



JAGUAR ROADSTER 2+2

XK-E TYPE COUPE



"Fundamentally the Jaguar car is the concept of one man . . ."

Sir William Lyons, R. D. I., Royal Designer for Industry
Founder, Chairman and Managing Director of Jaguar Cars
Limited of Coventry, Warwickshire, England.

(Knight Bachelor created 1956, by Her Majesty Queen Elizabeth II, for services
to British industry and exports, following the long line of Jaguar car successes in
international motor races and maintenance of Jaguar car exports in excess
of half of total production.)

Development of the E-type: The Ultimate in Jaguar Sports Cars

Fundamentally the Jaguar car is the concept of one man, William Lyons. He founded his manufacturing company in 1921 and within ten years developed it from the fabrication of motorcycle sidecars and special coachwork on small sports cars, into a significant place among English car manufacturers. Then during the next thirty years, he and his principal colleagues built Jaguar into one of the most prestigious and successful makes of car the world has known.

The entire progression of Jaguar cars across more than 35 years reflects the genius and taste of William Lyons. Graceful fender lines. Striking arrangement of head, side and auxiliary lights. Long engine covers and always rounded curves of carefully calculated proportion. Jaguars have consistently been winners of Concours d'Elegance. They have been remarkable not only for their appearance but also for outstanding performance, and finally for value for money. The E-type combines all these qualities to a supreme degree.

Coachbuilding Beginnings

William Lyons' original company in Blackpool, Lancashire, was called the Swallow Sidecar Company and produced special versions of popular makes of car, such as the Standard Swallow on a chassis by the Standard Motor Company. It was from this model that the company derived its name, S. S. Cars Limited, when it was formed into a public company in 1934.

The first SS car had astonished the motoring world at the annual London motor show in the fall of 1931. It was a sports coupe with somewhat exaggerated length of hood (or bonnet as it is called in England), a fashionable trend at the time. It gained immediate fame, and later versions of this the SS 1, up to 1935, were refined into some of the best looking cars of their day. In 1933 the company made its first ventures into the severe world of competitive motor sport and some success was enjoyed in the International Alpine Trials of that year.

In 1936 an equal sensation was caused by the introduction of the SS 100 two-seater, the company's highest performance sports car to date and one which has deservedly become a classic. The SS 100 was all works (2½ or 3½ litre overhead valve Six, giving up to 125 b.h.p. in standard form and reaching 120 mph in racing form). There was the minimum space for driver, passenger and luggage, and comfort was somewhat sacrificed to speed. In British rallies in 1937, the SS 100 swept the board.

The First 'Jaguar' Model

At the same time as this new emphasis on sports cars, the SS Jaguar 2½ litre sedan was announced in 1936, actually the first to be called a Jaguar. It offered fantastic value, since it provided a car frankly reminiscent of the most expensive luxury cars of those times but at a third of their cost. The company's fortunes soared and production was boosted to a full range of five models.

The end of World War II—during which the Coventry factory, converted to aircraft component production, had been severely bombed—brought Jaguar engineers an opportunity to experiment with an important new power unit termed the XK.

Then came the surprise announcement in 1948 of this the first really post-war Jaguar, the great XK-120 series. By then (1945) the company's name had become Jaguar Cars Limited.

One of the World's Most Powerful Engines

For those days the XK 120 had one of the world's most powerful passenger car engines, a twin overhead camshaft Six, developing 160 bhp at 5000 rpm. The car's body was highly streamlined in contrast of the pre-war SS 100. The XK 120 became the outstanding sports car of the Fifties and thousands were welcomed by Americans. Many are still in circulation after fifteen years or so.

Responsible for the design was a team who still control Jaguar engineering today. They are led by William Heynes, now Deputy Chairman (Engineering). As to styling, this has always been and remains the sole province of William Lyons, in acknowledgement of which he received the title of Royal Designer for Industry.

Jaguar Takes to Racing

With many enthusiastic owners insisting on racing the XK 120, Jaguar soon found itself involved in its own competition program. In 1951 an outstanding sports racing model, the C-type was developed to win the Le Mans 24-hour Race, and succeeded. Between then and 1957, Jaguar cars won at Le Mans no fewer than five times, a performance for which the name of Jaguar must be forever famous in automobile history. Following this, the founder of the company was knighted by Queen Elizabeth II and became Sir William Lyons, in token of his contribution to British industry.

The 2000-mile Le Mans endurance race left its mark permanently on the qualities of the Jaguar car, which offers tremendous reserves of effortless power and tireless fast cruising. For Le Mans was created the wonderful D-type sports/racing car of 1954. This soon evolved into even more powerful and speedier versions. The engine size, starting as it did with the original XK 120 of 3.4 litres, grew to 3.8 litres. Fuel injection and four-wheel independent suspension were added, until D-types achieved up to 200 mph on the road circuits.

Production Expanded by Acquisition

In the early Sixties, Jaguar expanded substantially as a manufacturing organization. The need to increase production and diversify encouraged the acquisition of such famous companies as Daimler cars (1960), Guy trucks (1961), Coventry Climax engines (1963) and Henry Meadows engines (1965).

