Mark VII, Mark VIII and Mark IX. All have achieved renown in their own right and have formed important links in a chain of development culminating in the creation of the finest car yet to be produced in the Jaguar big sedan tradition – the Mark X.

This elegant model is of monocoque construction. It possesses many of the characteristics of the recently-introduced, widely-acclaimed XKE Sports cars and it is powered by the world-famous Jaguar XK "S" Type 3.8 litre twin overhead camshaft engine, with three carburetors. Producing 265 horsepower, this engine, save for minor details, is identical with that fitted to the XKE models and it endows the Mark X with a degree of performance far superior to that of the Mark IX, which it now supplants.

Independent suspension front and rear, and disc brakes on all four wheels, enable full advantage to be taken of this performance, with safety and comfort. Accurate, finger-light, power-assisted steering ensures completely effortless control. Power windows and air conditioning if desired, and a high efficiency dual-control heating system are other amenities designed for enhanced passenger comfort.

Never before has a car been so esthetically satisfying. Instrument panel, garnish rails, window surrounds and rear interior appointments are carried out in figured walnut carefully matched. Only selected skins from the finest hides are used for the sumptuous leather upholstery. Deep pile carpeting is underfoot. Reclining seats and folding tables are standard equipment.

Built to an ideal, the Jaguar Mark X, with its coachwork finish, luxurious interior furnishings and advanced technical specifications, takes its place as a distinguished addition to a line of superb motor cars.

JAGUAR MARK X SEDAN



Walnut flush-fitting occasional tables, soft leather upholstery over foam rubber, armrests.



A comprehensive range of instruments, together with a row of switches controlling electrical equipment, are mounted in a polished walnut instrument panel.

From the moment of their introduction the 3.8 litre Jaguar Sedans scored such instantaneous successes and created such world wide demand that a doubling of the Company's output became necessary.

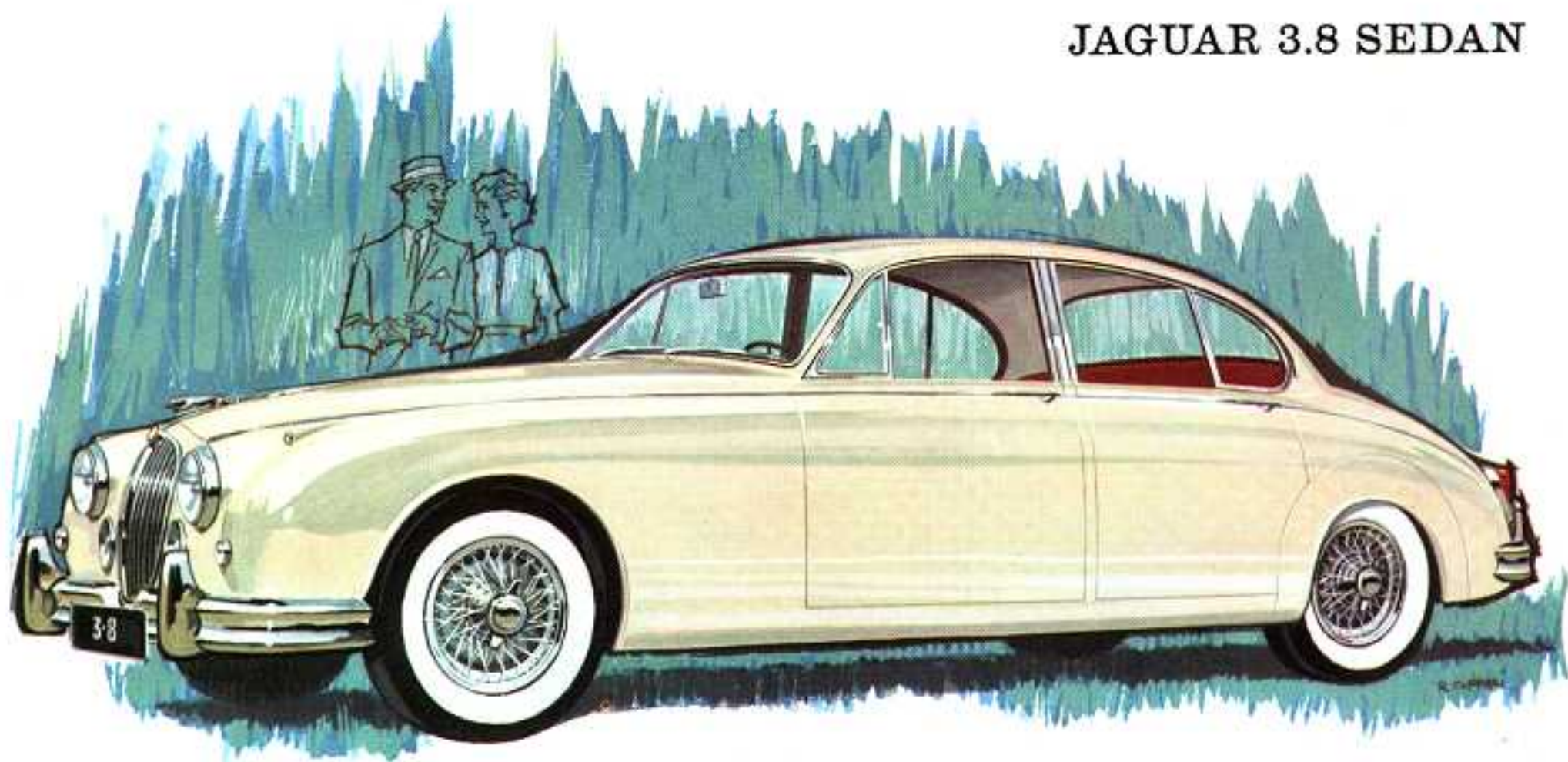
It is evident now that the 3.8 Sedan is one of the most versatile automobiles ever built. It sums up luxury touring in a high-performance car that defies comparison, bringing together without compromise the responsiveness and handling of the true sports car, with the convenience of a four-door, five passenger family sedan.

