A RARE ACHIEVEMENT IN DESIGN. A DEFINITIVE STATEMENT OF LUXURY

Jaguars have always been distinguished by a special grace of form and a rare poise in motion. Yet even among the legendary Jaguars of the past, this new S-type stands out. The XJS does what Jaguars have always done—only better. It is quick and responsive, stable at speed, silent in motion and notably luxurious.
The S-type is shaped to cheat the wind. Wind-tunnel testing verified that the low-sweeping hood, smooth sides and rounded corners all contribute to reduced drag. It is pure Jaguar and eager for the road.

To move this uncommon motorcar, Jaguar has created a most uncommon engine. Strong, sophisticated and reliable, this is the only 12-cylinder powerplant available for sale in the United States. It develops great reserves of torque for effortless acceleration or virtually any speed. A twin coil ignition system assures quick and complete fuel combustion. And a new design, the May head, makes this unique engine even more responsive while at the same time actually increases the engine's efficiency. The Jaguar S-type is the first production car in the world to incorporate this new compression chamber.

The S-type's handling capabilities more than live up to the great potential of its engine. Each wheel is independently suspended to provide a firm but comfortable ride, superb balance and a sure feel for the road—even under the demands of an enthusiastic driver. The steering is highly accurate, with its precise power-assisted rack and pinion system. Authoritative power disc brakes on all four wheels plus the sophisticated anti-dive geometry of its front suspension stop the car smoothly and steadily.

The inner world of Jaguar's S-type blends luxury, craftsmanship and the latest technology with a finesse seldom, if ever, equaled.

Although the S-type performs with a quickness, response and with a level of precise handling that can justify being compared to the performance characteristics of a race car, luxury has achieved a new pinnacle in the car's evolution. In fact this newest XJ-S is the most opulent ever built. The seats, console and door panels are covered in soft leather. The dashboard and door panels are inlaid with hand-matched burled elm veneers. The carpeting is deep. The silence in motion is impressive.

A remarkable information gathering system.

All of the S-types vital systems are continuously monitored with the efficiency and sophistication expected in a Jaguar. The XJ-S monitoring system includes a rachetmeter and gauges for fuel level, water temperature, oil pressure and battery condition. In addition, should a problem occur, a red (major fault) or amber (secondary fault) warning light is illuminated along with a second light, indicating the specific problem area. The system includes warnings for: unsafed seat belt, battery overcharge, insufficient battery charge, low fuel, low coolant, parking light failure, brake light failure, hand brake applied, low brake fluid, or loss of efficiency in either hydraulic system. And, as is essential in a motorcar of such awesome performance capabilities, all of the dials, gauges and warning lights are instantly visible through the padded, leather-covered steering wheel.
THE JAGUAR S-TYPE REDEFINES THE CONCEPT OF FIRST CLASS TRAVEL.

You may search far and wide and not discover a happier wedding of sybaritic luxury and day-after-tomorrow technology.

The entire seating compartment is wrapped in topgrain leather. Sets of individual hides are hand matched for grain and color. They are fitted by hand and sewn by hand to a standard known only to the finest custom upholsterers. Both front seats recline.

The dashboard and the door panels are inlaid with veneers of rare elm burl. Densely woven velvet carpeting complements the color of the leather. And all of this richness contributes to the car's silence, which is astonishing even at high speeds.

Electronic conveniences are readily at hand, designed to make the driver more efficient and the passengers more comfortable. The car's internal climate, for instance, regulates itself automatically to your preselected temperature. Jaguar cruise control allows you to set your desired speed with a touch of the button. The S-type will then maintain that speed automatically and evenly—a most convenient system for long trips. Naturally, you can still brake or accelerate at will.

After braking, a touch of the "resume" switch brings the car back to cruising speed. After passing, the S-type automatically resumes speed.

The radio is an electronic marvel that allows you to preselect your 12 favorite stations (6 AM, 6 FM). At night, light-emitting diodes constantly display all functions and the station selected. Digital display and scan tuning allow you to concentrate on driving.

There is a battery of warning lights that instantly reports trouble. Both side-view mirrors are electrically operated from remote controls in the driver's door.

The XJ-S has been engineered to surround its fortunate driver and passengers in consummate luxury, silence and convenience. This is first class touring as only Jaguar owners can experience it. And to drive the S-type even once is to risk being spoiled for all other luxury cars.
ANNOUNCING: THE JAGUAR 24 MONTH, 36,000 MILE WARRANTY

The pursuit of perfection is more likely to meet with success in a motor-car bred to excel and built to be the best Jaguar in history. In the Jaguar S-type, our quest for perfection is not merely an enthusiastic claim. It is backed, very solidly, by an uncompromising warranty. For twenty-four months or thirty-six thousand miles, whichever comes first, Jaguar will repair or replace any defective part of the car.

* These are covered by their own manufacturer's warranty.
The May head engine is a small miracle of engineering, refinement.