Announcement of the First XK-E

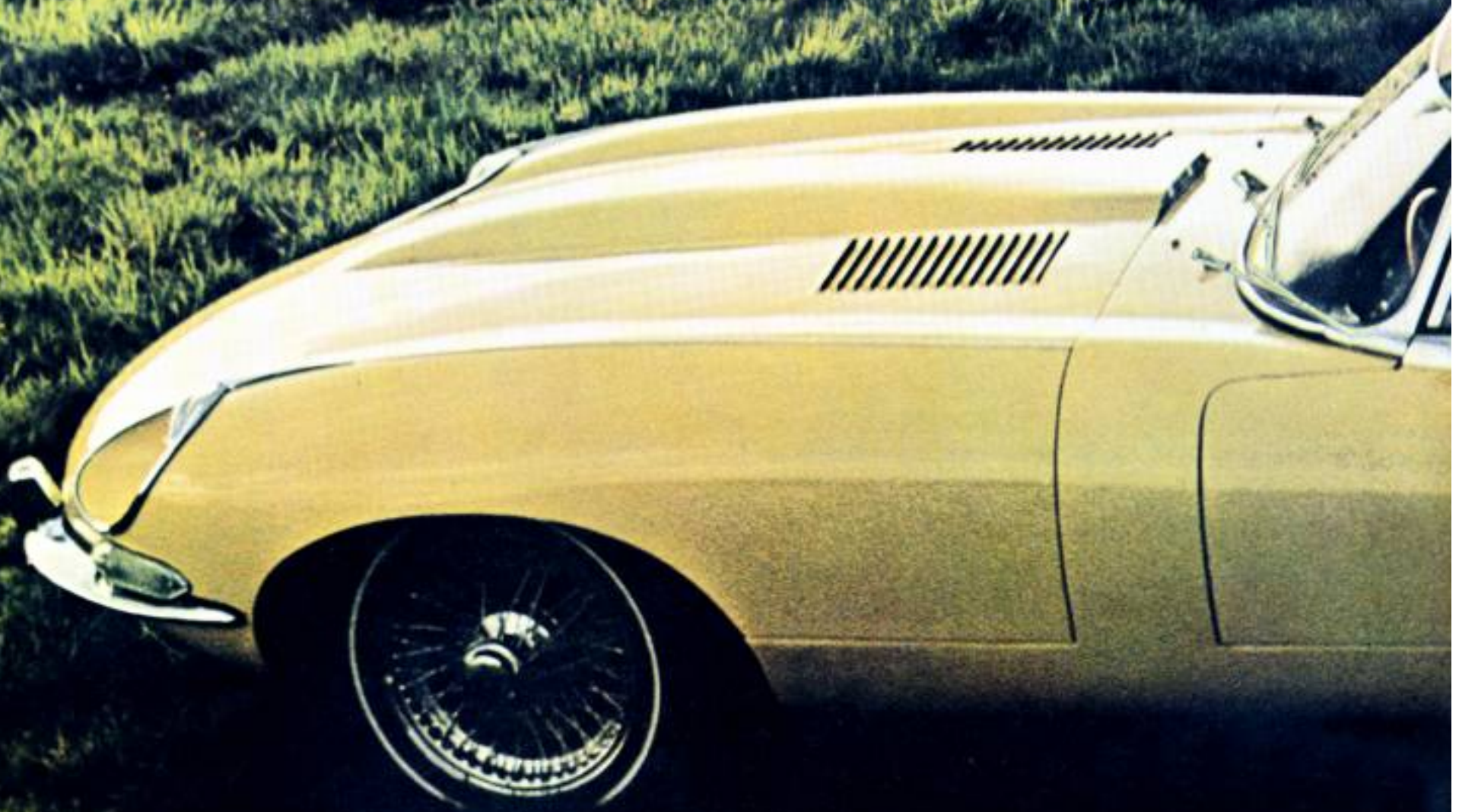
The XK 120 series had grown through XK 140 and XK 150 models. Following the racing D-type came a road edition, the XK SS of 1957, a really rugged 160 mph sports racing car with full traffic equipment. Finally in 1961 came another automobile landmark for Jaguar, the first XKE or E-type, a 3.8 litre.

