



A BLENDING OF ART AND MACHINE.

**THE SERIES III.
BRED TO BE THE BEST JAGUAR IN HISTORY.**

There are certain rare moments when machines transcend their function and approach the status of pure art.

In time, some of these machines become classics. Ranked among the great classics of automotive design are: the original Jaguar SS-100, the history making XK-120, the sensuous E-type. In fact, the E-type has been exhibited at New York's Museum of Modern Art. And while no one can know the future, the Jaguar Series III has all the ingredients of a great classic: superb handling and performance, elegance, timeless beauty, and a level of hand craftsmanship that is, sadly, fast disappearing from our ever more automated world.



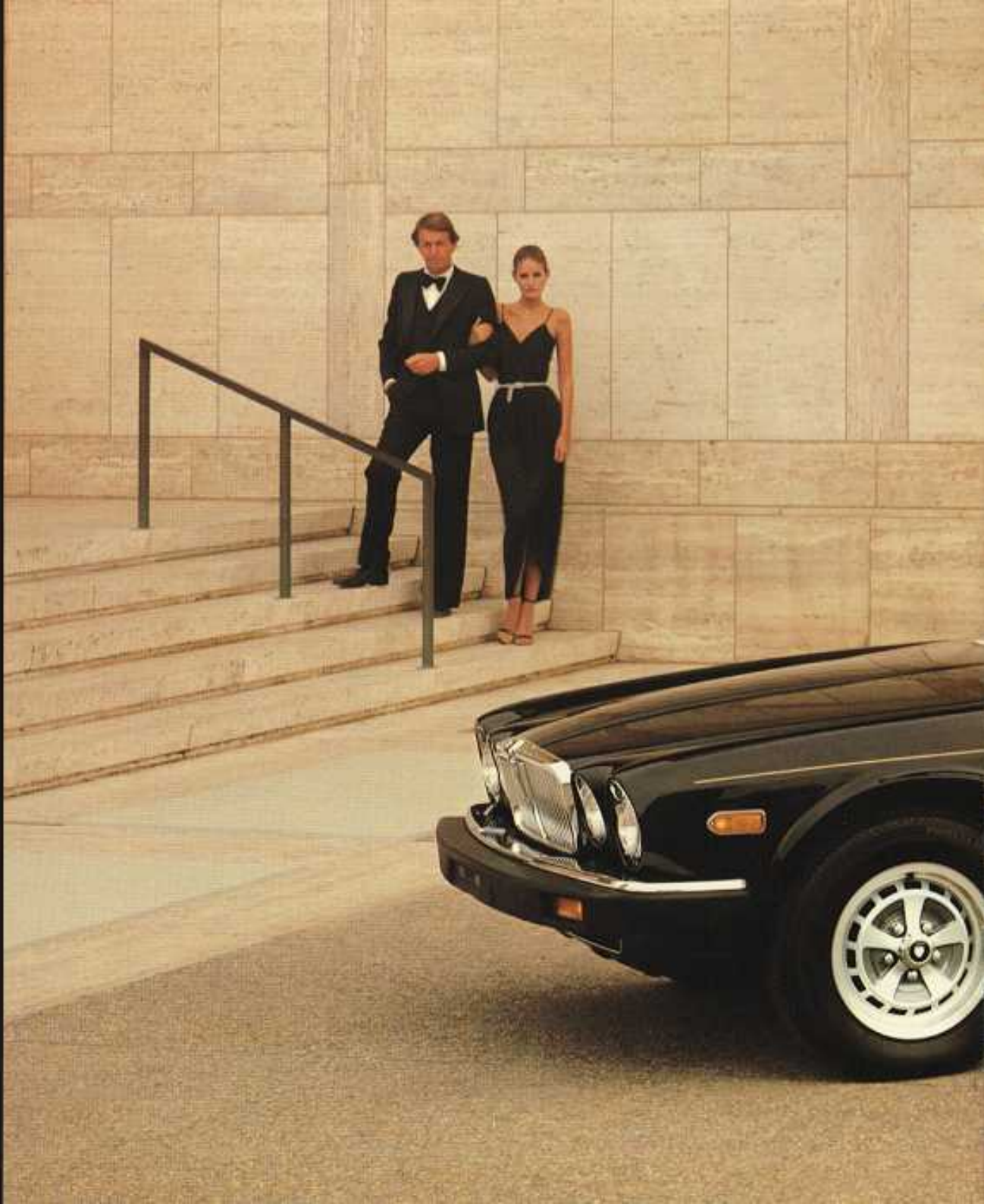
A GREAT CLASSIC MOTORCAR, REFINED.

