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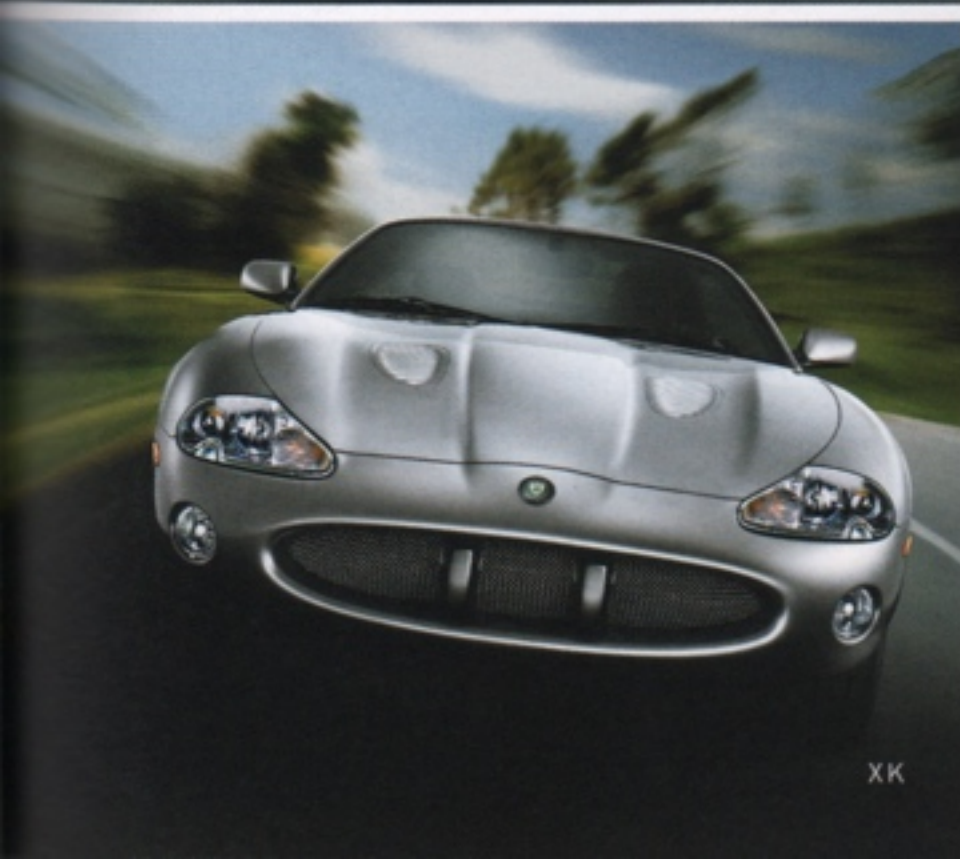
XJ



S-TYPE



X-TYPE



XK

Discover Jaguar in all its forms: the all-new XJ, the X-TYPE with permanent all-wheel drive, the S-TYPE sports sedans, XK sports cars and the supercharged R Performance Jaguars. Each offers its own interpretation of Jaguar performance and of Jaguar luxury.

Yet across the 2004 Jaguar model range, you will find a singular set of characteristics: smooth power from its state-of-the art engines and its electronically controlled transmissions. Handling reflexes so precise they seem instinctive. And intelligent systems designed to safeguard you while in transit.

For 2004, may we suggest the addition of something else to the mix: yourself.