Starting with the superbly responsive aluminum-alloy Jaguar V-12, and applying the unique combustion principles invented by Swiss engineer Michael May, Jaguar has achieved even greater smoothness, even quicker response and, at the same time, has actually enhanced the engine's efficiency.

The May Fireball combustion chamber (illustrated at the left) is an elegantly simple split-level chamber with the inlet valve set into a shallow collecting zone and the exhaust valve set higher up within the combustion chamber.

As the piston rises during the compression stroke, the mixture charge is pushed out of the inlet valve pocket and swirls rapidly around into the main chamber. Very precise modeling of these chamber surfaces insures that there is a low-turbulence, concentrated charge at the crucial point of sparking.

The effect is to increase the engine's already high compression ratio from 9.0:1 to 11.5:1. Performance and response are enhanced. And the sum of all this is a V-12 engine that retains all of its famous smoothness, strength and responsiveness while actually developing an increase in fuel economy.

(1982 EPA estimate 14 mpg; 21 mpg highway estimate. Compare this to the "estimated mpg" of other cars. Your actual mileage may vary with speed, weather and trip length. Highway mileage will probably be less.)

The Jaguar V-12 has an electronic constant energy system. Lucas digitally controlled electronic fuel injection and a separate, electronic fuel enrichment system that assures reliable starts even if the car should be left out overnight in very cold weather.
A. The top grain leather that covers the S-type’s seats is hand matched for grain and color and hand fitted and hand sewn to the highest standards of the upholsterer’s art. But the luxury and beauty run more than skin deep. Each seat has been orthopedically designed for greater comfort and less fatigue.

B. Smooth and quick, the Jaguar 3-speed GM400 automatic transmission is controlled by the shift lever mounted on the center console. Once the driver, the cruise control ‘resume’ switch returns the car to cruising speed after braking.

C. The instrumentation is complete and readily visible through the leather covered steering wheel. The driver of an S-type is completely informed, totally in control and therefore very much at ease.

D. A handsome new Jaguar head medallion punctuates the S-type’s sleek hood and symbolizes the tremendous performance capabilities within.

E. The S-type’s wide doors allow easy entry and access to rear seats. Rare elm veneers, hand matched for grain, are inlaid into the leather covered panels of the doors. Also set into the doors are two of the S-type’s four stereophonic speakers.

F. Command post. Everything is at hand. Beautifullly finished and ready to obey your slightest wish. Both doors are locked automatically when either door is locked. Windows are power operated.

G. The multi-talented stalks. To the left of the steering wheel is a highly functional stalk containing turn signal and high beam controls and also the cruise control “set” button.

H. To the right of the steering wheel another stalk controls the windshield washer and wipers. The S-type features a standard 2-speed wiper system with both intermittent delay and flick-wipe capability.

I. More trunk space than you’d expect in a shape so smoothly sculptured. The S-types 10.6 cubic feet of stowage space is, of course, richly carpeted and illuminated.

J. Ever thoughtful, and luxurious, the S-type conceals a make-up mirror in the door of the plush lined glove compartment.

K. Four high powered stereo speakers surround you with high fidelity sound.

L. New, lightweight cast-alloy wheels are handsome to look at.

M. A new high power stereo radio/cassette system is standard. It features scan tuning as well as 12 station positions you can preselect. The cassette features auto-reverse with Dolby and metal tape capabilities. All radio and cassette functions are backlit for night viewing. The system has four-way speaker balance.

The Jaguar air conditioning system regulates itself, automatically. Set your preferred temperature once and the S-type’s superb heating and air conditioning system maintains that temperature regardless of weather outside.
ENGINE:

DRIVETRAIN:

STEERING:
Rack and pinion power assisted. Leather-bound steering wheel. Articulated steering column. Turn-back procedure 2.7". Turning circle 50.7 ft.

SUSPENSION:

BRAKES:
Serve assisted 4-wheel disc brakes, dual circuits front to rear with pressure differential warning system. From 14.18 in. diameter ventilated discs Front 12.03 in. diameter discs mounted nboard.

ROAD WHEELS:
Five-spoke cast aluminum-alloy wheels, 15 in. diameter, fitted with Pirelli P215/70 VR 15 steel-belted radially-bonded tires.

ELECTRICAL:
Negative ground 12-volt system. 3 Amp maintenance battery. Battery rating: 68 amp hours. 20 hour rate. Alternator: 60 amp.

INSTRUMENTS AND CONTROLS:

INTERIOR DIMENSIONS:

MAIN DIMENSIONS:
Overall Length: 191.6 in. Overall Height: 49.6 in. Overall Width: 70.6 in. Wheelbase: 102 in. Track at Front: 55.6 in. Track at Rear: 57.2 in. Ground Clearance (minimum): 4.5 in. Curb Weight: 3,980 lbs.

OPTIONAL EQUIPMENT:
Note: 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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