The Jaguar achievement is an evolutionary one. In refining our classic sedan, we studied the car long and thoughtfully. Only then did we make the changes that are apparent in the Series III.

We have, for example, subtly redesigned the car's roofline, making it slimmer. The glass area has been enlarged, and the headroom for rear seat passengers has been increased.

There is a new power sunroof that lets the sun shine in at the touch of a button. We created a cleaner, simpler grille and have more thoroughly integrated the rear bumper and taillight arrangement.

Additional refinements include new alloy wheels, recessed door handles and other thoughtful touches that enhance the car's classic visual integrity and make it even more of a pleasure to own.









TIMELESS ELEGANCE OF FORM,
MASTERY OF FUNCTION.

Lean and elegant as its namesake, the Jaguar Series III comes most fully into its own in motion. True to its heritage, the Series III moves, handles and responds with a special grace.

It is powered by the most advanced version of Jaguar's legendary 4.2 liter double overhead cam engine, designed to be the most dependable Six in Jaguar's history. The latest state-of-the-art technology is evident in its advanced electronic ignition and separate cold start fuel enrichment system, which assures quick and dependable starts even in the coldest weather. Its Bosch/Lucas electronic fuel injection system endows the engine with smooth and vivid response.

Four wheel independent suspension gives the car a remarkable feel for the road. A precise, power rack and pinion steering system assures positive directional response. Four wheel power disc brakes stop the car with authority.



JAGUAR SERIES III.
TODAY'S EXCITEMENT. TOMORROW'S CLASSIC.

In a motorcar that moves like the wind, all of the great outdoors is at your command in the form of Jaguar's new, power operated sunroof. One touch of a button opens it or closes it. And a thoughtful wind deflector slides into place to eliminate unwelcome drafts. This is just one of innumerable considerate touches which make owning the Series III Jaguar one of life's more pleasurable experiences.



EXOTIC METALS, RARE WOODS, SUPPLE
LEATHERS AND DISCRIMINATING OWNERS:
THE INNER WORLD OF JAGUAR.

The Jaguar owner has a world of luxury and advanced technology at his fingertips.

The dashboard is veneered in hand matched burl walnut. The seat facings are covered in topgrain hides. The carpeting is deep. The silence in motion is awesome. And everywhere, state-of-the-art technology contributes to the ease and pleasure that is an inherent part of the Jaguar experience.

There is a stereophonic AM/FM radio with station seeking tuner and cassette. The driver's seat can be adjusted, electrically, at the touch of a button. The side view mirrors, the radio antenna and the door locks are also power operated. There is cruise control to maintain your preferred speed on long trips and a heating and cooling system which regulates itself, automatically, once you have selected your temperature. The sunroof, too, is power operated.

The instrumentation is complete, with nine warning lights that back up the Jaguar's gauges monitoring the heated rear window, the lights, oil pressure, coolant level, battery condition and brakes. This is a superb information system that tells the driver everything he needs to know to get the most from this notably responsive machine.







THE JAGUAR EXPERIENCE: A QUIET SPLENDOR.

In the Series III interior, the upholsterer's art and cabinetmaker's craft are blended with the highest level of electronic technology to create a special environment where every desire of the driver and passengers has been thoughtfully accommodated.

