JAGUAR UNLOCKS THE ULTIMATE CAT.
From its beginning several decades ago, Jaguar has always been an object of national pride. As the company grew, so did its reputation for excellence in design and craftsmanship. The 12-cylinder engine, in particular, has been the hallmark of Jaguar's commitment to engineering excellence.

The 12-cylinder engine was first introduced in the 1960s, and has since become synonymous with Jaguar's high-performance vehicles. The engine's power and smooth ride have made it a favorite among car enthusiasts around the world.

In the 1970s, Jaguar developed the 12-cylinder engine further, increasing its power and efficiency. This resulted in the famous XJ12, which was the pinnacle of Jaguar's engineering capabilities.

Today, the 12-cylinder engine remains a symbol of Jaguar's commitment to excellence, and continues to inspire innovation and excellence in the automotive industry.
The Jaguar V-12 engine. The objective of Jaguar, in its engineering of the V-12 engine, was smoothness of engine performance. Not brute power. Because of its inherent balance, the engine idles in near silence with virtually no vibration. It powers the Jaguar to 60 m.p.h. in 6.8 seconds with such sinuous grace that one hardly experiences a sensation of motion. And even at full 6500 rpm there is an eerie absence of engine noise. Of significance is its power to displacement ratio. Jaguar’s V-12 displaces only 326 cubic inches and yet develops 314 horsepower. Of additional significance is its power-to-engine weight ratio. The total engine weight: an unexpected 680 pounds. Reason: the Jaguar V-12 engine is almost all aluminum. The V-12’s flat head design (with a single camshaft per bank as a natural corollary) was chosen only after tests with various designs plus previous experience gained with Coventry Climax racing engines. The V-12’s flat head design produces excellent torque throughout the lower and middle speed ranges. This is especially useful in today’s city-to-thruway kind of driving. The bore/stroke measurements are also rather unusual—a 3½-inch bore and a 2¾-inch stroke. This means the cylinder is unusually wide and the piston stroke unusually short. The advantage: it provides lower piston speed for longer engine life. Another revolutionary development: a transistorized ignition system. This system, race-proven in Formula 1 cars, employs a new electronic distributor that eliminates all contact points. With no contact points to wear or foul, a major cause of engine tune-ups is eliminated. (Incidentally, an out-of-tune engine is a major cause of engine pollution.) Every single V-12 engine—not just an occasional one—is thoroughly and exhaustively tested. Besides individual testing of components, each engine with its clutch and gearbox is bench-tested as a unit—not once but several times. (Final engine approval, of course, is reserved until 2 different road tests by 2 different crews.) This then is Jaguar’s latest contribution to automotive history: the new V-12. In our opinion, it is the finest production engine in any automobile, regardless of size, regardless of price.
The Jaguar 2+2.
The 2+2, like all Jaguars, takes 8 full weeks to build. It is, of course, a sports car. An enclosed sports car with a host of amenities for touring in the grand style.

The suspension system.
All four wheels are fully independently suspended. A bump on one does not lift another. This isn't mere creature comfort—although it is comfortable—it is creature safety. Moreover, new front-end "anti-dive" geometry, plus torsion bars, has been introduced into the suspension system to make the 2+2 sure-footed. And for even surer footing, the track has been appreciably widened.

The steering.
When you turn the wheel, you turn the wheels. No more. No less. The steering is power-assisted rack-and-pinion with 3.5 turns lock-to-lock. And the steering column is adjustable. For extra maneuverability, the turning circle has been reduced from 41 to 36 feet.

The amenities.
The reclining bucket seats are upholstered in top-quality leather of matching color and grain. They fold forward to facilitate entrance and exit to the back seat.
The back seat, in turn, pivots forward to add extra room to the already generous luggage space. A wide-swinging rear door, with an interior release, provides quick and easy access to the luggage compartment.
A most important amenity: a new flow-through ventilation system with an air extractor louver situated on the car's rear panel.

The Jaguar 2+2. The ultimate cat.
With a permanent roof.
The Jaguar Convertible.
Several changes have been made in the Convertible enhancing its
design. The bumper-brake light
assembly, for example, has been
restyled so the lights are now an
integral part of the wrap-around
bumper. And underneath the
bumper is an impressive
array of tail-pipes.

The Convertible now measures
15 feet 4 inches in overall length.
This adds several extra inches of
leg room and trunk room. In
addition, doors have been
widened to provide for easy
entrance and exit.

The newly designed all-weather
top can be quickly and easily
raised or lowered. It’s so snug-
fitting you’re comfortable even
in the most severe
weather conditions.

The Jaguar Convertible. The
ultimate cat. With a folding top.
The ultimate cat: outside. The ultimate cat has had exterior changes. The fenders are slightly flared. This animal not only claws the road, it also looks like it does. And there's a new unity in the design of the headlamps, parking lights, and turn signals, accentuated by the sweep of the wrap-around bumper. As indicated by the 2 + 2 (below), this animal— even at rest— seems ready to spring.

The grille gleams through an oval of chrome. And at its center, the distinguished symbol of Jaguar. Beneath the grille, the new air scoop for more efficient engine ventilation. (Incidentally, eight coats of paint are applied to the body — the last one after the car has been road-tested.)
This is the ultimate cat. Lithe. Sleek. Swift. Adapted to any motoring environment. With independent 4-wheel suspension to give the animal the footing it needs, regardless of the surface, it's running on. With power-assisted rack-and-pinion steering.

