

THE MARK X DISTINCTIVELY JAGUAR





COVENTRY

Ninety-five miles northwest of London, just beyond historic Warwick Castle in Warwickshire, lies Coventry... the birthplace of Jaguar Cars. Coventry is renowned as the scene of the Lady Godiva legend, of the finest British craftsmanship, and of total Blitzkrieg during World War II. ● Out of a rebuilt Coventry, after the war, came the great Jaguars that electrified the world by shattering long-standing speed and endurance records. And from today's Coventry comes the Jaguar Mark X, a new standard in automotive superiority... a standard resulting from the skillful combination of elegant craftsmanship, correct styling, advanced engineering and high performance. ● Grace, dignity, effortless speed and safety. These are classic concepts. They are built into every Mark X at Jaguar's famous Coventry Works. They are the reasons why Jaguar, of Coventry, is a truly honored name throughout the entire motoring world.



In 1926, William Lyons made his first real impact on the automotive industry by designing and building a special body for the Austin

was offered at the incredibly low price of \$1,875, confirming Sir William's practice of producing motor cars with style and performance superior to others bearing far greater price tags. Of the several body styles offered, perhaps the most dramatic was the classic SS 100 (far right), the short chassis competition roadster which was favored with such wide acclaim. • Deservedly, Jaguar's

whelming enthusiasm. At London's first postwar motor show, another sensation was caused by the Jaguar XK 120 (right), the record car which, in 1948, was officially timed over a measured mile at a speed of 132.6 m.p.h. Since that time, Jaguar has won the Le Mans 24-hour Grand Prix of endurance five times out of seven official starts. In 1953, Jaguar swept this most grueling

world by finishing first, second, third, fourth and sixth! • Establishing racing records all over the world became a habit for Jaguar



HERITAGE

"Seven" (above left). In 1931, he arranged with the Standard Motor Company to supply him with chassis and motors of his own design. He then created the SS 1 (right), the car which caused a sensation still remembered in the automotive industry. • In 1935, Sir William produced the first car to bear the Jaguar name. His genius for design was recognized again as the car was unveiled. The SS Jaguar

stature soared. And when the postwar models were introduced, they were received with over-

of all races, taking first, second, fourth and ninth place. Again, in 1957, Jaguar startled the racing



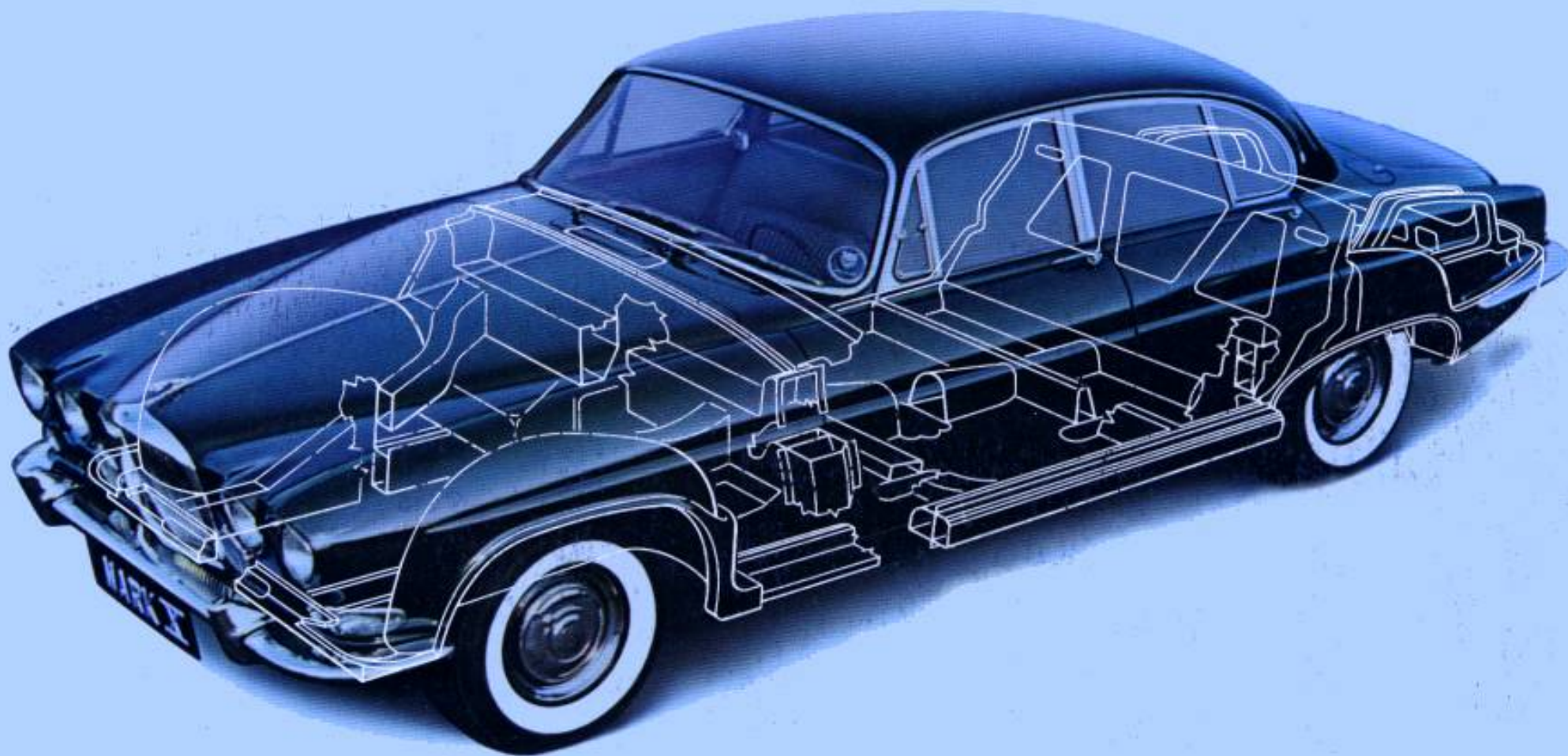
from 1951 through 1957, when Sir William announced that Jaguar would withdraw from competition for an unspecified time. He had accomplished his purpose: to prove in the severest testing laboratory known that Jaguar had the stamina and performance of a true thoroughbred. The lessons learned on the race track went into the making of a motor car of supreme superiority...the Jaguar Mark X.



