THE MAGNIFICENT WORLD OF JAGUAR.


E-TYPE V-12

XJ12L

XJ6

XJ12C

XJ12C: The famed luxury and performance of the Jaguar XJ12 sedan in a new two door coupe! The first four passenger, two door hardtop to bear the name Jaguar, the XJ12C is scheduled to arrive in America during 1974.

The most personal of the new Series Two family of XJ models, it is gracefully styled with the clean, uncluttered lines that have been the hallmark of Jaguar through the decades. The absence of a center door pillar accentuates the low, elegant profile.

With the silken smoothness of its V-12 power, the roadability of its running gear and the distinctiveness of its styling, the XJ12C is a motor car of superb and satisfying quality.

Completely equipped in every detail (save for the option of an AM/FM multiplex four-speaker stereo system), the XJ12C is a redefinition of luxury, offering the discerning individual a new experience in driving.

Unmistakably Jaguar.

XJ12C

Notice the additional air conditioning outlet at the rear of the center console with its own flow controls for the convenience of rear seat passengers. Jaguar's new heating and air conditioning system is a highly sophisticated one. Totally automatic, it thermostatically maintains the temperature you select.

The Jaguar XJ12C (top photo) has an outward appearance of understated elegance. The specially developed Dunlop Series 70 SP Sport steel-belted radial-ply whitewall tires are mounted on chrome turbo-disc wheels as standard equipment.

The power windows are quickly and silently operated from a panel on the center console within easy reach of both driver and passenger. Also notice the master switches that lock both windows and doors.

Beautifully panelled, the doors of the XJ12C include a sculptured arm rest and stowage pocket. Each Jaguar door has a steel "W"-section protective barrier welded into it, designed to exceed all present world legislative requirements.

The spacious XJ12C interior has as much roominess and elegance as the four door XJ6. Reclining, leather upholstered front seats are scientifically designed to support you in comfort for hours. The gleaming facia is burled walnut. The automatic tranmission is standard.

From any view, the XJ12C is a magnificent creature. It takes more than 30 operations to achieve the lustrous finish, including seven coats of paint.

XJ12L: A lengthened Jaguar sedan powered by a velvet smooth twelve cylinder masterpiece! It has every elegant detail of the Series Two Jaguar family, plus four additional inches of leg room in the rear compartment.

The XJ12L pampers its rear compartment passengers, yet it still delivers the famed Jaguar road performance.

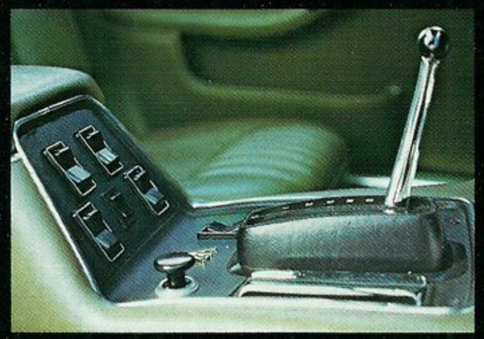
It easily functions as a chauffered limousine for business and evening appointments and as a very personal motor car that is a joy to drive.

XJ12L

Amid the ambiance of smooth leather and thick carpeting, the XJ12L rear compartment affords an abundance of room and convenience. The center armrest folds down for armchair comfort and tucks away neatly when additional space is desired.

XJ12L Translation:
The world famous XJ sedan with the V-12 engine on a lengthened wheelbase.

The luxurious doors of the XJ12L house the speakers for the only option on the car: an AM/FM multiplex four-speaker stereo system.



The standard automatic transmission lever is mounted on the center console. Controls for the standard power windows and power door lock are on the console, convenient for passenger and driver.

The standard air conditioning is integrated with a new Automatic Temperature Sensing and Control system. The AM/FM stereo receiver (shown) is optional.

