

JAGUAR

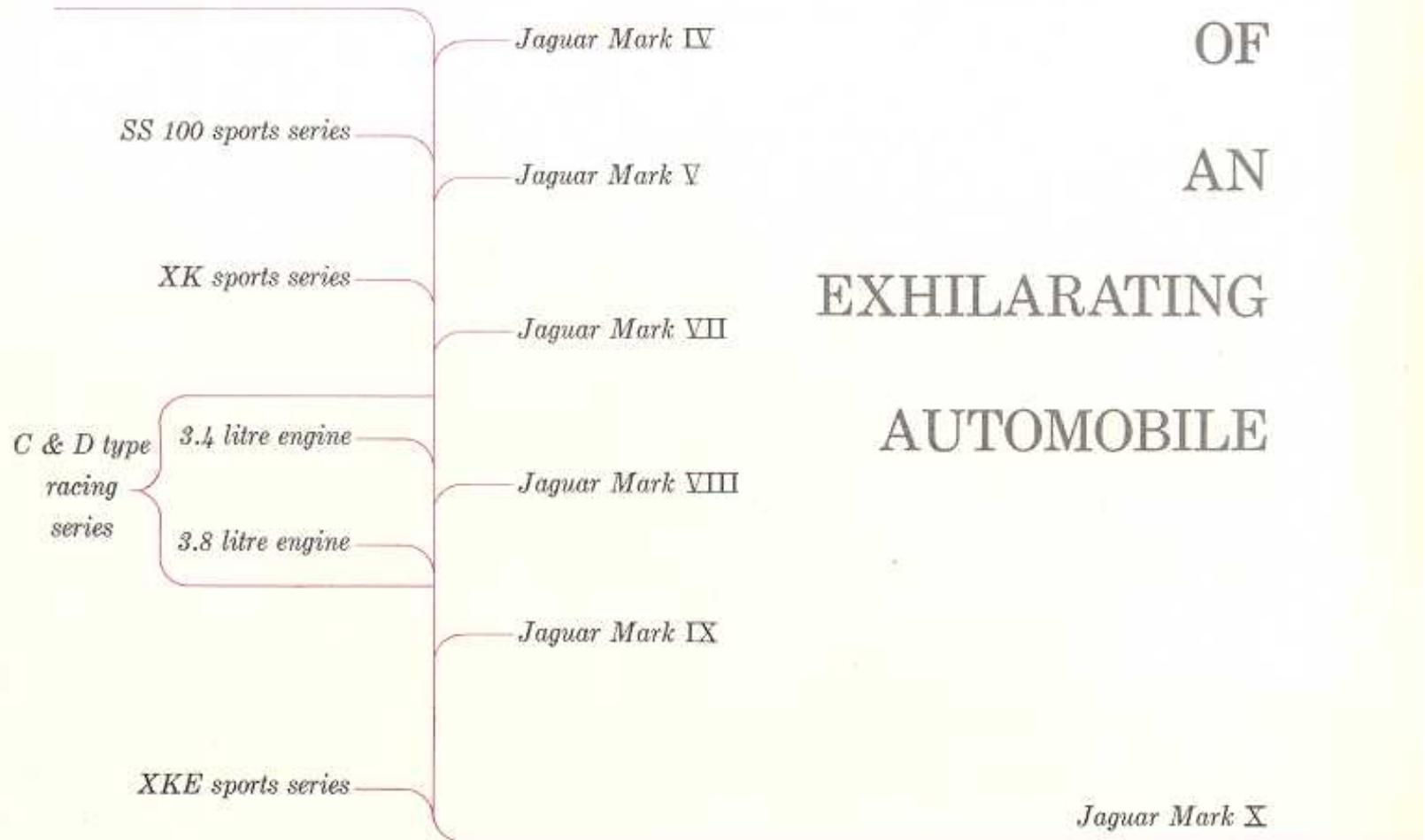
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X



*SS 1*



THE  
EVOLUTION

OF  
AN

EXHILARATING  
AUTOMOBILE

*Jaguar Mark X*

The 1931 debut of the SS 1 at the London Annual International Automobile Exhibition caused a sensation still remembered in the automotive world. Crowds continually swarmed around the exhibit. Questions exploded on all sides. The press unanimously acclaimed the SS 1 as "the car of the show."

Building on this initial success, Sir William Lyons, founder and continuing head of Jaguar, introduced the first cars bearing the Jaguar name in 1935. Perhaps the most dramatic entry among these models was the SS 100, a classically styled, short chassis competition roadster, heralded everywhere for its distinctive appearance and amazing performance.

Racing enthusiasts quickly discovered Jaguar's ability to excel in competition. From these grueling tests came the engineering refinements that led to Jaguar cars' increasing success in competitive performance . . . and instilled a breathless excitement into the stately sedans in Jaguar's Mark series during the late 30's and after World War II.