The all-new **XJ**



XJR



XJ8



VANDEN PLAS

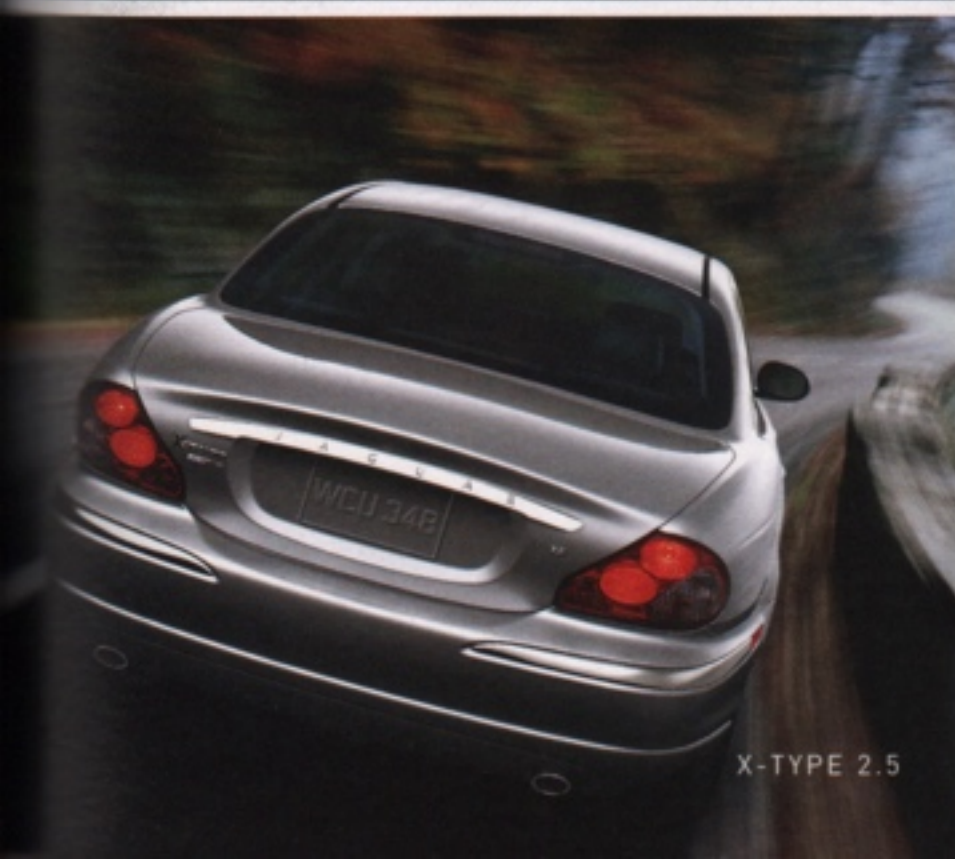


experienced firsthand, you may never, ever wish to relinquish.

X-TYPE



X-TYPE 2.5



X-TYPE 2.5



X-TYPE 3.0

1. Introduction

The purpose of this study is to investigate the effects of various factors on the performance of a system. The study is organized as follows: Section 2 describes the system and the factors being studied. Section 3 presents the experimental design and the results of the experiments. Section 4 discusses the implications of the results and provides conclusions. Section 5 contains the references.

The system under study is a complex system with many interacting components. The factors being studied are the input variables that affect the system's performance. The experimental design is a factorial design, which allows for the study of the main effects of each factor and the interactions between factors. The results of the experiments are presented in Table 1.

The implications of the results are discussed in Section 4. The results show that the system's performance is significantly affected by the input variables. The conclusions are that the system's performance can be improved by optimizing the input variables. The references are listed in Section 5.