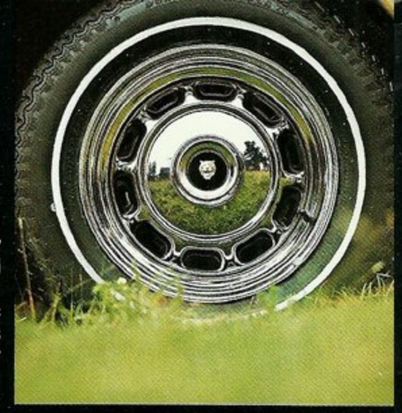
The look of Jaguar is unmistakable. Low and lean, the XJ12L gives the distinct impression of movement even when at rest.

XJ6: The Series Two version of this world famous sedan has been tastefully refined with a distinctive new grille and a new instrument and control arrangement. The XJ6 continues to offer a combination of superb high-performance roadability and the quiet grace of a luxury sedan.

Its power comes from the magnificent Jaguar XK engine—the six cylinder, double-overhead camshaft powerplant that is a contemporary automotive legend. The running gear is equally sophisticated: independent suspension front and rear; four wheel disc brakes, ventilated in front, mounted in-board in the rear; and power-assisted rack and pinion steering.

The XJ6 is complete with all the standard luxuries that grace the entire Series Two XJ family.

XJ6



Included in the lengthy list of standard features are four wheel power-assisted disc brakes. Dunlop Series 70 SP Sport radial-ply whitewall tires and chrome turbo-disc wheels.

You can distingush the Series Two XJ6 from the predecessors by the dramatic new grille. However, the distinctive low profile and wide stance of the Jaguar is unchanged.

The new XJ6 and XJ12 (shown here) instrument cluster is conveniently grouped directly in front of the driver. Stalks on either side of the steering column control turn signals, headlight flashers and windshield wiper-washer. The facia is burled walnut. Fibre-optic cables illuminate the lighting, heating and ignition controls, eliminating the problem of changing inaccessible bulbs.

The scent of genuine English leather pervades the interior of the XJ6. The center console is replete with stowage compartment, power window controls, master door lock and cigarette lighter.

The front seats, finished by hand, are both fully reclining.

A thoughtful touch! A vanity mirror tucked behind the glove box door in every XJ.

E-TYPE V-12: The famed Jaguar convertible with the powerful smoothness of the unparalleled V-12 engine. Of all the sports cars available in the world, only this one offers the exhilaration of Jaguar V-12 performance.

The E-type has independent front and rear suspension, four wheel power-assisted disc brakes, power-assisted rack and pinion steering and Dunlop Series 70 SP Sport radial-ply whitewall tires.

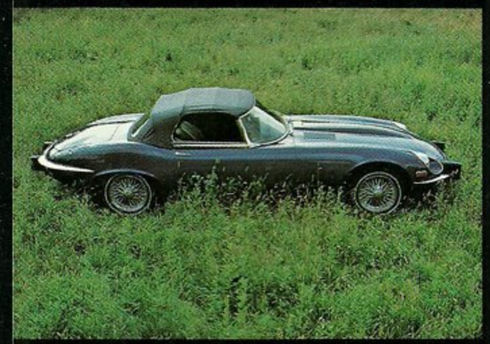
But the most remarkable feature of all is the smooth, silent surge of V-12 power that is instantly available over the entire range of driving speed.

It is a driving phenomenon that one must experience to appreciate.

Now, more than ever, it's a different breed of cat.

The E-type instrumentation is complete with tachometer and a set of easy-to-read gauges to monitor the fuel, water temperature, oil pressure and battery condition. The automatic transmission (shown) is optional, a four-speed fully synchromeshed manual is standard. The row of rocker switches control the lights and auxiliary systems.

The classic Jaguar E-type profile. The optional removable hardtop assures year-round comfort.



The Jaguar E-type convertible comes with a quick-folding top—that maintains the classic styling with top up or down.

Behind the standard chrome turbo-disc wheels are standard power-assisted disc brakes, eleven-inch ventilated discs in the front and 10.4-inch in-board mounted discs in the rear.

