

Jaguar and Daimler Saloons



In pursuit of perfection

The Jaguar credo is the pursuit of perfection

This was always the ultimate goal of the men and women who created the Jaguars and Daimlers of the past.

Today our company is better equipped than ever before to seek this perfection in its products. For the first time for many years Jaguar is a limited company with its own board of directors and a full management team completely in control of manufacturing operations.

A priority in our pursuit of perfection is an absolute dedication to the highest levels of quality and reliability.

It is a dedication based upon *action* not words. How this is done is outlined in this booklet.

You can also read how the remarkable new 'H.E.' cylinder head has significantly improved fuel economy. And how Jaguar Daimler cars now have a *higher* specification than ever for *lower* prices, showing clear superiority in value for money over foreign competitors.



I invite you to study these value comparisons carefully and then judge for yourself by contacting your Jaguar Daimler dealer for an early test drive.

A handwritten signature in blue ink that reads "John Egan". The signature is stylized and cursive.

John L. Egan
Chairman
Jaguar Cars Ltd.

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Actions-Not Words

Within days of his appointment as full time chairman of Jaguar Cars Ltd John Egan made it known that quality and reliability were the company's main priority.



An advanced computerised testing system - the first of its kind in the UK - was introduced to check the cars' complex electrics and new, high temperature paint technology was brought on stream in the Jaguar paint plant.

The latest video techniques were used to communicate with the 8,000 strong workforce who were encouraged to become deeply involved in the life of the company by setting up and joining quality circles.

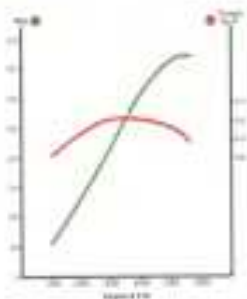
The results of this concerted drive for quality and reliability can be seen in the new 1982 model Jaguars and Daimlers. These superbly luxurious cars not only stand comparison with the products of any other top motor manufacturers in the world - they actually beat them in sheer value for money, as this booklet will demonstrate

See comparison charts on page 10



The New V12 H.E.- Economy with Performance *See page 9*

The advanced new High Efficiency cylinder head design of the V12 engines, combined with a raised final drive ratio, has improved fuel economy by over 20%. Power output has also benefited, and this major engineering achievement is accompanied by a number of other significant underbonnet developments on both V12 and six cylinder models.



New Features in the 1982 Models

Numerous additions and improvements have been made to set new high levels of comfort, safety and value for money.
See them all on pages 4-7.

JAGUAR 1982 MODELS

New Features

Jaguar XJ12 H.E.

A range of new colours and trims marks the introduction of the new H.E. saloons. On the boot panel the H.E. badge replaces the previous 5.3 designation, and a chrome side moulding enhances the waist line. New equipment includes the standard electric steel sliding sunroof, incorporating a wind deflector. The twin door mirrors are now electrically operated for rapid and easy adjustment, and the standard headlamp wash-wipe brings a valuable improvement to visibility in poor weather conditions. The headlamp wash reservoir incorporates two new heavy duty pumps. The light weight alloy wheels with a new silvered finish are now standard. All V12 models are fitted with wider section 215/70 VR tyres to improve still further their outstanding roadholding and handling.

Other additions to equipment include safety-orientated door open lights to provide a warning to cyclists and pedestrians, and the useful glove box lamp. A final distinctive touch is provided by the colour-keyed driver's heel mat, embossed with the Jaguar symbol.



Jaguar XJ6 3.4



The Jaguar 3.4 benefits from the 1982 model year range of new interior and exterior trim colours and now features a single coachline. The 3.4 takes the new driver's heel mat, and features door open guard lights and the glove box light.



Jaguar XJ6 4.2

The Jaguar 4.2 features the same additions as the 3.4 but continues to offer a number of major differential features including tinted glass, leather seat trim, halogen headlamps, a radio/cassette player, twin rear speakers and electric aerial. Manual five-speed transmission is now standard on the 4.2.



DAIMLER 1982 MODELS

New Features

Daimler Double Six H.E.

Sharing the exterior feature additions of the Jaguar H.E. models, with the exception of alloy wheels, the Daimler Double Six now has a discreet 'D' badging on the wing behind the front wheelarch.

The major differentials which mark Daimler as the distinctive luxury saloon that it is are features inside the car, where rear passenger comfort has been raised to truly sumptuous levels. The centre console extends into the rear compartment to provide a cigar lighter and ashtray, there are twin adjustable rear seat reading lights, and foot well rugs in simulated goatskin for front and rear passengers. Carpet also extends over the 'A' post lower trim and the driver's heel mat is embossed with the Daimler motif. Facing the front seat occupants is an improved quality burr walnut fascia panel, and the same wood veneer provides the inserts in the new-style door casings.