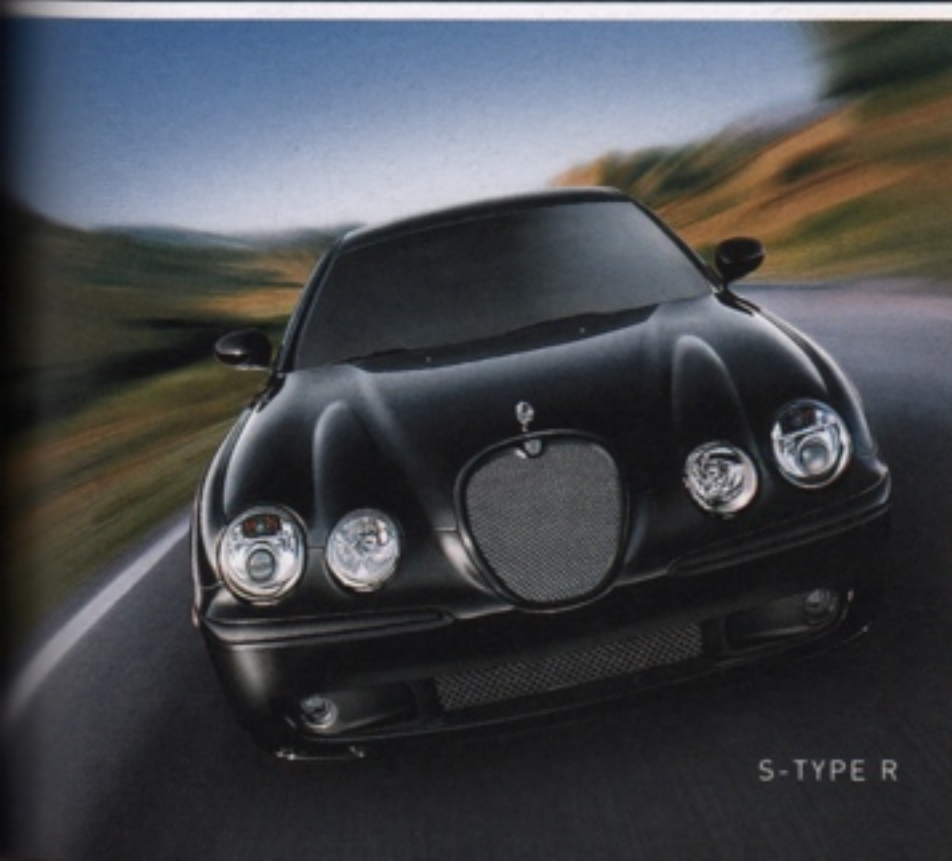


Where new standards of performance are set. And where heads are simply set turning.