The Jaguar manual choke is precisely calibrated allowing you to control the proper fuel mixture for all conditions. Also shown is a demisting and ventilation system control.

The side-view mirror is adjustable from inside the driver's compartment.

Reclining, thickly upholstered bucket seats are faced with genuine English leather. Padded armrest is also a cover for the convenient stowage compartment.

JAGUAR XJ12C SEDAN SPECIFICATIONS

ENGINE:
• 12-cylinder water-cooled aluminum alloy 60-degree "V" with overhead camshafts (1 per bank) • 3-plane, 7-bearing crankshaft • Exhaust and evaporative emission control • Compression Ratio: 7.8:1 • Bore: 3.54 in. • Stroke: 2.76 in. • Stroke/bore ratio: 0.78:1 • Displacement: 5343 c.c. (326 cu. in.) • Ignition: Opus Mark II Electronic system consisting of electronic distributor with rotor arm, amplifier unit, ballast resistance unit and high performance coil • Carburetion: Four Zenith-Stromberg 175CD2SE carburetors (2 per bank) • Fuel Pump: Two S.U. Electric (1 per tank) • Fuel Tank Capacity: Left hand—12 gal. Right hand—12 gal. • Sump Capacity: 10 quarts.

TRANSMISSION:
• Borg Warner model 12 three-speed fully automatic with overriding manual control, torque converter • Rear Axle Ratio: 3.31:1 • Overall Gear Ratios: First 7.79:1, Second 4.8:1, Drive 3.31:1, Reverse 6.82:1.

STEERING:
• Rack and pinion, power assisted • Adjustable steering column • Turns—lock to lock: 3.16 • Turning circle: 39 feet.

SUSPENSION:
• Front: Independent with "anti-dive" geometry incorporating coil springs and monotube dampers and anti-roll bar • Rear: Independent with drive shafts forming upper link, and paired monotube dampers in coil springs.

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

ROAD WHEELS:
• Ventilated chrome disc wheels, 15 in. diameter fitted with Dunlop whitewall 205/70 VR15 SP Sport steel-belted radial-ply tubeless tires.

ELECTRICAL:
• Negative ground 12-volt system • Battery Rating: 68 amps at 20 hours • Alternator: 66 amps.

INSTRUMENTS:
• Speedometer with trip odometer • Electric tachometer • Manual Choke • Battery condition indicator, oil pressure, water temperature and fuel gauges • Clock • High pressure electrically operated windshield washer with two speed wipers • Brake fluid/handbrake, oil pressure, direction indicator, ignition, seat belts, choke, heated rear window, main beam and emergency flasher warning lights • Interior courtesy lights operated by both doors • Map reading light • Luggage compartment light • Heated rear window • Central door and window locking switch.

BODY:
• Two-door, all steel. Integral body/chassis construction • Positive lock anti-burst door catches • Vinyl covered roof.

HEATING AND VENTILATION:
• Factory-installed automatic temperature control for heating and air conditioning • Face level and foot level air ducts coupled with "posi-vent" air extraction system provides rapid changes of air • Separate outlets and control for the rear compartment • Three speed (high, low, automatic) flow fans.

INTERIOR:
• Tinted glass • Fully-reclining leather-faced front seats adjustable for reach and height (with adjustable head restraints); leather-faced rear bench seat • Inertia-reel seat belts, front—one handed operation • Parcel shelf • Console and lockable glove box • Deep pile carpet • Cigarette lighter • Electric power windows • Electrically heated rear window • Burled walnut facia.

OPTIONAL EQUIPMENT:
• Solid-state AM/FM multiplex radio with four speakers.

MAIN DIMENSIONS:
• Overall length: 194.8 in. • Overall height: 54.1 in. • Overall width: 69.75 in. • Wheelbase: 108.8 in. • Track at front: 58 in. • Track at rear 58.6 in. • Ground clearance: 7 in. • Curb weight: 4150 lbs. • Trunk capacity: 17 cu. ft.