Rear head restraints and rear seat belts provide vital protection. To make long journeys still more effortless - and also more economical - cruise control is standard. Finally, the boot carpet is double-sided, carpeted on one side, and rubber on the reverse, to provide an easy-to-clean surface when required.



Daimler Sovereign 4.2

A double coachline has added to the Sovereign's exterior feature differentials and it gains twin electric door mirrors. Inside, the Daimler 4.2 benefits from many of the same additions to luxury and refinement as the Double Six, including rear head restraints, footwell rugs, rear inertia reel seat belts and the new door casings and improved quality fascia.



Daimler Vanden Plas Models

With standards of opulence and elegance that are hard to improve on, the Daimler Vanden Plas models gain the new 'D' badge behind the front wheelarch. The 5.3 Vanden Plas takes the H.E. engine, and gains an electric sunroof. Beyond this the Vanden Plas models continue to offer the distinctive seat styles, and carefully chosen interior refinements that have made them unique in the rarified atmosphere of high luxury saloons.



BODYWORK More Beautiful, More Durable

Jaguar cars leave the factory covered in 23 litres of paint, seven coats, and more than twice the paint thickness of an ordinary production car. One of those coats is an electrophoretically-applied anti-corrosive primer. Further anti-corrosion measures include Plastisol-sealed body seams, full bitumastic underbody protection, and wax-injected box members, doors and sills. Durability-under a resilient and very beautiful skin.

The final high bake 'reflow' process is one of the major improvements to the paint process. The four coats of thermoplastic acrylic are baked at 145°C till the paint film flows. After going through the Cooler, the colours have set to a finish that is more beautiful and more durable than ever.

Quality-Getting Tougher All the Time

One in fourteen of the workforce in the paint plant are inspectors. But that is only one aspect of the concerted quality programme that is being implemented throughout Jaguar.

Every week, a random selection of 15 cars is audited by a team of independent inspectors, and rated according to the Quality Index, which incorporates a tough new set of standards for Jaguar Cars. The Index is based on a comparison with other top class manufacturers. The aim is to be equal to and then better than the best. But most important, the drive to redefine and implement quality standards involves everyone. The 'quality circles' which have been set up to examine problems within specific areas involve members from the workforce, supervisory staff and management, and they form the basis of a pyramid structure which goes right the way up to top executive level.



The High Efficiency V12 Engine

Improving on A Legend

No sector of the car market is exempt from the necessity to conserve energy and provide economy-conscious motoring. It is primarily to give improved fuel economy that the V12 H.E. engine has been developed. However a major priority was the importance of maintaining the high powered performance which has made the V12 a legend in its own lifetime. The resolution of these two traditionally conflicting requirements lay in five years' development work on the unique H.E. cylinder head design, which Jaguar is the first manufacturer to use.

And More Power

The introduction of the new digital fuel injection system on V12 models brought about a substantial increase in power, along with the improvement in fuel economy. Bhp went up from 287 to 295, at a maximum 5500 instead of 5750 rpm; torque was boosted to 317 lbft, again achieved at lower rpm. Now the high efficiency engine has increased maximum torque still further to a massive 320 lbft at only 3250 rpm, giving a tremendous flexibility at low speeds.

	Before	H.E. Engine
Bhp	295 at 5500 rpm	295 at 5500 rpm
Torque lbs ft	317 at 4000 rpm	320 at 3250 rpm

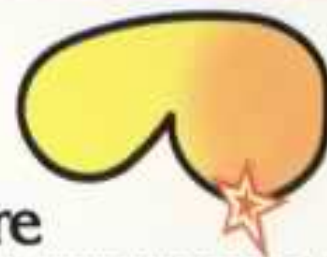
Miles per Gallon - Over 20% More

	Urban	Steady 56mph	Steady 75mph
Jaguar/Daimler V12 H.E.	15.0 (12.5)	26.8 (21.2)	21.5 (18.2)
	<small>previous</small>	<small>previous</small>	<small>previous</small>
BMW 735i (Auto)	15.8	28.0	23.7
Mercedes 380SE (Auto)	14.7	25.9	21.2
Mercedes 500SE (Auto)	14.0	24.4	20.2

As you can see, the H.E. engine has given truly outstanding fuel economy improvements in every area, particularly at steady 56mph (the former figures are shown on the right of the new ones). Overall, the saloons have achieved a substantial gain of 21.8%. Against the smaller engined BMW 735i the V12 Jaguars and Daimlers are now

only marginally behind, and they are clearly more economical than their Mercedes competitors.

It is obvious that the H.E. engine doesn't just mean high efficiency - it means hard-hitting economy from a range that is also the undisputed leader in refinement and performance.



Ball of Fire

The man behind the new cylinder head design is Michael May. Jaguar is the first manufacturer to adopt and use May's so-called 'Fireball' combustion chamber in volume production. As May puts it 'I've been researching this concept from childhood, always looking for the best overall efficiency (minimum specific fuel consumption) of an engine, whether it's for racing or road, for tractor, truck or car'.