MONOCOQUE

Monocoque, translated from the French, means "single shell." The monocoque principle has long been applied to aircraft construction in an attempt to combine the greatest possible structural strength with the lightest possible weight.

● As applied to the Jaguar Mark X, the principle of monocoque construction results in a body which withstands stress without strain. A body which enables the suspension system to function as it should, without fighting a lurching mass of metal. A body that provides a ride of amazing smoothness and stability regardless of road condition. ● Monocoque construction is not a Jaguar exclusive. There are, perhaps, one or two hand-crafted cars which employ the principle for racing purposes. Jaguar, however, is the only manufacturer that can offer monocoque at a price that is not beyond reason. The only manufacturer that brings the monocoque principle to an incomparably appointed sedan...the Mark X.





ENGINE

Jaguar's engineering genius has long been recognized by the automotive industry. Since the birth of the very first Jaguar, the company has striven constantly for engineering perfection. And with the Mark X, a new high in Jaguar perfection has been attained.

● The Mark X engine is of advanced design, incorporating twin

overhead cam shafts and hemispherical combustion chambers, as well as triple carburetors. ● Longevity is assured by the use of a chrome iron cylinder block with dry cylinder liners, and a massive seven-bearing crank shaft running in lead indium bearings. ● Upon lifting the bonnet of the Mark X, the knowledgeable motorist will

be awed by the superb appearance of its engine. Even those who are unaccustomed to the ways of a fine machine will express delight at the beautifully finished look of the many polished aluminum parts, which lend to the overwhelming first impression that this engine gives. ● But the proof of any precision machine is in its perform-

ance. Mark X owners will find that its engine performs with the precision of a fine timepiece... smoothly, silently, efficiently. They will discover how sedately it behaves in town traffic or, should the occasion arise, how masterfully it reacts at speeds of over 100 m.p.h. They will learn that the Mark X motor is an engineering triumph.

INTERIORS

The true dignity of the Mark X is eloquently expressed in its interiors. Drama stems from regal simplicity...from unobtrusive elegance. Seats are of the finest, softest glove leathers. Those in front recline with a wide range of intermediate positions from which to choose. Both front and rear seats are fitted with central folding armrests. Under the instrument panel, a generous stowage recess runs the full width of the car. • The instrument panel is fashioned from matched and mated hand-rubbed walnut, as are the window surrounds and panels. It features a tachometer and speedometer positioned directly in front of the driver, and separate calibrated instruments for oil pressure, water temperature, fuel gauge and ammeter. The panel is luxuriously functional and is not complicated by needless embellishments.





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The genuine leather hides chosen for the Mark X are of impeccable quality, and are upholstered over deep foam cushions. Passengers will delight in the spaciousness attained in the rear compartment, even when the front seats are in their extreme rearward position. Polished walnut vanity tables are fitted into the rear of the front seats. When opened, these tables reveal large rectangular mirrors placed at the correct angle for use. The Mark X is deeply carpeted over thick felt padding. ● As you would expect, interior craftsmanship is flawless. Each appointment, each detail is executed with incomparable skill. Fitments are functional as well as luxurious. Unnecessary adornments are avoided, for superfluous touches would only detract from the theme of the Jaguar Mark X . . . good taste and correctness.



The exacting precision with which the Mark X is engineered is evident in its control system. There are two transmissions from which to choose: a manually operated four-speed gearbox with over-drive, and a fully automatic transmission. For complete driver control, a manual intermediate speed-hold on the automatic transmission enables the driver to select and retain intermediate speed, particularly valuable when over-

taking in heavy traffic. For complete driver comfort, the Mark X steering wheel may be adjusted to any one of several desired positions. • Unquestionably superior are the world-famous four-wheel Dunlop disc-brakes found on the Jaguar Mark X. Proven on the race track, these brakes ensure complete safety in that front and rear disc brakes operate independently...a Jaguar exclusive. There is a brake fluid warning light for

each system operating on the instrument panel. • No car in the world provides a smoother, more effortless ride than the Mark X. This results from Jaguar's independent front and rear suspension system. To Jaguar, this development represents a costly "extra," but the additional manufacturing cost is thoroughly justified. As a noted Swiss authority puts it... "We are literally stupefied by the smoothness of the ride and the

gentleness of engine, which doesn't make its presence known until the speed is much augmented." • It is impossible, here, to describe the many splendid technical elements which result in the Mark X's superior performance. Your Jaguar dealer will be delighted to discuss these many features at length. For the present, however, you may be assured that each element contributing to the performance of the Mark X is, in itself, a masterpiece.

PERFORMANCE



NOBILITY

With a deep sense of pride, Jaguar presents the Mark X. It is the ultimate expression of a heritage rich in the design and engineering of luxury sedans. Jaguar invites you to inspect the Mark X so you may gain first-hand knowledge of



its perfection. For only after you drive this motor car will you be able to comprehend its excellence. Only after you own this motor car will you be able to experience the keen satisfaction of possessing Jaguar's crowning achievement...the Mark X.



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