XJ12C SCHEDULED FOR AVAILABILITY IN 1974; WILL NOT BE AVAILABLE IN CALIFORNIA.

JAGUAR XJ12L SEDAN SPECIFICATIONS

ENGINE:
• 12-cylinder water-cooled aluminum alloy 60-degree "V" with overhead camshafts (1 per bank) • 3-plane, 7-bearing crankshaft • Exhaust and evaporative emission control • Compression Ratio: 7.8:1 • Bore: 3.54 in. • Stroke: 2.76 in. • Stroke/bore ratio: 0.78:1 • Displacement: 5343 c.c. (326 cu. in.) • Ignition: Opus Mark II Electronic system consisting of electronic distributor with rotor arm, amplifier unit, ballast resistance unit and high performance coil • Carburetion: Four Zenith-Stromberg 175CD2SE carburetors (2 per bank) • Fuel Pump: Two S.U. Electric (1 per tank) • Fuel Tank Capacity: Left hand—12 gal. Right hand—12 gal. • Sump Capacity: 10 quarts.

TRANSMISSION:
• Borg Warner model 12 three-speed fully automatic with overriding manual control, torque converter • Rear Axle Ratio: 3.31:1 • Overall Gear Ratios: First 7.79:1, Second 4.8:1, Drive 3.31:1, Reverse 6.82:1.

STEERING:
• Rack and pinion, power assisted • Adjustable steering column • Turns—lock to lock: 3.16 • Turning circle: 39 feet.

SUSPENSION:
• Front: Independent with "anti-dive" geometry incorporating coil springs and monotube dampers and anti-roll bar • Rear: Independent with drive shafts forming upper link, and paired monotube dampers in coil springs.

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

ROAD WHEELS:
• Ventilated chrome disc wheels, 15 in. diameter fitted with Dunlop whitewall 205/70 VR15 SP Sport steel-belted radial-ply tubeless tires.

ELECTRICAL:
• Negative ground 12-volt system • Battery Rating: 68 amps at 20 hours • Alternator: 66 amps.

INSTRUMENTS:
• Speedometer with trip odometer • Electric tachometer • Manual Choke • Battery condition indicator, oil pressure, water temperature and fuel gauges • Clock • High pressure electrically operated windshield washer with two speed wipers • Brake fluid/handbrake, oil pressure, direction indicator, ignition, seat belts, choke, heated rear window, main beam and emergency flasher warning lights • Interior courtesy lights operated by all 4 doors • Map reading light • Luggage compartment light • Heated rear window • Central door and window locking switch.

BODY:
• Four-door, all steel. Integral body/chassis construction • Positive lock anti-burst door catches with child proof safety catches on rear doors.

HEATING AND VENTILATION:
• Factory-installed automatic temperature control for heating and air conditioning • Face level and foot level air ducts coupled with "posi-vent" air extraction system provides rapid changes of air • Separate outlets and control for the rear compartment • Three speed (high, low, automatic) flow fans.

INTERIOR:
• Tinted glass • Fully-reclining leather-faced front seats adjustable for reach and height (with adjustable head restraints); leather-faced rear bench seat • Inertia-reel seat belts, front—one handed operation • Parcel shelf • Console and lockable glove box • Deep pile carpet • Cigarette lighter • Electric power windows • Electrically heated rear window.

OPTIONAL EQUIPMENT:
• Solid-state AM/FM multiplex radio with four speakers.

MAIN DIMENSIONS:
• Overall length: 198.8 in. • Overall height: 54.1 in. • Overall width: 69.75 in. • Wheelbase: 112.8 in. • Track at front: 58 in. • Track at rear 58.6 in. • Ground clearance: 7 in. • Curb weight: 4208 lbs. • Trunk capacity: 17 cu. ft.