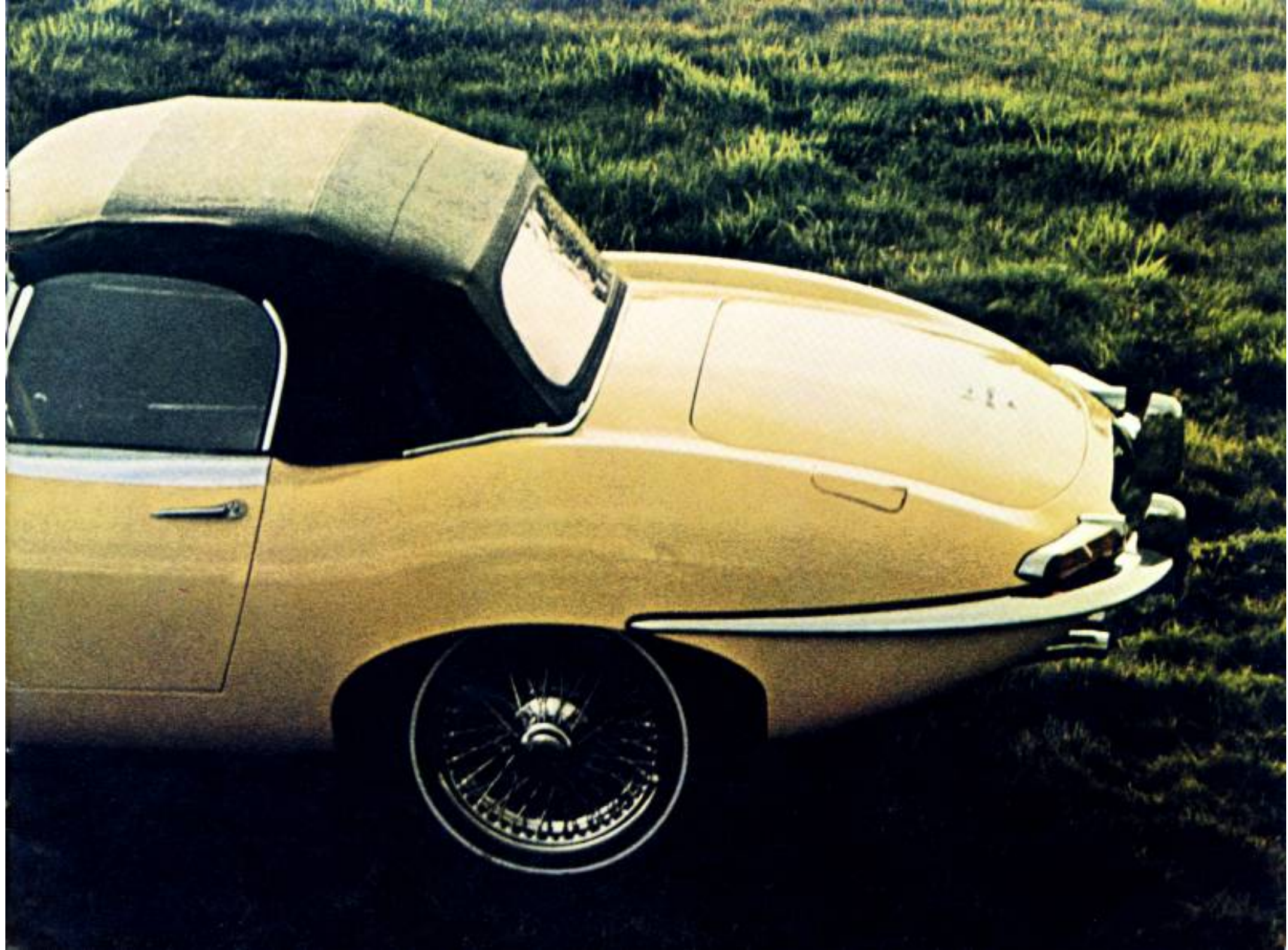
From that first example derived the complete line of more powerful, more refined E-types of today—the 4.2 litre roadster, coupe and 2 + 2 models.

(Key to car photos: inside back cover)