Better Value Than Ever

Jaguar/Daimler compared with foreign competitors

	£		£		£
Jaguar XJ6 3.4	13289	BMW 738i	12435	Jaguar XJ6 3.4	13089
XJ6 4.2	14729	BMW 732i	14325	XJ6 4.2	14729
XJ12 H.E.	18209	BMW 735i(Auto)	17464	XJ12 H.E.	18209
Daimler Sovereign 4.2	16259			Daimler Sovereign 4.2	16259
Double Six H.E.	19950			Double Six H.E.	19950
Vanden Plas 4.2	21420	BMW 735iSE	20990	Vanden Plas 4.2	21420
Double Six Vanden Plas	25594			Double Six Vanden Plas	25594
				Mercedes 280E	12775
				280SE	18300
				380SE	18400
				380SEL	19450
				500SE	20950
				500SEL	23900

Jaguar XJ6 4.2 versus MB 280SE/BMW 732i

Costing over £1200 less than before, the Jaguar XJ6 4.2 competes strongly against the BMW 732i, with the automatic also challenging the Mercedes 280SE. The result is that the Jaguar has a staggering list of advantages over the Mercedes, which offers features such as electric windows, leather seats and in-car entertainment only as factory-fitted options. On the BMW, in-car entertainment is dealer-fitted only and a comparable system could cost up to £600.

Jaguar XJ6 4.2 Advantages:		
	MB 280SE	BMW 732i
Radio/Stereo cassette	£398	-
Electric aerial	£138	-
Rear speakers	£115	-
Electric windows	£443	£
Leather upholstery	£753	£860
Factory-fitted options	£1847	£860



Jaguar XJ6 4.2



Jaguar XJ12 H.E.

Jaguar XJ12 H.E. versus MB 380SE/BMW 738i(A)

The Mercedes not only starts out by costing nearly £200 more than the V12 Jaguar, it ends up by costing a massive £2420 more in options to equip as comprehensively lacking an electric sunroof, alloy wheels and in-car entertainment, among other important features. Even the highly specified BMW 735i has added over £1600 of options to its price to compare with the Jaguar -and that is still excluding in-car entertainment.

Jaguar XJ12 H.E. Advantages:		
	MB 380SE	BMW 735i
Radio/Stereo cassette	£398	-
Electric aerial	£138	-
Rear speakers	£115	-
Electric sunroof	£435	£493
Alloy wheels	£454	£
Leather upholstery	£753	£860
Limited slip differential	£127	£265
Factory-fitted options	£2420	£1618

These telling advantages continue up the range, with the Daimler Double Six offering a standard electric sunroof, radio and stereo cassette player, cruise control, limited slip differential and leather upholstery over the Mercedes 380SEL. Against the MB 500SE, the Vanden Plas 4.2's advantages include air conditioning and total at least £2500 of features that are costly options on the Mercedes.

All prices and specifications correct as at 1 August 1981

What the Motoring Press says about Jaguar Daimler Saloons

The latest generation of Jaguar and Daimler models offers a level of refinement which is outstanding in this sector of the market. The excellence of these cars testifies to the total commitment of everyone involved in the development and manufacturing processes. Thorough attention to detail, combined with uncompromised engineering standards, has brought about the evolution of a range of cars which can confidently claim to be world leaders.

..... 'a modern classic which no other manufacturer in the world fully matches.'
(Autocar)

Safety

'Slowing nearly two tons of fast car is a stiff task, and the Jaguar's brake system is up to it, even in our very severe new fade test.'

(Autocar)

Ride and Roadholding

'The steering is pleasantly geared. Coupled with the superb roadholding and ideal handling, the Jaguar steers very nearly perfectly ... The Jaguar ride is perhaps the best ride compromise achieved by any manufacturer because it does not seem to get caught out.'

(Autocar)

Performance

'The remarkable 147 mph maximum speed may seem irrelevant in an age of apparently gathering speed limits, but it is not. Even if the XJ5.3 driver never approaches such heights, he knows that such a capability is one of the reasons why the car is so magnificent in performance and refinement and safety at lesser speeds.'

(Autocar)

Refinement

'If we had to single out the quality which contributes most to the appeal of the XJ saloons, it would be refinement; there is no other car we have tested, at any price, which is quieter than the V12 cars at a given speed, and the straight-six models are almost as good.'

(Motor)

Comfort and Luxury

'in relation to its fittings and to the offerings of the opposition, it follows a Jaguar tradition of outstanding value for money.'

(Motor)

JUDGE FOR YOURSELF-TEST DRIVE THE 1982 MODEL OF YOUR CHOICE
Contact your Jaguar Daimler Dealer today!

Daimler

JAGUAR



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