In the 3.8 Sedan, the renowned Jaguar XK engine, 4-wheel Dunlop disc brakes, dramatic acceleration and speeds in excess of 120 miles-per-hour are combined with enduring performance, safety and Jaguar's well-known prestige standards in design and fitments. These are reason in abundance why a noted automotive writer has said of the 3.8 Sedan, "It has no exact American counterpart!"

An examination of this catalogue will reveal such advantages as greatly enhanced all-around vision, super efficient disc brakes and clear-view instruments, with conveniently grouped hand controls within instant reach. Interior heating has received special attention and, with it, adequate ventilation. Even such seemingly trivial details as the number, size and location of ashtrays, the interior illumination of the glove compartment and the provision of a luminous cigarette-lighter socket have been worked out with as much care as the development and fitment of the 4-wheel disc brakes.

A visit to your Jaguar dealer to inspect and to drive this car will reveal that in technical excellence and in appointments and fittings, the 3.8 Jaguar represents the most advanced and lavishly equipped Sedan of modern dimensions ever offered to discriminating motor car buyers in North America.

JAGUAR 3.8 SEDAN





JAGUAR XK-E ROADSTER

By victory after victory on the racetracks of the world, Jaguar has earned for itself a position in the very front rank of modern sports cars.

Five times winners at Le Mans, three times victors at Rheims, several times winners of the R. A. C. Tourist Trophy and victorious in innumerable other International and National events, the racetrack breeding of Jaguar is evident from the moment the wheel is handled.

All the accumulated wealth of knowledge and experience gained in the hard school of motor racing have been built into the new XK-E Jaguar models, one of the fastest production sports cars ever offered for public sale.

XK-E models are equipped with 3.8 litre twin overhead camshaft XK engines, with three carburetors, developing 265 b.h.p. at 5,500 r.p.m.'s, with straight port cylinder heads of high tensile aluminum alloy and with hemispherical combustion chambers.

