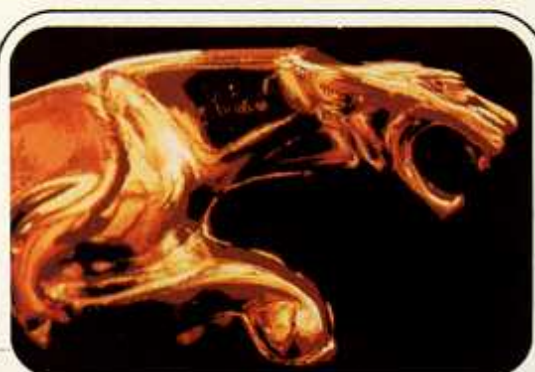




XJ-S



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 XJ-S 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 power plant available for sale in the United States. It develops great reserves of torque for effortless acceleration at 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, EQUALLED.

Although the S-type performs with a quickness, response and with a level of precise handling that can justly be 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 burl elm veneers. The carpeting is deep. The silence in motion is impressive.

A REMARKABLE INFORMATION GATHERING SYSTEM.

All of the S-type's vital systems are continuously monitored with the efficiency and sophistication expected in a Jaguar. The XJ-S monitoring system includes a tachometer 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: unfastened 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.



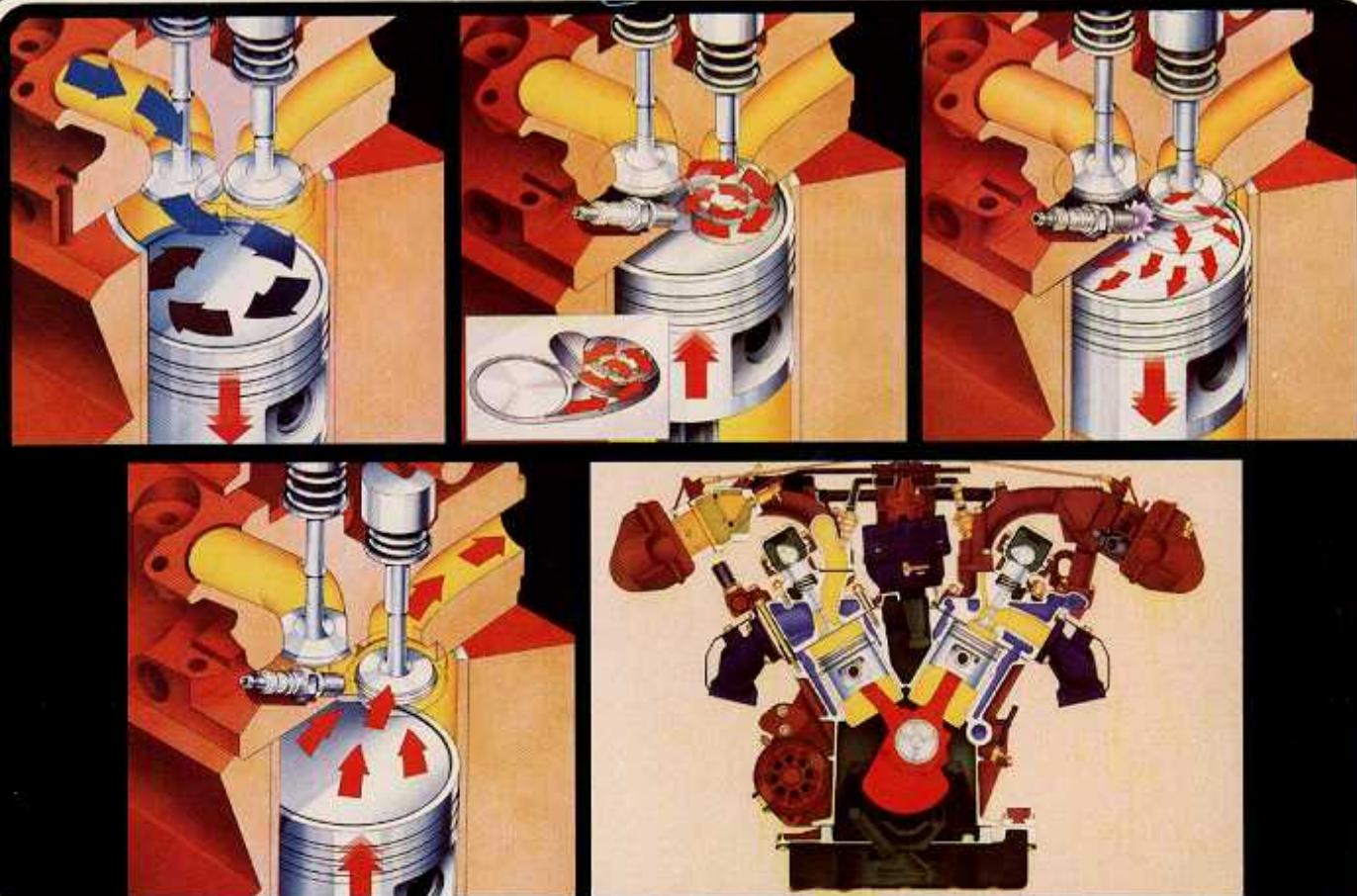