Yet, as far back as 1939, Sir William began work on his dream cars, to be powered by an entirely new engine. The "X" engine progressed through a series of designs and modifications until it achieved all that Sir William had in mind for it. In 1948 he launched the famous XK 120 Sports Two-Seater at London's first post-war motor show, again causing a sensation throughout the industry. Inde-

pendent racing drivers fell in love with it, and gave it the severest road-testing possible. So well did it measure up that its future was assured, and in 1950 Jaguar introduced the Mark VII Sedan with the XK engine in it.

Beginning in 1951, Jaguar entered track and road contests with a purpose, and gathered an outstanding array of wins. Perhaps foremost among them is Jaguar's record in the Le Mans 24-hour Grand Prix of Endurance. Out of seven consecutive official starts, Jaguar won five of them. Even more notable, the 1953 Grand Prix found Jaguar taking first, second, fourth, and ninth places . . . and achieving, in the 1957 Grand Prix, the incredible feat of coming in first, second, third, fourth and sixth.

With the excellence of his cars thus established, Sir William announced in 1957 that he would withdraw from competition for an unspecified time. The evidence that Jaguar had the strength, stamina and performance to surpass the best cars on the road was available for all to see.

The lessons in engineering and design, taught on the track, were well learned. This knowledge was firmly implanted in the manufacturing processes of Jaguar. It appears now in every line and curve of Jaguar construction, in every cubic inch of the Jaguar engine.

A little over thirty years of the pursuit of superiority have followed the introduction of the SS 1, and they trace the evolution of an exhilarating automobile . . . The JAGUAR MARK X SEDAN.



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The new Jaguar Mark X Sedan . . . enduring elegance and grace at the top of the motoring world.

The Mark X is unsurpassed in its combination of performance, engineering, and luxury of interior fittings. Here is a car to excite you . . . the kind of car you have often hoped to own. Its superiority is a delight to discover.

These are the exclusive features that set the Mark X apart . . . that place it at the pinnacle of cars in its luxury class:

- Independent front and rear suspension, for magnificent cornering quality combined with a glass-smooth, effortless ride. New monocoque construction, for sleek strength and lasting silence of operation.

- The world famous XK type engine, five times winner of the Le Mans (France) 24-hour Grand Prix of Endurance in seven official starts.

- Disc brakes fitted to all four wheels, with a Jaguar exclusive: two entirely separate systems for front and rear brakes, giving smooth and powerful braking and absolute safety from brake failure in the event of damage to either system.

- Interior elegance in polished matched walnut, including instrument panels, interior moldings and window surrounds. Glove leather upholstery over foam cushions. Folding walnut occasional tables in the rear compartment.

- The quiet, refined taste of Jaguar's enduring, classic styling.

The Mark X is the culmination of Jaguar's long experience in building finely-crafted, high performing motor cars designed to satisfy those who demand something special in the car they drive.



THE JAGUAR MARK X SEDAN



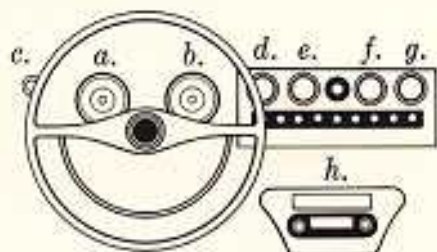


Snug yourself down behind the wheel of the new Mark X. Look thoughtfully about you at the refinement and good taste evident everywhere your eye turns.

The glove-soft leather of the seats welcomes you. Pull down the individual center arm rest . . . you might be in your favorite arm chair. A slight lever movement reclines the seat to the angle you specify.

Set the steering wheel at a distance most comfortable for you. Note the mated and matched, hand-rubbed walnut that adorns the instrument panel and window surrounds . . . the fingertip convenience of the controls.

Here is the kind of motor car you've sought so long . . . the Jaguar Mark X.



*a.* Speedometer, with trip and total mileage register  
*b.* Tachometer, with electric clock  
*c.* Intermediate gear-hold lever  
*d.* Water temperature gauge  
*e.* Oil pressure gauge  
*f.* Fuel gauge  
*g.* Ammeter  
*h.* Ash tray; radio control mounting.

True dignity and grace appear in every fitment of the rear compartment of the Mark X. Your every comfort has been considered.

Leather from the finest hides is fitted with meticulous care over foam rubber cushions. A concealed arm rest pulls down to the center of the seat.

Individual ash trays are mounted near the top of the front seat-backs. Beneath them, polished walnut occasional tables may be folded rearward to a horizontal position. At the rear of these tables are rectangular mirrors, set at a convenient angle, to assist you with last minute grooming.

Deep pile carpeting over thick felt padding covers the floor, front and rear. At the floor in the center of the rear compartment is an outlet for the interior heating system, to ensure your complete comfort in cold weather.

The Jaguar Mark X Sedan embodies all the excellence, quality and distinction you could wish for in a truly fine car.





# JAGUAR MARK X

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**JAGUAR CARS INC.**

32 E. 57th ST., NEW YORK, N. Y.