These engines provide a new high level of performance, yet, notwithstanding the high speed potential of the XK-E, the Jaguar characteristics of smoothness, silence, tractability and road adhesion are such that complete and effortless mastery is in the hands of the driver at all times and at all speeds.

The construction of the XK-E is unique, since it comprises a stressed shell, all-steel body of patented monocoque construction, which was developed and proven in the famous "D" Type Jaguar competition car in many of the world's most grueling races.

This form of construction has made it possible to reduce weight drastically, without compromising strength or rigidity. The XK-E is, therefore, approximately 600 pounds lighter than its predecessor, which makes this car capable of truly outstanding performance.

The two-door, two-seater bodies possess extremely low drag

Twin bucket seats; adjustable three-spoke steering wheel, wind-up windows.



Interchangeable hard or soft convertible top, Three section instrument panel.

Labelled tumbler switches control auxiliary equipment.



Large counterbalanced door at rear gives access to luggage compartment, spare wheel, tools.

characteristics, resulting from extensive wind-tunnel tests.

To compensate for the very high potential of which the XK-E models are capable, a suspension system has been designed to give brilliant roadholding characteristics under all driving conditions.

Independent front suspension incorporates transverse wishbones and torsion bars controlled by telescopic hydraulic dampers. Anti-roll bars are fitted to lower wishbones. Fully independent rear suspension incorporates, on each side, a lower transverse tubular link pivoted at the wheel carrier and subframe adjacent to the differential case and, above this, a halfshaft jointed at each end.

Longitudinal location is provided by the rubber mountings locating the assembly in the body structure and by a radius arm between the lower link and a mounting point on the body structure. Twin coil springs, each enclosing a telescopic hydraulic damper, provide the suspension medium. The whole assembly, together with the differential unit, is carried in an easily detachable subframe which is located in the body structure by rubber mountings.

An entirely new braking system has been developed for the XK-E models. It comprises Dunlop bridge-type four-wheel disc brakes, featuring quick-change pads. The front discs are fitted to the wheel hubs, while the rear discs are inboard, to reduce unsprung weight. The brake pedal operates twin master cylinders through a compensating device, which divides the system into two entirely independent hydraulic systems to the front and rear brakes.

Jaguar is proud to introduce the XK-E Two-Seater Sports Cars to that segment of the motoring public that places strong emphasis upon very high performance and safety; indeed, the highest performance ever offered at such modest cost.



JAGUAR XK-E COUPE

PARTS FOR YOUR JAGUAR





Jaguar Cars Inc., U. S. subsidiary of Jaguar Cars Ltd., of Coventry, England, wishes to call attention to the fact that Jaguar was one of the first imported motor cars to be sold in the United States in significant numbers. In the early 1950's, therefore, Jaguar began an intensive study of ways and means of ensuring an adequate supply of parts to its Distributors and Dealers and, finally, to Jaguar owners in North America.

Jaguar Cars Inc. is proud to say that its prolonged efforts to improve the direct flow of parts from factory to point-of-service have achieved gratifying results.

Today, Jaguar Distributors and Dealers carry parts stocks ample to furnish service to the Jaguar cars registered in their territories. A factory Parts Depot is located in Long Island City, only minutes away from the major airline terminals of New York. A similar Parts Depot is maintained in Canada by Jaguar Cars (Canada) Ltd.

Time, energies and expense have not been spared by Jaguar in trying to provide Jaguar owners with the highest standard of service available to an imported car driver in the continent of North America.

NORTH AMERICAN HEADQUARTERS FOR JAGUAR CARS LTD., STERNEY, ENGLAND



JAGUAR CARS INC., 32 EAST 57th STREET, NEW YORK 22, N. Y.

DESIGNED AND PRINTED IN U.S.A. BY ROLUX PRESS LTD.

The issue of this catalog does not constitute an offer. Jaguar Cars Ltd. reserves the right to amend specifications at any time without notice.