SUMMARY OF STANDARD FEATURES ON THE SERIES TWO XJ MODELS:

- Power-assisted four wheel disc brakes, ventilated in front, mounted in-board in the rear
- Power-assisted rack and pinion steering
- Radial-ply whitewall tires (steel belted on XJ12 models)
- Chrome turbo-disc wheels
- Thermostatically controlled air conditioning
- Tinted glass
- "Posi-Vent" ventilation system
- Electric power windows
- Central door and window locking system
- Genuine leather seating surfaces
- Burled walnut facia
- Automatic transmission

JAGUAR XJ6 SEDAN SPECIFICATIONS

ENGINE:
• 6-cylinder in-line. Twin overhead camshaft engine with straight port-type cylinder head • 7-bearing crankshaft • Exhaust and evaporative emission control • Compression ratio: 7.5:1 • Bore: 3.625 in. • Stroke: 4.17 in. • Stroke/bore ratio: 1.15:1 • Displacement: 4235 c.c. (258 cu. in.) • Carburetion: Two Zenith-Stromberg 175CD2SE • Fuel Pumps: Two S.U. Electric • Fuel Tank Capacity: Left hand: 12 gallons. Right hand: 12 gallons • Sump Capacity: 8.75 quarts.

TRANSMISSION:
• Borg Warner three-speed fully automatic with torque converter • Rear Axle Ratio: 3.31:1 • Overall Gear Ratios: Reverse 6.82:1, 1st 7.79:1, 2nd 4.8:1, Drive 3.31:1.

STEERING:
• Rack and pinion, power assisted • Adjustable steering column • Turns—lock to lock: 3.33 • Turning Circle: 36 feet.

SUSPENSION:
• Front: Independent with "anti-dive" geometry, incorporating coil springs and separate dampers and anti-roll bar • Rear: Fully independent with paired coil springs and damper units.

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

ROAD WHEELS:
• Ventilated chrome disc wheels, 15 in. diameter, fitted with Dunlop whitewall E70VR15 SP Sport radial-ply tubeless tires.

ELECTRICAL:
• Negative ground, 12-volt system • Battery Rating: 68 amps at 20 hours • Alternator: 66 amps.

INSTRUMENTS:
• Speedometer with trip odometer • Electric tachometer • Battery condition indicator, oil pressure, water temperature and fuel gauges • Clock • High pressure electrically operated windshield washer • Two speed wipers • Brake fluid/hand brake, oil pressure, heated rear window, main beam, direction indicator and emergency flasher, ignition, seat belt warning lights • Interior courtesy and map reading lights • Electrically heated rear window • Central door and window locking switch.

BODY:
• Four-door all-steel. Integral body/frame construction • Positive lock anti-burst door latches with child-proof safety catches on rear doors.

HEATING AND VENTILATION:
• Factory-installed automatic temperature control for heating and air conditioning • Flow-through "posi-vent" ventilation system • Three-speed (high, low, automatic) flow fans • Adjustable defroster vents • Footwell ventilation.

INTERIOR:
• Tinted glass • Electric power windows • Fully-reclining leather-faced front seats (with adjustable head restraints); rear seats leather-faced • Inertia-reel seat belts • Cigarette lighter with luminous socket • Console and lockable glove box • Deep pile carpet • Parcel shelf.

OPTIONAL EQUIPMENT:
• Solid-state AM/FM multiplex radio.

MAIN DIMENSIONS:
• Overall length: 194.8 in. • Overall height: 54.1 in. • Overall width: 69.75 in. • Wheelbase: 108.8 in. • Track at front: 58 in. • Track at rear: 58.6 in. • Ground clearance: 7 in. • Curb weight: 4005 lbs. • Trunk capacity: 17 cu. ft.

BODY COLORS FOR ALL JAGUAR SEDANS:
BRITISH RACING GREEN • DARK BLUE • FERN GREY • GREENSAND
OLD ENGLISH WHITE • PALE PRIMROSE • SABLE • SIGNAL RED
SILVER GREY • REGENCY RED • TURQUOISE
COLOR COORDINATED INTERIOR TRIM AVAILABLE.