The seats are faced in topgrain leather. The dashboard is veneered in rare walnut. In the rear, there are convenient pockets facing passenger seats, separate heating and ventilating controls, and a fold down armrest. Stereo speakers are fitted into each of the four doors.





Among the Series III's many conveniences are a self regulating heat and cooling system and a station seeking AM/FM stereophonic radio with cassette player and power antenna.

Four high quality stereophonic speakers are set into the doors to wrap you in superb sound.



Handling is quick and precise because the Series III has a power assisted rack and pinion steering system. The steering wheel is adjustable. Multi-purpose steering column levers put cruise control, exterior lights and wiper controls close at hand.

Cruise control with a "resume speed" capability helps you to maintain a constant, predetermined speed on long trips. Other controls in the center console include antenna, window and sunroof operating switches.



For the convenience of rear seat passengers, separate controls for the heating and ventilating system are readily at hand, as are map pockets and controls for the power operated windows.

The power operated sunroof slides open or shut at the touch of a button. The sunroof is standard on all Series III Jaguars.



A beautiful car deserves beautiful passengers and for their benefit we have included this convenient makeup mirror, which folds into the door of the glove compartment.

The heavily reinforced doors are fitted with positive lock anti-burst latches and red warning lights, one on each door rim, that go on automatically when the door is opened.



Both side view mirrors are individually power adjusted from the driver's seat.

The trunk is spacious, illuminated, carpeted, and locks automatically, when the front doors are locked, from the inside or the outside.



Lightweight alloy wheels are fitted, as standard equipment, with high performance Pirelli P5 tires. Power disc brakes on all four wheels are also standard.

Electronically fuel injected with a system by Bosch/Lucas, the superbly responsive Jaguar 4.2 liter double overhead cam Six is also fitted with a separate cold start enrichment system and electronic ignition.

WHY WE SAY THE SERIES III IS THE FINEST JAGUAR EVER BUILT.

Perhaps the most impressive quality of the XJ sedan is the depth of thoughtfulness that has gone into its creation. This is why Jaguars endure, and why they so often become classics.

THE SEATS.

The fully reclining front bucket seats and the rear bench seat are leather faced and orthopedically designed. Front seats have adjustable lumbar support, and, as an added convenience, the driver's seat height adjustment is electrically powered.

Since between two and three hides are used for each Jaguar, precise matching of color is critical. Master cutters individually match a set of hides which is then coded and assigned to one particular Jaguar.

THE ENGINE.

The Jaguar 4.2 liter double overhead



cam Six has long been famous for its response, its smoothness and its strength. In the Series III, this legendary engine offers you the advanced technology of an electronic ignition system, a Bosch/Lucas electronic fuel injection system and a separate cold start fuel enrichment system. It is the most dependable engine in Jaguar's history: dependable, because it is inherently strong. Depend-

able, because it is thoroughly tested.

Every Jaguar engine is individually bench tested for twenty minute periods before it is certified for assembly into a finished car. (The engine will be tested twice again, in the Jaguar road tests, about which more later.)

THE PAINTING.

Raw steel body shells are meticulously cleaned by phosphates in an enclosed tunnel. The body is both sprayed and



dipped to provide a clinically clean surface for the paint, and chemical protection for the steel.

The bodies are entirely immersed in an electro-priming solution to provide maximum rustproofing. Two primer coats insure corrosion resistance and provide the smoothest possible base for the paint itself.

Four coats of thermoplastic acrylic paint are then applied by automatic spray machines, prior to the twenty minute baking process which hardens the paint and develops a very high gloss "mirror" finish.

THE DASHBOARD.

Nearly identical twin veneers, cut from the same part of the same tree, are laid end to reverse end so that the left side of the finished dashboard is literally a mirror image of the right side. Even the glove compartment facing is matched for grain pattern, cut to fit and coded so that the door facing is part of the same veneer as the rest of the dashboard. This is in the finest tradition of classic English cabinetmaking.