ANNOUNCING: THE JAGUAR 24 MONTH, 36,000 MILE WARRANTY.

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.*

*Tires are covered by their own manufacturer's warranty.



THE JAGUAR MAY HEAD V-12 ENGINE.
THERE IS NOTHING ELSE LIKE IT IN ALL THE
WORLD.

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 the 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 topgrain 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. Close by 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. Remote power controls for both side-view mirrors are mounted in the driver's door.

F. Command post. Everything is at hand, beautifully 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-type's 10.6 cubic feet of storage 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.

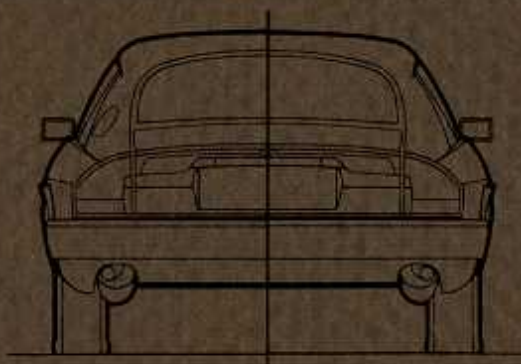
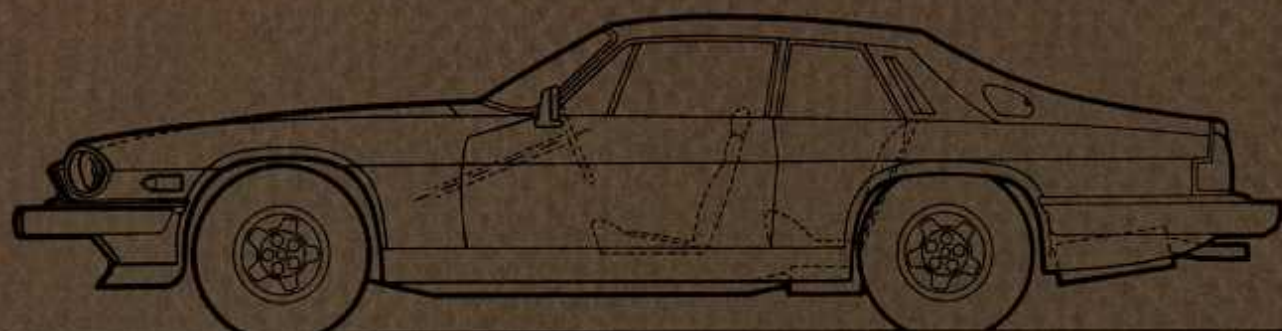
L. New, lightweight cast-alloy wheels are handsome to look at.

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.