JAGUAR E-TYPE, V-12 SPECIFICATIONS

ENGINE:
12-cylinder water-cooled aluminum alloy 60-degree "V" with overhead camshafts (1 per bank) • 3-plane, 7-bearing crankshaft • Exhaust and evaporative emission control • Compression ratio: 7.8:1 • Bore: 3.54 in. • Stroke: 2.76 in. • Stroke/bore ratio: 0.78:1 • Displacement: 5343 c.c. (326 cu. in.) • Ignition: Opus Mark II Electronic System consisting of electronic distributor with timing rotor, amplifier unit, ballast resistance unit and special high performance coil • Carburetion: Four Zenith-Stromberg 175CD2SE carburetors • Fuel Pump: S.U. Electric • Fuel Tank Capacity: 21.7 gallons • Sump Capacity: 11.5 quarts.

TRANSMISSION—Manual:
• Four-speed all synchromesh • Clutch: Diaphragm spring-type Borg & Beck 10.5 in. with hydraulic actuation • Limited slip differential • Rear Axle Ratio: 3.31:1 • Overall Gear Ratios: First 10.38:1, Second 6.74:1, Third 4.91:1, Fourth 3.54:1, Reverse 11.92:1.

TRANSMISSION—Automatic (Optional):
• Borg Warner Model 12 three-speed fully automatic with torque converter • Limited slip differential • Rear Axle Ratio: 3.31:1 • Overall Gear Ratios: 1st 7.94:1, 2nd 4.8:1, Drive 3.31:1, Reverse 6.62:1.

STEERING:
• Rack and pinion, power assisted. Adjustable steering column • Steering Ratio: 18:1 • Turns—lock to lock: 3.5 • Turning Circle: 36 feet.

SUSPENSION:
• Front: Independent transverse wishbones with torsion bars, monotube hydraulic shock absorbers, and anti-roll bar. Incorporates "anti-dive" geometry • Rear: Wishbones with drive shaft forming upper link, radius arms, monotube hydraulic shock absorbers inside coil springs.

BRAKES:
• Power-assisted 4-wheel disc brakes incorporating a pressure differential warning actuator • Front: 11.18 in. diameter ventilated discs • Rear: Inboard 10.38 in. diameter solid discs.

ROAD WHEELS:
• Ventilated chrome disc wheels, 15 in. diameter, fitted with Dunlop E70VR15 SP Sport radial-ply whitewall tires.

ELECTRICAL:
• Negative ground, 12-volt system • Battery rating: 68 amps at 20 hours • Alternator: 66 amps.

INSTRUMENTS:
• Speedometer with trip odometer • Electric tachometer • Battery condition indicator, oil pressure, water temperature and fuel gauges • Clock • Manual choke • High pressure electrically operated windshield washer • Brake fluid/hand brake, oil pressure, direction indicator, emergency flasher, choke-control, ignition, fuel level, mainbeam and seat belt warning lights • Door-operated courtesy and map-reading lights. Heater/defroster with two-speed blower.

BODY:
• All-steel monocoque construction with separate engine sub-frame • Convertible: 2 passenger. Quick-folding weatherproof top.

INTERIOR:
• Semi-reclining bucket seats leather-faced with ambla panels on non-wearing surfaces • Inertia-reel seat belts • Cigarette lighter and ashtray • Console and lockable glove box • Ambla-trimmed interior • Wind screen demister • Fitted carpet.

OPTIONAL EQUIPMENT:
• Automatic transmission • Factory-installed air conditioning • Solid-state AM/FM multiplex radio • Chrome wire wheels (requires tubed tires) • Tinted glass • Removable hardtop.

MAIN DIMENSIONS:
• Overall length: 189.6 in. • Overall height: 48.4 in. • Overall width: 66.06 in. • Wheelbase: 105 in. • Track at front: 54.4 in. • Track at rear: 52.75 in. • Ground clearance (minimum): 5:38 in. • Curb weight: 3375 lbs. • Trunk capacity: 4.75 cu. ft.