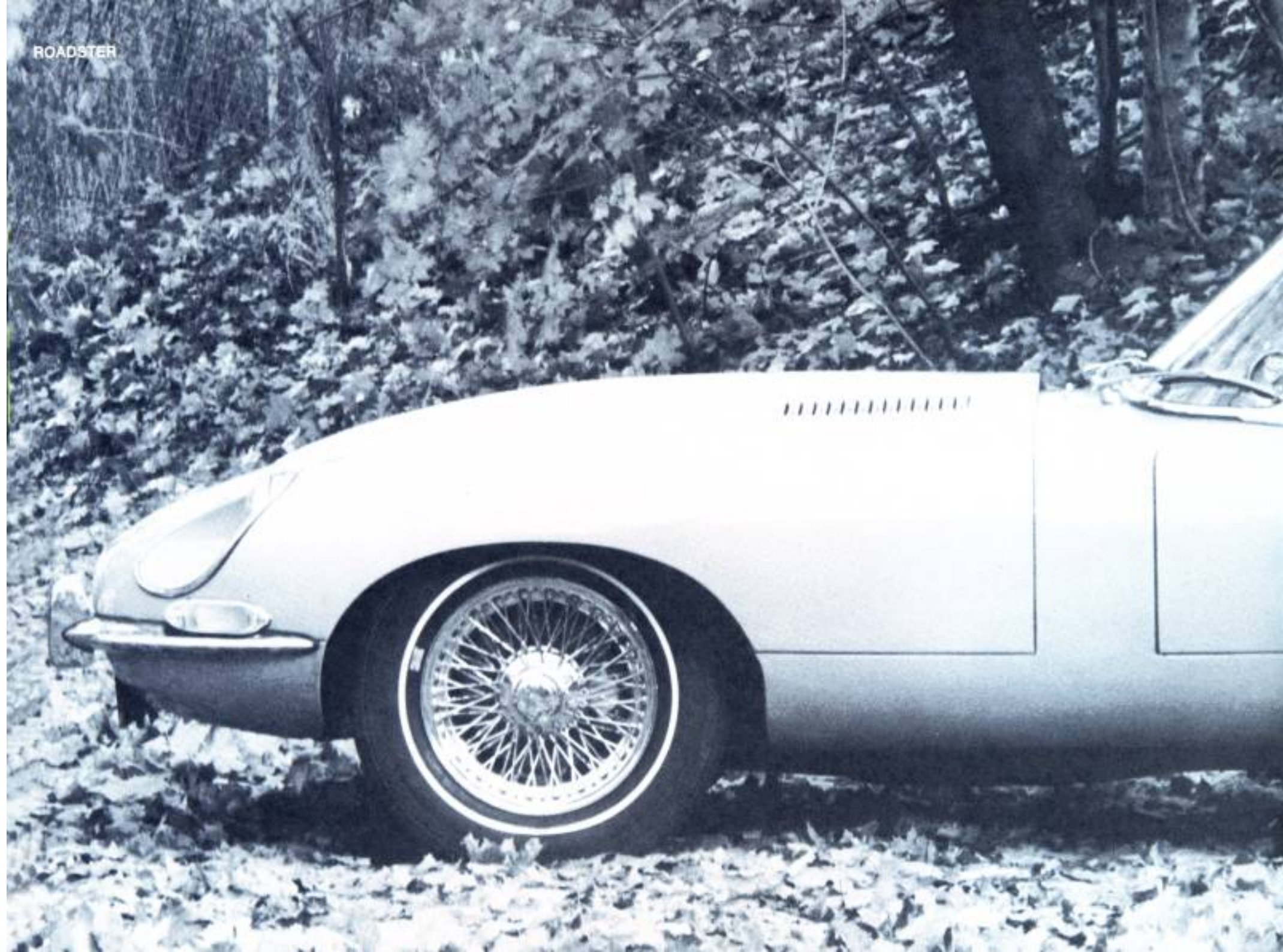


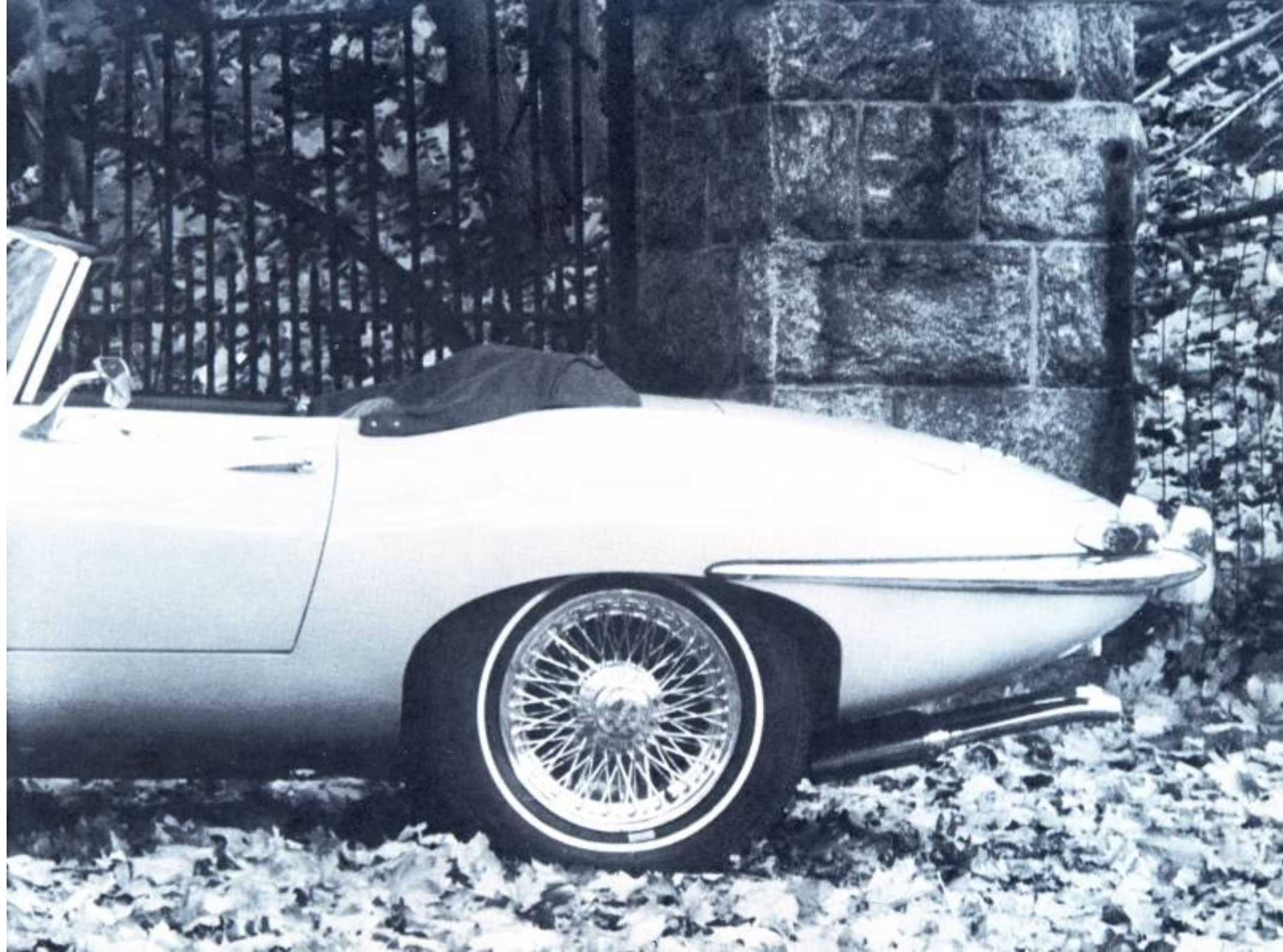
E-TYPE





ROADSTER







Engineering Eminence and Styling Comfort

In these pictures are seen not only the beauty but also the engineering eminence and styling comfort, which makeup the unrivalled reputation of the Jaguar E-type. To meet U.S. federal traffic safety regulations, Jaguar has developed new styling features. These include new type headlights, with attractive painted and chromium-plated surrounds. The interior handles are countersunk deep into the base of the wide doors. Wire wheels have 'earless' hub caps removable with a special spanner.

Advanced Technical Specifications

The acknowledged superiority of Jaguar car performance derives principally from the durability and adaptability of the power unit. The twin-overhead camshaft layout for double overhead valve operation, plus hemispherical combustion chambers, gives noted built-in efficiency. Standard equipment includes alternator, oil coil ignition and thermostatically controlled twin electric cooling fans.

Jaguar has designed a new Duplex Manifold to meet U.S. federal air pollution regulations. Simple, efficient and requiring the minimum of service, it not only reduces exhaust emissions as required by law but brings improved engine flexibility and torque at lower traffic speeds. The induction manifold is connected to the exhaust manifold by a polished Duplex Manifold, which pre-heats the fuel gases before they enter the combustion chambers. Jaguar's great XK-E power-unit retains its handsome appearance and includes new, louvred camshaft covers.

The XK engine, in its various forms according to model, always develops well in excess of 200 brake horse power. It drives the rear wheels through a close-ratio, all-synchromesh, four-speed transmission. The rear wheels take the drive through Jaguar's own design of independent suspension using two coil springs enclosing hydraulic dampers, to each wheel.

Styling Changes and New Appointments

In making styling changes to meet the U.S. safety regulations, Jaguar has further improved the convenience and appointments of the luxury E-type sports cars. All switches, including the hazard warning system, are now grouped together centrally, clearly marked and of rocker-type. Separate transistorized clock and battery condition indicator are included. New flush fitting heater and choke controls, and newly located cigarette lighter and console ashtray are other features.