JAGUAR XJ-S SPECIFICATIONS

ENGINE:

12-cylinder water-cooled aluminum-alloy 60-degree "V" with overhead camshafts (1 per bank) • May high compression cylinder head • 3 plane 7-bearing crankshaft • Exhaust and evaporative emission control • Catalytic converters • Compression ratio 11.5:1 • Bore 3.54 in. • Stroke 2.76 in. • Stroke/bore ratio 0.78:1 • Displacement 326 cu. in. (5345 cc) • Ignition: Constant Energy Electronic system consisting of electronic distributor with rotor arm, amplifier unit, and twin high performance coils • Fuel Injection: Lucas digitally controlled electronic with separate automatic cold start injector • Fuel Pump: Electric • Fuel Tank Capacity: 24 U.S. gallons (unleaded) • Sump Capacity: 11 U.S. quarts

DRIVETRAIN:

Transmission: GM 400-80 three-speed fully automatic with overriding manual control, torque converter • Final Drive: Independent Hypoid type with limited-slip differential • Rear Axle Ratio: 2.88:1 • Gear Ratios: Reverse 2.0:1, First 2.5:1, Second 1.5:1, Drive 1.0:1

STEERING:

Rock and pinion power assisted • Leather bound steering wheel • Adjustable steering column • Turns-lock to lock 2.7 • Turning circle 39.4 ft

SUSPENSION:

Front: Independent, "anti-dive" geometry with semi-trailing wishbones incorporating coil springs, shock absorbers and anti-sway bar • Rear: Independent with drive shafts forming upper links, radius arms, paired shock absorbers with coil springs and anti-sway bar

BRAKES:

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

ROAD WHEELS:

Five spoke cast aluminum-alloy wheels, 15 in. diameter fitted with Pirelli P5 215/70 VR 15 steel-belted, radial-ply tubeless tires

ELECTRICAL:

Negative ground 12-volt system • Low maintenance battery • Battery Rating: 68 amps at 20 hour rate • Alternator: 60 amps

INSTRUMENTS AND CONTROLS:

Speedometer with trip odometer • Electric tachometer • Gauges for fuel level, water temperature, oil pressure and battery condition • Dual warning light system for vehicle status and vital functions including main beam, hazard warning, ignition, handbrake, brake hydraulic failure, oil pressure, direction indicators, low coolant, heated rear window, seat belt not fastened, bulb failure and oxygen sensor service • Cruise control "on/off/resume", power window switches on console • Multi-purpose lever on left side of steering column controls low beam/high beam/flasher and directionals, and cruise control "set", right side lever controls electric windshield washer and two speed wipers with single-wipe and intermittent capabilities • Door-operated courtesy lights with delayed off • Map reading lights • Luggage compartment light • Heated rear window • Central door locking by key or interior lock of either door • Twin electric remote control exterior mirrors operated from driver's side • Automatic door open warning lights incorporating puddle lights

BODY:

All-steel monocoque, 2-door, 2+2 • Forward hinged hood • Tinted glass

INTERIOR:

Fully reclining leather covered front seats adjustable for reach (with head restraints), leather covered rear seat • Leather covered door panels, bins, console and armrests • Burl elm

log, control panel and inserts to door waist rail • Factory-installed air conditioning/heating unit with automatic temperature control, automatic fan with overriding manual control • Sound system: Cassette AM/FM stereo with electronic scan tuning, 4-way speaker balance, Dolby® and metal tape capability • Inertia-reel seat belts • Power windows • Console and lockable glove box • Electric clock • Cigarette lighter • Deep pile carpet • Carpeted trunk with spare tire cover

INTERIOR DIMENSIONS:

Front Seat Headroom: 37 in. • Rear Seat Headroom: 34 in. • Front Seat Legroom (maximum): 43.5 in. • Rear Seat Legroom (minimum): 25 in. • Front Seat Shoulder Width: 55.5 in. • Rear Seat Shoulder Width: 52 in. • Trunk Capacity (usable with spare tire-MVMA): 10.6 cu ft

MAIN DIMENSIONS:

Overall Length: 191.3 in. • Overall Height: 49.6 in. • Overall Width: 70.6 in. • Wheelbase: 102 in. • Track at Front: 58.6 in. • Track at Rear: 59.2 in. • Ground Clearance (minimum): 4.5 in. • Curb Weight: 3,980 lbs

OPTIONAL EQUIPMENT:

None

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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