And a new power-assisted braking system with 10-inch discs in back and new 11-inch ventilated discs in front. When you want this cat to stop in its tracks, it stops.
The ultimate car: inside.
The front bucket seats recline individually and fold forward to facilitate passage to and from the back seat in the 2 + 2 model. Additionally, the back of the rear seat pivots forward to provide the abundant luggage space illustrated on the opposite page. Standard on all models: a retractable, inertia-reel seat-belt system.
Some of the car's equipment.

Included in the price of every Jaguar is a center console-mounted synchronesh 4-speed stick shift. The instrument panel, including the electric tachometer, is designed for accessibility—visually and manually. As a safety feature, all metal parts, such as instrument surrounds and heater controls, are finished with a non-reflective surface. The diameter of the adjustable steering wheel has been reduced to 15 inches. The steering wheel itself has satin-finished aluminum alloy spokes and a rim covered in hand-stitched leather.
JAGUAR V-12 SPECIFICATIONS

ENGINE:
12-cylinder water-cooled aluminum 60-degree “V” with overhead camshaft (1 per bank), 3-angle, 7.2 liter magnesium, exhaust and evaporation emission control, compression ratio: 9:1, Bore: 3.55 in, Stroke: 2.75 in, Stroke/bore ratio: 0.779:1, Displacement: 5.3L, (328.6 cu. in.), Horsepower: 314 b.h.p., Gross at 6,200 r.p.m., Torque: 346 ft./lbs. Gross at 3,000 r.p.m., Ignition: Optus Mark II Electronic System consisting of electronic distributor with timing rotor, amplifier, unit, ballast resistance unit, and special high performance coil, Carburation: Four Zenith-Stromberg 175 CD25E, Battery: 12-volt, 60 amperes at 22 hours, Alternator: 60 amperes.

TRANSMISSION: Manual:

TRANSMISSION: Automatic (Optional):

STEERING:
Rack-and-pinion, power assisted, adjustable steering column, Steering Ratio: 18:1, Turns lock to lock: 3.5, Timing Circle: 36 feet.

SUSPENSION:
Front: Independent transverse wishbones with torsion bar, monobody hydraulic shock absorbers and anti-roll bar, incorporates “anti-dive” geometry, Rear: Wishbones with drive shaft forming upper link, radius arm, monobody hydraulic shock absorbers inside coil springs, and anti-roll bar.

BRAKES:
Power-assisted 4-wheel disc brakes, Front: 11.18 in. diameter ventilated discs, Rear: 10.30 in. diameter solid discs.

ROAD WHEELS:
Ventilated pressed steel, 15 in. diameter fitted with Dunlop E70X R15 5P sport radial-ply tires.

PERFORMANCE DATA:
Maximum Speed: 125+ m.p.h., Acceleration: 0-60 m.p.h.: 6.8 sec., Standing Quarter Mile: 14.8 sec., Road Speed at 1,000 r.p.m., top gear: Manual gearbox: 21.4 m.p.h., Automatic: 22.5 m.p.h.

ELECTRICAL:
Overload, 12-volt system, Battery rating: 60 ampere-hours at 22 hours, Alternator: 60 ampere-hours.

INSTRUMENTS:
Speedometer with trip odometer, Electric clock, oil pressure, water temperature, and fuel gauges, Clock, Manual choke, High-pressure electrically operated windshield washer, Brake fluid/level, oil pressure, direction indicator, emergency flasher, and choke control, warning lights, Door-operated courtesy and map reading lights.

BODY:
All-steel monocoque construction with separate engine sub-frame, Convertible: 2 passenger, quick-release top, 2+2: 2+2 passenger with fully upholstered rear seat, rear seat pivot forward to increase luggage compartment to 52.5 inches.

INTERIOR:
Semi-reclining bucket seats leather-faced with ambla panels on non-wearing surfaces, Leather covered seat belts, Cigarette lighter and ashtray, Lockable glove box and console, Ambla trimmed interior, Fitted carpet with rubber inserts.

OPTIONAL EQUIPMENT:
Automatic transmission, Factory-installed air conditioning, Solid-state AM/FM pushbutton radio, Wide-rim radial-ply tires, Chrome wire wheels (requires tubeless tires), Tinted glass, Electrically heated rear window (2+2 only), Removable hardtop (Convertible only).

JAGUAR CARE CONFORMS TO U.S. FEDERAL MOTOR VEHICLE SAFETY AND AIR POLLUTION STANDARDS APPLICABLE AT THEIR DATE OF MANUFACTURE, SPECIFICATIONS AND COLORS SUBJECT TO CHANGE WITHOUT NOTICE.

MAIN DIMENSIONS:
Overall length: 184.38 in, Overall height: Convertible: 46.10 in, 2+2: 51.13 in, Overall width: 66.06 in, Wheelbase: 105 in, Track at front: 54.38 in, Track at rear: 63.76 in, Ground Clearance (minimum): 5.38 in, Weight: 3435 lbs, Trunk Capacity: Convertible: 4.75 cu. ft, 2+2: 2.95 cu. ft, 12.5 cu. ft.

BODY COLORS:
[Colors listed with corresponding shades for various body styles and options available.]

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Optional equipment.
The list of options on the Jaguar is rather limited. Because all the essentials, and many of the amenities—such as a transistorized clock and lighter—are included in the basic price.

Among the Jaguar's optional equipment: Floor-mounted automatic transmission incorporating a new selector arrangement, a greater degree of control, and considerable improvement in overall standards of ratio-change smoothness.

Factory-installed air conditioning system with a more efficient compressor and larger evaporator.

Solid-state AM/FM radio.

Chrome wire wheels.

Whitewall tires.

Electrically heated demisting rear window (on the 2+2).

Tinted glass all around.

Custom-fitted removable hardtop (on the Jaguar Convertible).