When the top is down on the roadster, it is neatly concealed beneath the rear deck and reveals the interesting, fully instrumented cockpit. There are reclining, individually adjustable, bucket seats of genuine leather upholstery over deep foam rubber. The spring-spoked wood-rimmed steering wheel has a telescopically adjustable column, of breakaway type. There is a surprising amount of luggage space, locked by internal release, which raises the deck lid.

The E-type represents the culmination of all Jaguar's long experience of building quality, performance cars. The construction of stressed skin body/frame is taken direct from the D-type racing car. The four-wheel independent suspension was also race-proved on that model. Jaguar alone of the world's car manufacturers developed by racing, then pioneered production of, four-wheel disc brakes, which now are being adopted on all cars.

COUPE







Two Coupe Styles Offered

The E-type line includes two beautiful coupe models. The 2 + 2, with 9 inch longer wheelbase, offers a fully upholstered rear seat for children. It is also the only E-type model available with automatic transmission. A great performance car but with space for the family.

All E-types have 72-spoke wire wheels as standard equipment, with full chromium plating as optional extra. Also standard are the latest high performance radial-ply tires, which bring improved road grip, directional stability, tread wear and even gas mileage. They run cooler and smoother.

Generous Luggage Space

The coupes have large luggage space, reached through a hinged rear window. This window can be electrically heated through an invisible wire mesh to demist and defrost. It is opened by a safety catch on the inside of the car. The luggage deck on the standard coupe can be folded back to provide parcel space behind the seats. Jaguar's lighting meets the latest regulations and incorporates an extra lever on the steering column actuating headlamp flashing. Wrap-around parking and signal lights are installed above complete steel bumpers, which stretch from wheel arch to wheel arch on all models.