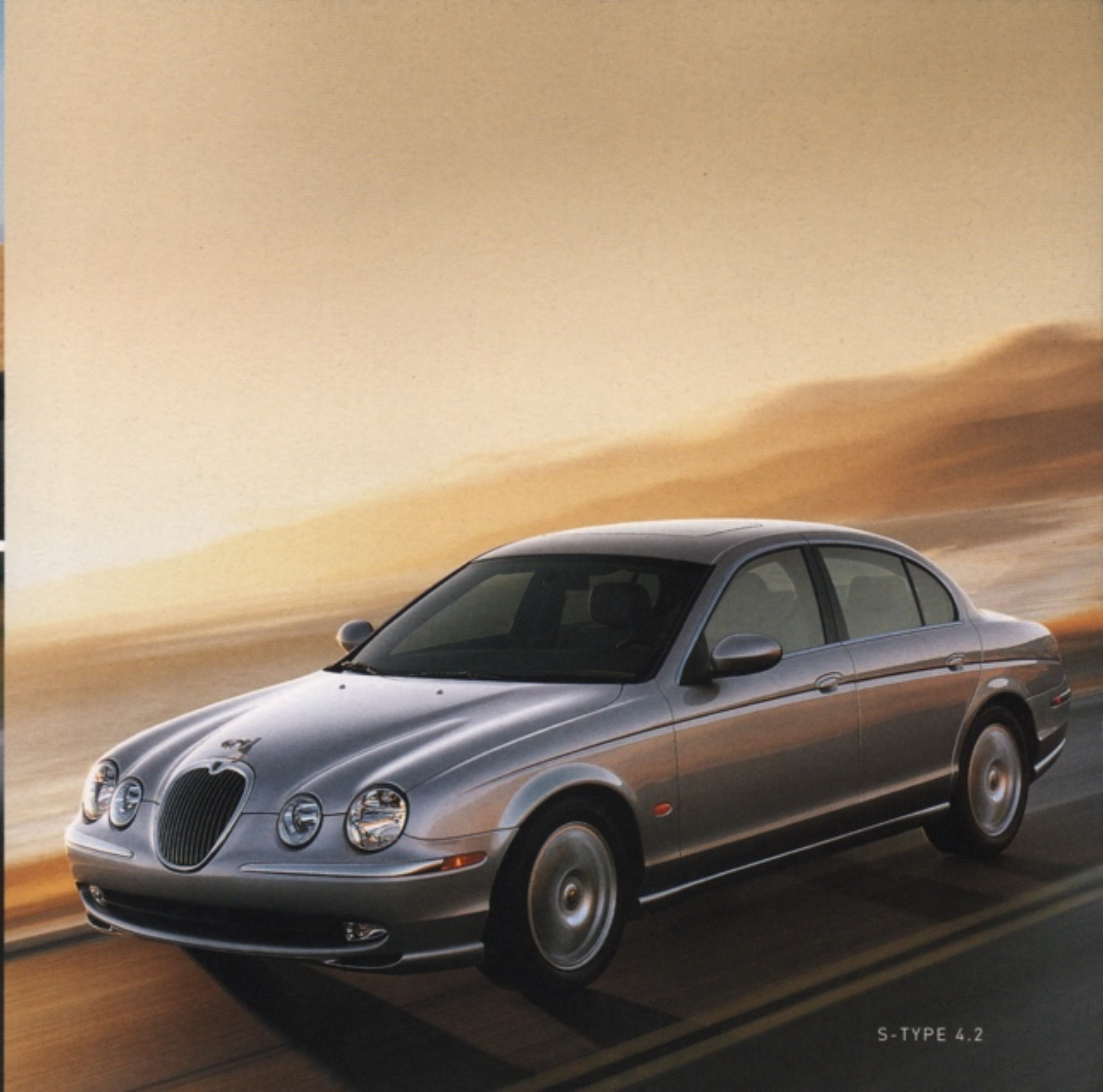
S-TYPE



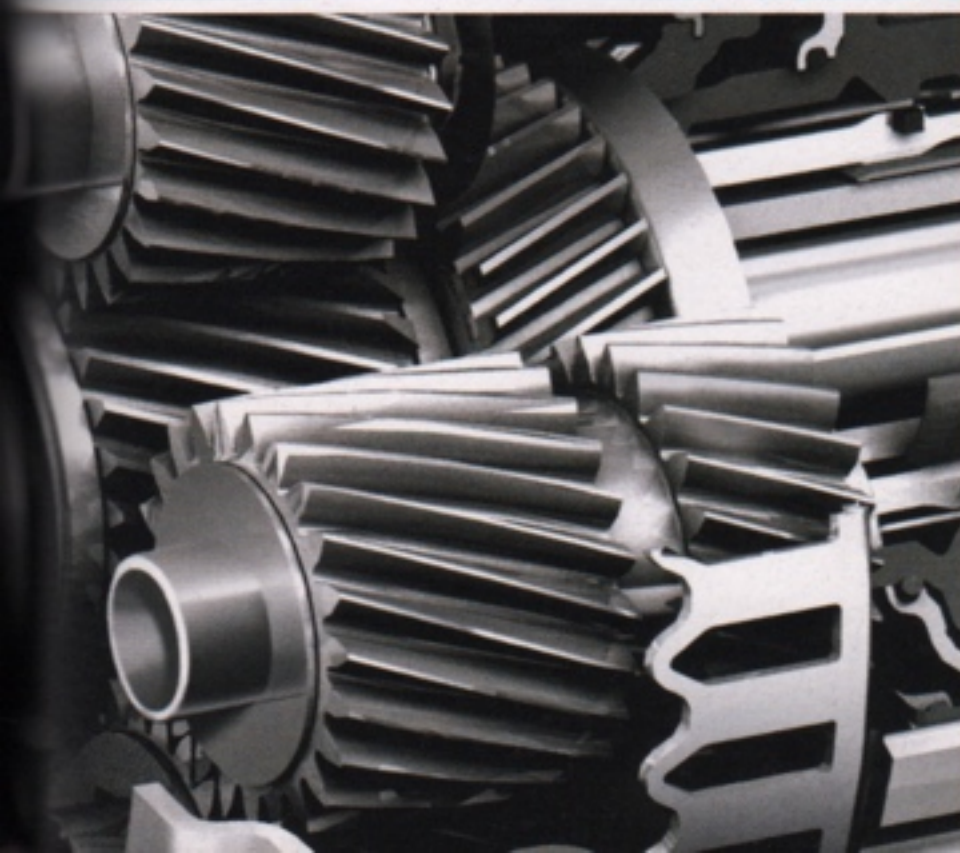
S-TYPE 3.0



S-TYPE R



S-TYPE 4.2



aggression of one of the animal kingdom's most powerful and revered felines.

XK



XKR CONVERTIBLE



XK8 CONVERTIBLE



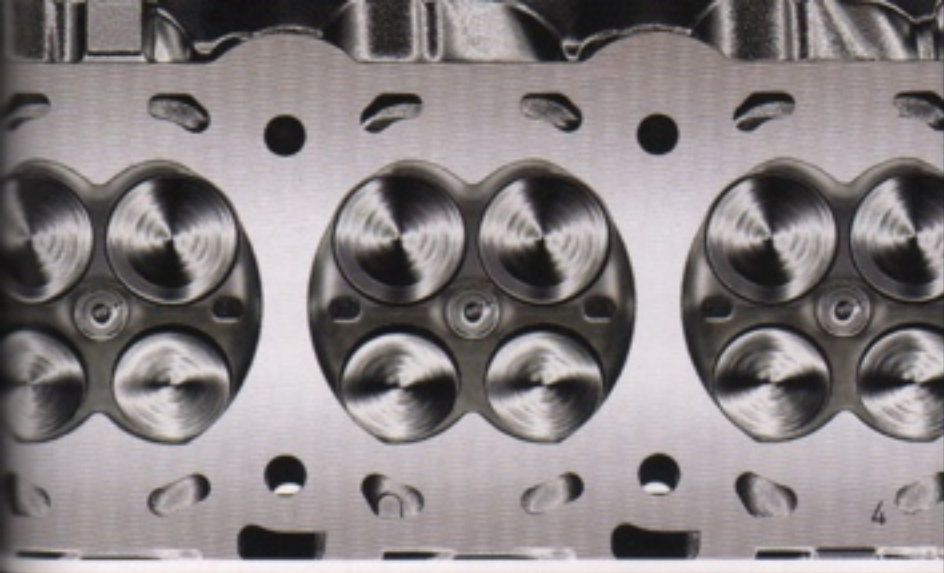
XKR COUPE



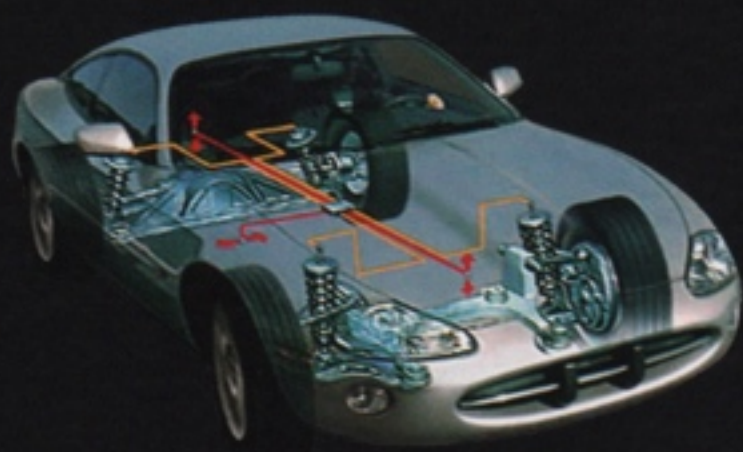
A Jaguar uses intuition and intelligence to advance the art of driving. 1. The optional navigation system is DVD-based, allowing nearly eight times more information to be stored compared to conventional CD-ROM systems. 2. JaguarVoice,¹ available on XJ, S-TYPE and X-TYPE, allows voice commands of the audio, climate, optional navigation and accessory phone¹ systems. 3. XJ is the first production luxury sedan to use a monocoque body formed from aluminum. 40% lighter and 60% stiffer, it's an ideal structure for achieving high performance.