THE ASSEMBLY.



Extra care takes extra time, and while Jaguar applies some of the most advanced and sophisticated production techniques, it also has the courage to use the human eye and the human hand in those operations where greater efficiency would in fact mean lesser quality. This is evident in the finished Jaguar.

THE INSPECTION.

From the first stages of assembly, each individual Jaguar has its own dossier,

a step-by-step record of hundreds of separate assembly operations and inspections. The dossier is signed and certified at each step in the car's production, through the final road test.



Every Jaguar is the subject of continuous inspection from the start. But perhaps the most unusual of the many separate Jaguar inspection and testing procedures is the road test.

Each and every Jaguar is individually road tested, and all systems are thoroughly checked. The road test has two stages, conducted by two different inspectors. The first road test, over 8 miles of Coventry roads, is to check on the assembly process. An inspector drives the car, checks any faults, notes them on the car's dossier and sees that they are corrected.

Then another inspector takes the car out for a final road test, four miles in length, to make absolutely sure all imperfections have been corrected.

These road tests go on around the clock, day and night, all year long, in all weather. Only when a Jaguar has satisfied the final road test inspector is it released.

THE PEOPLE.

There is a tradition of pride and craftsmanship at the Jaguar factory that is evident in the dedication of Jaguar people

and in the shining result of their work. Many of Jaguar's craftsmen have been part of this tradition for decades.

THE RESULT.

The Jaguar XJ sedan, as you have seen, is very far from being a sudden development. It is, on the contrary, the result of a long and painstaking process in which every aspect of the car's styling and mechanical equipment undergoes the most stringent analysis. What can be improved, is improved. What seems to our demanding standards to approach the state-of-the-art, remains. The result is a classic in evolution.





JAGUAR XJ6 SERIES III SPECIFICATIONS

ENGINE: • 6-cylinder water-cooled in-line with twin overhead camshafts • 7-bearing crankshaft • Exhaust and evaporative emission control • Catalytic converter • Compression ratio: 8.1:1 • Bore: 3.625 in. • Stroke: 4.17 in. • Stroke/bore ratio: 1.15:1 • Displacement: 258 cu in. (4235cc) • Ignition: Constant Energy Electronic system consisting of electronic distributor with rotor arm, amplifier unit, ballast resistance unit, and high performance coil • Fuel Injection: Electronic with separate cold start injector • Fuel Pump: Electric • Fuel Tank Capacities: Left: 11.8 U.S. gallons, Right: 11.8 U.S. gallons (unleaded) • Sump Capacity: 6.75 quarts.

DRIVE TRAIN: • Transmission: Borg Warner model 66 three-speed fully automatic with overriding manual control; torque converter • Final Drive: Independent Hypoid type • Rear Axle Ratio: 3.07:1 • Gear Ratios: Reverse 2.09:1; First 2.40:1; Second 1.45:1; Drive 1.0:1.

STEERING: • Rack and pinion, power-assisted • Adjustable steering column • Turns-lock to lock: 3.33 • Turning Circle: 38 ft.

SUSPENSION: • Front: Independent with "anti-dive" geometry incorporating coil springs, shock absorbers, anti-sway bar • Rear: Independent with drive shafts forming upper links and paired shock absorbers with coil springs.

BRAKES: • Power-assisted 4-wheel disc brakes with independent circuits front to rear incorporating pressure differential warning actuator • Front: 11.18 in. diameter ventilated discs • Rear: 10.38 in. diameter discs mounted inboard.

ROAD WHEELS: • 15 in. diameter vented alloy wheels, fitted with Pirelli P5 205/70VR15 radial-ply tubeless tires.

ELECTRICAL: • Negative-ground 12-volt system • Battery: Delco Freedom • Battery Rating: 75 amp/hrs. at 20 hour rate • Alternator: 60 amps.