With its enlarged passenger and luggage accommodation, and with optional automatic transmission, the 2 + 2 now appeals to an even larger number of women drivers. The rear seat doubles as a fold-down luggage platform, giving capacity 52½ in. in length.

Impressive Range of Performance

E-types have tremendous performance which compares with any other sports car. Acceleration from 0 to 60 mph takes less than 8 seconds. 90 miles an hour can be reached in just over the quarter mile. 100 mph takes about 18 seconds. The car speeds as high as 140 mph. Yet with all this, gas mileage at a constant 60 mph exceeds 20 miles to the gallon. All this is achieved by a combination of the E-type's high power-to-weight ratio, with highly efficient streamline form.

Experts Hail the E-type

A scale model of the beautiful XKE coupe forms part of the permanent collection of New York's Museum of Modern Art.

The Museum commented: "It offers a standard of performance and finish found only in cars normally costing twice as much money."

Says Road and Track magazine of the XKE: "It still has a combination of ride, handling and silence that sets the standard for the rest of the world."

2+2 COUPE





Bring Home A Jaguar From Your Trip Abroad

The Jaguar Overseas Delivery Plan (JOD/PLAN) brings great advantages to the customer who buys his car this way. A Jaguar may be purchased at any of some 300 dealer points throughout North America for immediate delivery. But also, any of those same dealerships can arrange to effect delivery overseas.

For instance, tourists visiting Britain and the Continent of Europe can purchase Jaguar cars at special low tax free prices. This applies whether their visit is for a carefree touring holiday or for business. The same principle applies to members of the Armed Forces on duty overseas, who on returning to the U.S. can arrange to have a new Jaguar waiting stateside.

For the international traveler and especially for the international businessman there are manifold advantages and pleasures in having one's own car, while traveling through the beautiful British Isles and on the Continent.

Not only is there the luxurious convenience of one's own Jaguar when motoring in other countries but substantial savings can be achieved as well. First there is the saving on the original price of the car, because it is bought at the tax free ex-factory price. Then there is the saving during the tour on car rental or on intermediate train and rail fares, not to speak of taxis. You will be completely free to go where you want, when you want and stay as long as you like.

Finally, when the car is shipped back home, a reduced import duty assessment is incurred on the used car value.

Easy Arrangements Under The Jaguar Plan

Special arrangements have been made to avoid red tape, whether delivery is made in Britain, France, Italy or any other major European country. Inclusive prices, plus delivery charges, will be confirmed by the Jaguar dealer. Each car is ordered individually to the exact color and optional equipment of the customer's choice. Each car is to correct North American specification, including all the latest traffic safety and air pollution requirements.

Your Own Jaguar for a Holiday in Europe

Therefore, your very own choice of Jaguar can be ready and waiting for you the day of your arrival, so that no time is lost in starting the tour abroad. However, normally at least eight weeks notice is requested. Rush orders can be accepted and met, from stock car orders.

All that is necessary is a visit to your nearest Jaguar dealer to select the exact model, and colors for the exterior and interior of the car. Make sure you buy through the American or Canadian dealer to whom you will be going for future service. He will give you a demonstration drive, and register your order with the manufacturer. Payment is normally arranged with a small deposit and full payment 30 days before delivery.

Documentation has been reduced to a minimum. For Britain, car purchase order form and purchase tax exemption form (in duplicate). Both will be completed by

the dealer. For the Continent, car purchase order form and Power of Attorney form (in duplicate), necessary to speed car registration in advance of arrival.

Take Delivery In Any Major City

Delivery charges vary according to the country and city chosen, and the distance from the Jaguar factory in Coventry, England. Charges range for example from Coventry itself (\$40), London (\$57), Paris (\$186) to Rome (\$362). These charges include delivery by bonded bi-lingual drivers; license plates; and associate membership in the Royal Automobile Club, which has representatives at all major ports and cities. Current American driver's license covers you in most countries.

Jaguar enthusiasts often prefer to take delivery at the Coventry factory itself, where they see how Jaguar cars are built, inspected and tested and have the opportunity to visit the surrounding Shakespeare country; besides saving on delivery charges.

Airport or dockside deliveries are not necessarily recommended due to the uncertainties of late or even early arrivals. But such deliveries can be arranged at an extra charge from \$15 to \$25 in the U.K.

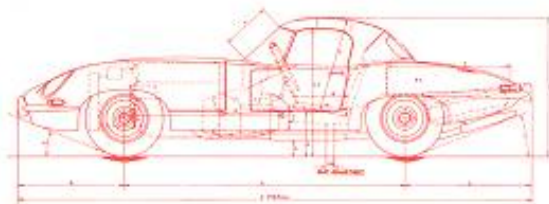
Car insurance is compulsory abroad and can be arranged through the International Department of the American Automobile Association. It is necessary to list all the countries to be visited.