¹Dealer-installed accessory.





4. The Jaguar V8's patented cooling system is so effective at reducing cylinder head heat, while allowing cylinder bores to remain at an optimal temperature, that the



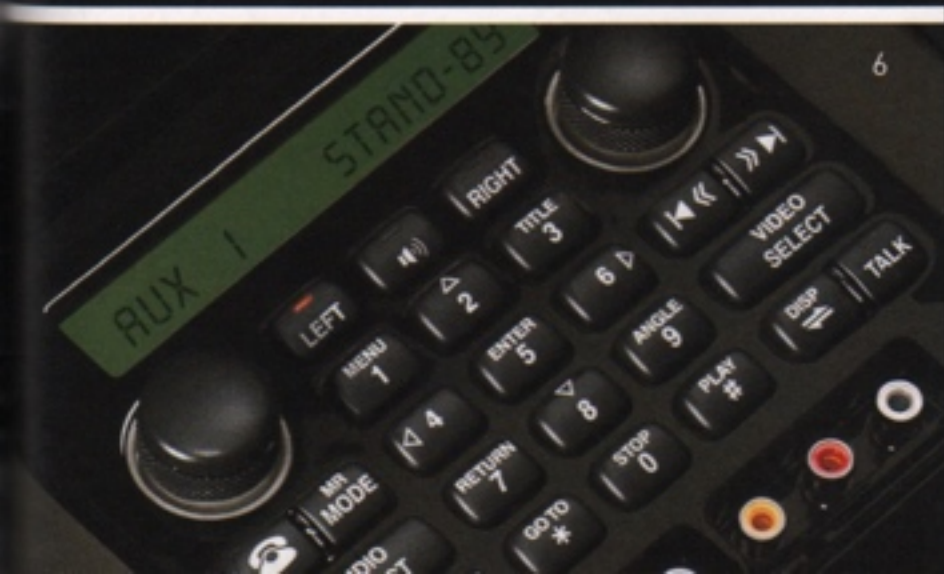
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Society of Automotive Engineers acknowledged it for innovation. 5. Jaguar's use of multiplexing electronics, fiber optic loops and D2B Optical Networks helps eliminate

hundreds of wires and complex connectors

for enhanced reliability. 6. Jaguar hospitality:

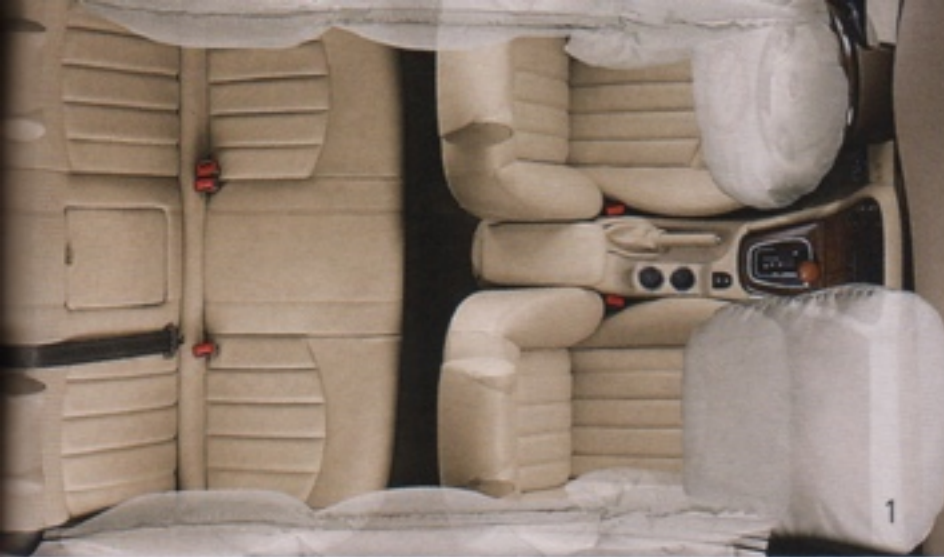
The XJ offers an optional multimedia system that lets rear seat occupants view DVD movies and play electronic games separately.