BODY COLORS:
AZURE BLUE • BRITISH RACING GREEN • DARK BLUE • FERN GREY
GREENSAND • OLD ENGLISH WHITE • PALE PRIMROSE • SABLE
SIGNAL RED • SILVER GREY • REGENCY RED • TURQUOISE
COLOR COORDINATED INTERIOR TRIM AVAILABLE.

JAGUAR CARS CONFORM TO U.S. FEDERAL MOTOR VEHICLE SAFETY AND AIR POLLUTION STANDARDS APPLICABLE AT THEIR DATE OF MANUFACTURE.

V-12 ENGINES WILL MEET 1973 CALIFORNIA AND 1974 FEDERAL EMISSIONS STANDARDS.

SPECIFICATIONS AND COLORS SUBJECT TO CHANGE WITHOUT NOTICE.

BRITISH LEYLAND

BRITISH LEYLAND MOTORS INC. Leonia, New Jersey 07605 In Canada: 4445 Fairview Street, Burlington, Ont.

LITHO U.S.A. 300M—1/74

The Anatomy of the Jaguar

Perhaps more than any other motor car in the world, the Jaguar is essentially the expression of a single man's genius.

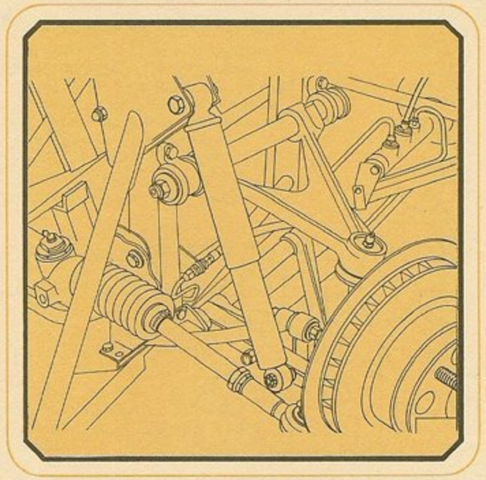
Sir William Lyons.

More than fifty years ago, he founded the company that was to become Jaguar.

From those modest beginnings, the philosophy and principles of Sir William have been embodied in every vehicle the company has produced. Sir William insisted that his motor cars perform their function as road machines with uncommon agility, stamina and safety, yet also provide their owners with an abundance of those elusive qualities of dignity, good taste and "value for money." To him, luxury had to be deep and genuine. And every new Jaguar had to be a worthy successor to the ones that came before.

His sense of styling emerged from his innermost instincts. Indeed, Jaguar has set automotive styling trends in every decade of its existence.

Now Sir William has retired, but the Jaguar motor cars on these pages are his—visual proof of his eminent achievements.



E-type front suspension with "anti-dive" geometry.

Jaguar Suspensions

The very successful XK-E independent rear suspension, which had been the result of intensive development after the racing days at Le Mans, has been adapted to the XJ sedan.

The rear wheels respond individually to the road surface, enhancing both comfort and control. Road vibrations are further dampened by four Girling telescopic shock absorbers encased in coil springs. The shock absorbers are divided between the two rear wheels, mounted from the transverse link to the rear suspension cross member. In addition, two radius rods are fastened to the body.

The XJ front suspension is the result of an extensive engineering study to determine the precise combination that delivers the stability and smoothness desired. Key to this is the "anti-dive" geometry, also incorporated into the E-type suspension, which counteracts the natural nosediving tendency of a car during braking. In the XJ sedan, this is accomplished by angling the front wishbones.

The front springs, therefore, can be made compatible with a soft ride, yet still deliver firm, sure, high-performance handling characteristics.

An element in the success of the suspension is the selection of the tires. They were developed by Dunlop specifically for the XJ suspension system.

In short, the tires are an integral part of the suspension system, designed to give maximum road grip and outstanding handling. Designated the Dunlop SP Sport Series 70, these low profile radials give superior performance under both dry and wet conditions.