Arrangements For Shipping The Car Home

Return shipment is easily arranged and instructions can be confirmed before actually leaving the U.S.A., through the Jaguar shipping agents Dunnington and Arnold, 21 West Street, New York, N. Y. 10006; or when taking delivery abroad through the Jaguar factory representative or through a shipping agent. The RAC have a complete list. Shipping and marine insurance charges are for the account of the purchaser.

If shipping arrangements have to be made later this can also be accomplished quite simply in any major port or city, by leaving your car with an automobile forwarding agency who will arrange shipment of the car to the U.S.A.

In Britain the car can be left with the Jaguar London shipping agents or at the factory itself in Coventry. It is then shipped to the U.S.A. with other new Jaguars under factory supervision. Cost varies according to model and ports, from about \$256 from England to East Coast U.S.A.



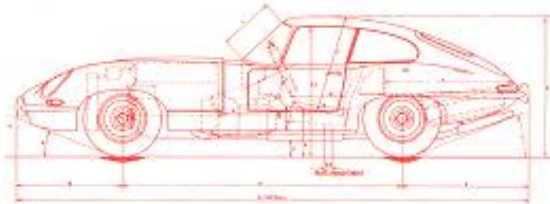
Jaguar XK-E Roadster

The ultimate two-seater for the open road. Nest convertible top. Proven performance.

Equipment Differences:

Body Construction: Folding top, with large rear window, mounted on a special frame to permit easy raising or lowering. A fiberglass hardtop (optional extra) can be fitted without removing lowered soft top. Appointments: Access to luggage compartment in rear of car is by internal release, which raises deck lid. Additional parcel accommodation behind seats.

Dimensions, Capacities: Wheelbase 96 ins. Track, front 50 ins., rear 50 ins. Overall length 175¼ ins. Overall width 65¼ ins. Overall height 48 ins. Ground clearance (laden) 5½ in. Dry weight, 2464 lbs. Weight distribution, front 50%, rear 50%. **Optional Equipment:** Fiberglass hardtop.



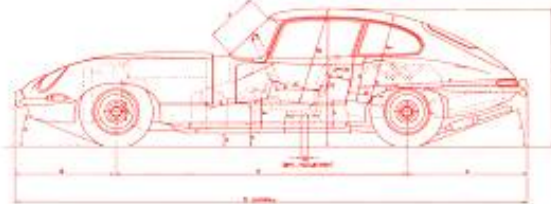
Jaguar XK-E Coupe

A sleek, classical masterpiece, praised by the Museum of Modern Art. Large rear window opens up for plenty of luggage.

Equipment Differences:

Body Construction: Large window in rear luggage door, along with wraparound windshield and thin pillars, provides excellent visibility. Rear quarter windows are hinged for ventilation. Appointments: Twin, padded sun visors. Glove compartment lockable. Twin package shelves beneath fascia panel. Access to luggage compartment is through large rear door, opened by internal release. Covered compartment immediately behind seats for small parcels. Luggage carried in flat, padded area behind seats. Hinged retainer at front drops down to increase space.

Dimensions, Capacities: (see roadster) Dry weight, 2520 lbs. **Optional Equipment:** Heated rear window for demisting and defrosting.



Jaguar XK-E 2+2 Coupe

A family coupe with extra seats for the children. Automatic transmission as optional extra in a great sports car.

Equipment Differences:

Body Construction: (see coupe). Appointments: (see coupe). Also fully upholstered rear seat for two. Squab of rear seat is in two sections, permitting upper half to move forward, increasing luggage space to full 52½ ins. length.

Transmission: Optional automatic. Rear Axle ratio 3.31 to 1. Borg-Warner Model 8 automatic transmission with torque converter and planetary gearbox providing low, intermediate and direct top. Dual drive range. Gear selector in quadrant on transmission tunnel.

Dimensions, Capacities: (see roadster) Wheelbase 105 ins. Overall length 184¼ ins. Overall height 50 ins. Dry weight 2744 lbs. Steering: 2½ turns lock-to-lock. Turning circle 41 ft.

Optional Equipment: (see coupe) Automatic transmission.

Design Features in Common

(All complying with U.S. Federal Safety and Air Pollution Requirements)

Body Construction: 2-door, stressed shell all-steel body of monocoque construction. Tubular steel front sub-frame carries engine and suspension. Fabricated steel rear sub-frame carries independent suspension and final drive units. Wraparound bumpers with over-riders front and rear. Jacking points on either side of car.

Appointments: Door panels are finished in finest quality leatherette. Carpeting over thick felt underlay. Twin bucket reclining seats, adjustable for reach and rake, upholstered in leather over deep foam rubber cushions.

Instrument Panel. Panel is mat-grained finish to eliminate reflections. Comprehensive instrumentation includes 160-mph speedometer and tachometer in front of driver and a central section containing separate instruments for oil pressure, water temperature, fuel gauge (with low-level warning light), battery condition indicator, choke warning light, transistorized clock, and a row of labelled toggle switches for accessories. Separate housing beneath this panel has space for radio (optional extra), twin speakers and ashtray. Panel in front of passenger has glove compartment and grab handle.