6

There is a character to Jaguar that is the result of painstaking detail. 1. Veneers of wood trim the interior, their polish revealing the richness of their grain patterns. 2. Leather hides are hand-selected for their texture and color, then cut and sewn by those whose talents with needle and thread are legendary. 3. Sheet metal shaped with artistry and finished with a perfectionist's eye and laser-optic tools ensures quality of fit. The result is a character unlike any other car in the world, combining hand-craftsmanship with technical excellence.





Jaguar places the highest priority on your safety. 1. Front and side airbags are standard. Always wear your safety belt and secure children in the rear seat. 2. To help the car corner, Dynamic Stability Control (DSC)¹ automatically intervenes to help prevent a skid or skip of the wheels by reducing power from the engine. 3. The Adaptive Restraint Technology System (A.R.T.S.)² senses the presence, position and weight of the front passenger, seat position of the driver, seat belt usage of driver and front passenger, and reacts accordingly.

¹Optional on X-TYPE ²Not available on X-TYPE

SECURE



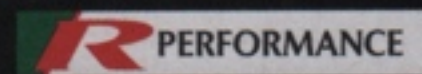


4



5

All Jaguars are born to perform. Those with R Performance innovations just push the envelope harder. 1. Supercharging elevates the output of the 4.2-liter V8 into supercar territory. 2. The R signature mesh grille adds to the sporting appeal of R models. 3. Brembo brakes stop the S-TYPE R, XJR and XKR. 4. You'll find R Performance alloy wheels in the accessories collection at your Jaguar Retailer. 5. R Performance features are inspired by the Jaguar factory's active participation in the most extreme form of motor sports competition, Formula 1 racing.



MYJAGUAR.COM At our exclusive Web site designed for Jaguar owners, you can find out the latest Jaguar news, keep track of mileage and maintenance records, as well as access real-time traffic reports. To register, owners can visit myJaguar.com.

JAGUAR MAGAZINE. Jaguar owners receive a complimentary subscription to this publication, which includes coverage of all that makes up the world of Jaguar.

JAGUAR RACING. Jaguar owners are invited to join Jaguar Racing's Gold Club level. For a nominal fee, members receive

the Jaguar Racing Club Pack and Web site access. Visit jaguar-racing.com to join.

JAGUAR CLUBS. To learn more about the rich heritage of Jaguar and Jaguar Clubs of North America, and to join a club in your area, call 1-888-CLUBJAG or visit jcna.com.

JAGUAR AFFILIATIONS WITH HERTZ AND STARWOOD. As a Jaguar owner, when you travel, we offer you the benefits of a complimentary membership in the Hertz #1 Club Gold® and elite-level membership in the Starwood Preferred Guest® program.

SELECT EDITION

The next best thing to driving a new Jaguar is driving a pre-owned one. Jaguar Select Edition offers a range of certified pre-owned Jaguar vehicles that have passed a 140-point inspection and includes a 6-year/100,000 mile limited warranty and complimentary Roadside Assistance.¹ Select Edition has been named the "Best Certified Pre-Owned Luxury Vehicle Program" and "Best Warranty in the Luxury Class" by IntelliChoice,[®] Inc.



¹ Warranty effective from original start. See your retailer for complete terms and conditions of the limited warranty and details on Roadside Assistance.

Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Jaguar reserves the right to change product specifications at anytime without incurring obligations.



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12/03