INSTRUMENTS AND CONTROLS: • Speedometer with trip odometer • Electric tachometer • Gauges for battery condition, oil pressure, water temperature and fuel level • Warning lights for oxygen sensor, heated rear window, high beam, seat belts, low coolant, inoperative parking or tail/stop lights, ignition, brakes, handbrake and oil pressure • Multi-purpose lever on left side of steering column controls cruise-control "set," headlights, low beam/high beam/flasher and directionals; right side lever controls electric windshield washer and self-parking, two-speed wipers with intermittent and single-wipe capability • Four-door operated interior courtesy lights with delayed "off" • Door warning lamps (all doors) • Map reading light • Luggage compartment light • Heated rear window • Central locking switches for doors, trunk and windows • Dual electrically operated remote control exterior mirrors • Cruise-control master "on/off" and "resume" switch • Electric aerial control switch • Electric clock.

BODY: • Four-door, all steel • Integral body/chassis construction • Positive lock anti-burst door catches with central locking and unlocking of doors and locking of trunk by key or operation of locking lever in either front door; trunk unlocked by key only • Electrically-operated sunroof.

INTERIOR: • Factory-installed air conditioning/heating unit with automatic temperature control • Automatic fan with overriding two-speed manual control • AM/FM stereo radio and cassette sound system with electronic tuning and adjustable electric aerial • Electric power windows • Tinted glass • Fully-reclining leather-faced front seats with adjustable lumbar support, adjustable for reach and rake (with adjustable head restraints); driver's seat height adjusted electrically, leather-faced rear seats • Map pockets on rear of front seat backs • Inertia-reel seat belts • Console and lockable glove box • Parcel shelf • Burl walnut fascia • Cigarette lighter.

INTERIOR DIMENSIONS: • Front Seat Headroom: 39.0 in. • Rear Seat Headroom: 36.0 in. • Front Seat Legroom (maximum): 40.0 in. • Rear Seat Legroom: 36.7 in. • Front Seat Shoulder Width: 54.25 in. • Rear Seat Shoulder Width: 53.7 in. • Trunk Height: 18 in. • Trunk Depth: 35.5 in. • Trunk Width: 44.5 in. • Trunk Capacity (gross): 17 cu ft. • Trunk Capacity (useable with spare tire—MVMA): 9.29 cu ft.

MAIN DIMENSIONS: • Wheelbase: 112.8 in. • Overall Height: 54.0 in. • Overall Width: 69.7 in. • Overall Length: 199.6 in. • Track at Front: 58.3 in. • Track at Rear: 58.9 in. • Ground Clearance: 5 in. • Curb Weight: 4,050 lbs.

OPTIONAL EQUIPMENT: • None.

COLORS—EXTERIOR/INTERIOR: • Black/Biscuit, County Tan or Mandarin Red • Biascon Blue Metallic/Biscuit or Isis Blue • Cobalt Blue Metallic/Biscuit or Isis Blue • Coronet Gold Metallic, County Tan or Isis Blue • Chestnut Brown Metallic/Biscuit or County Tan • Damson Red/Biscuit or Mandarin Red • Grosvenor Brown/Biscuit or County Tan • Garnet Red Metallic/Biscuit or Mandarin Red • Indigo Blue/Biscuit or County Tan • Portland Beige, County Tan or Isis Blue • Rhodium Silver Metallic, County Tan, Isis Blue or Mandarin Red • Racing Green Metallic/Biscuit or County Tan • Sapphire Blue Metallic/Biscuit or Isis Blue • Sable Black Metallic/Biscuit, County Tan or Mandarin Red • Sebring Red/Biscuit or Isis Blue • Tudor White/County Tan, Isis Blue or Mandarin Red. Black interior available with any exterior color. Contrasting body stripe in Gold or Bronze, depending upon body color.

JAGUAR CARS CONFORM 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.

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THE JAGUAR EXPERIENCE

Only by driving this uncommon blending of art and machine can you fully appreciate its superior qualities. We encourage you to experience the Jaguar Series III soon.