Heat and Air Vent. Fresh air heating and multipoint windshield defrosting system incorporates 2-speed fan controlled by switch on panel. Controls for temperature and air volume on panel with ducts to direct air to each side of car.

Luggage Compartment. Spare wheel and tire beneath door in trunk floor. Jack and wheel spanner provided.

Engine: Six-cyl., in-line engine develops 246 bhp at 5500 rpm, 263 lbs.-ft. torque at 3000 rpm. Displacement 4.2 litres (4235 ccs.; 258.4 cu. ins.). Bore 3.63 ins. Stroke 4.17 ins. Compression ratio 9 to 1. Chrome iron block fitted with dry-type cylinder liners. Aluminum alloy pistons, steel connecting rods, dynamically and statically balanced crankshaft carried on 7 large precision bearings. Aluminum head with hemispherical combustion chambers with Duplex Manifold emission control system. Twin overhead camshafts driven by 2-stage roller chain. Twin Zenith-Stromberg constant depression carburetor with manual choke control. Electric fuel pump. Filter in fuel line. Dual exhaust system. Pressurized cooling system with thermostatic control on twin electric fans. Forced lubrication through submerged pump, with full-flow filter. Vacuum and centrifugal automatic ignition control. Oil coil ignition.

Transmission, Rear Axle: Four-speed floorshift, synchromesh on all gears. Hydraulically-operated, 10-in. dia. diaphragm clutch. Sealed bearing driveshaft. Hypoid rear axle. Ratio 3.54 to 1. Optional ratios: 3.07, 3.31 to special order.

Electrical Equipment: 12-volt battery. Alternator used in place of generator. Combined ignition and starter switch on steering column. Separate column lever for dipping headlights incorporating horn button. Back-up lights. Self-cancelling directional signals. All directional signals can be flashed simultaneously as a "hazard" warning system, controlled manually by panel switch. Two-position dimmer switch for instruments. Map reading light. Interior courtesy light. Cigarette lighter with luminous socket. Twin, dual-tone horns. Triple-blade, 2-speed windshield wipers. Windshield washers.

Suspension: (Front) Independent, with transverse wishbones and torsion bars controlled by telescopic hydraulic dampers. Anti-roll bar fitted to lower wishbones. (Rear) Fully independent, self-contained unit mounted in pressed-steel cross member attached to body by pairs of rubber blocks on each side. Lateral location of wheels by transverse links of unequal length, with universally-jointed live half shafts acting as the upper pair. Anti-roll bar. Longitudinal location is provided by rubber mountings locating the sub-assembly in the body structure, and by radius arms between the lower link and a mounting point on the body structure. Pairs of coil springs, each enclosing a telescopic damper, provide the suspension medium at each wheel.

Wheels and Tires. 15-in. wire-spoke wheels with center-lock quick-change hubs fitted with Dunlop radial ply 185 x 15, tires. **Brakes:** Dunlop 4-wheel discs with quick-change pads. Servo assisted, self-adjusting. Front brakes are mounted at wheel hubs; rear are inboard adjacent to differential. Independent hydraulic system with tandem master cylinders providing separate circuits for front and rear. Self-adjusting "pull-up" handbrake. Combined handbrake and brake fluid level warning light.

Steering: Rack-and-pinion. Steering column meets Federal Safety requirements. Wood-rimmed, 3-spoke steering wheel adjustable for height and reach. 2½ turns lock-to-lock. Turning circle 37 ft. **Dimensions, Capacities:** Fuel 16½ gals. Oil 9 qts. Water 19¼ qts. **Optional Equipment:** Radio with twin speakers. Alternative rear axle ratios. Chrome wire wheels. Tinted glass. Whitewall tires. Air conditioning.

Exterior Colors

Carmen Red
Opalescent Light Maroon
Cream
Beige
Pale Primrose
Golden Sand
Opalescent Silver Grey
Opalescent Silver Blue
Dark Blue
Willow Green
British Racing Green
Black

Interior Colors

Red leather (VM 3171)
Maroon leather (VM 893)
Tan leather (VM 3280)
Light tan leather (VM 3104)
Beige leather (VM 3234)
Gray leather (VM 3230)
Light blue leather (VM 3244)
Dark blue leather (VM 3197)
Suede green leather (VM 3510)
Black leather

Jaguar distributors and dealers will suggest the most suitable exterior and interior color combinations.

The color finishes and combinations described are those in current use at the time of publication of this catalogue. Jaguar Cars Ltd. reserves the right to alter or withdraw any color finish without notice.

For the United States of America, the manufacturer's warranty is assumed by Jaguar Cars Inc., 32 East 57th Street, New York, N. Y. 10022.

Purchasers of Jaguar cars complete an official Registration of Ownership to obtain the Manufacturer's Warranty, which warrants against defective parts for twelve months from the date of delivery or 12,500 miles usage, whichever shall first occur. Warranty transferral requires consent in writing from the manufacturer.

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