Steering

The power assisted rack and pinion steering system, standard on both the E-type and XJ sedan, was designed to offer the maximum feel of the road combined with maximum ease of maneuvering.

The main benefit of the rack and pinion design is its handling precision—the reason it is used in many racing cars. However, many systems have a harsh reaction to road surfaces. In Jaguar, this drawback has been all but eliminated by a multijointed steering column and carefully designed rubber mounting.

Superb handling luxury ride

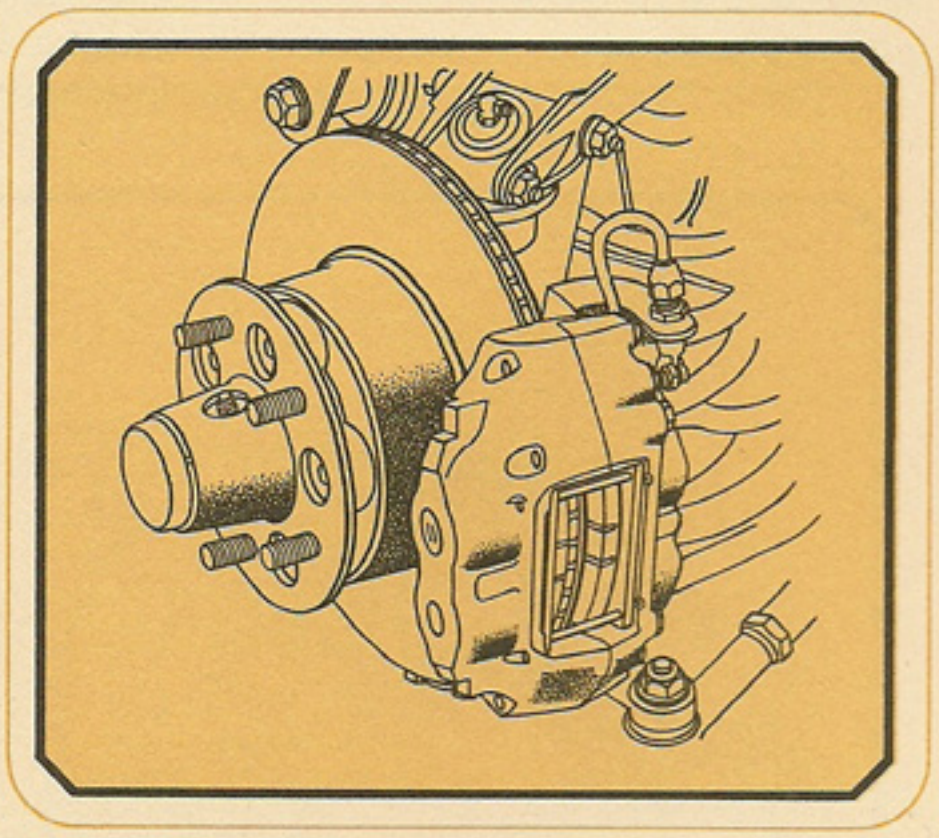
How can superb handling be achieved without sacrificing a quiet, comfortable, luxury-car ride? This is the very point where luxury cars and performance cars usually part company—or strike some compromising middle ground that fails to satisfy either point of view.

The Jaguar XJ, however, is driving proof that a satisfying combination can be achieved. For it does have superb high-performance handling and it does isolate the passengers from the noise, vibration and harshness of the highway.

The secret: the suspension, engine and steering system are mounted on separate subframes that are insulated from the body proper with carefully tuned rubber mountings. The engine is mounted in such a way that the vibrations must pass through two separate sets of absorbent rubber mountings before reaching the body of the car.

In addition, the entire body is thickly insulated against the outside world.

Brakes



XJ ventilated front disc brakes.

In 1953, Jaguar won first, second and fourth place at the *Grand Prix d'endurance* 24-Hour Race of Le Mans. The first place Jag set an average speed record of 106 mph.

But that was not Jaguar's most notable achievement of the 1953 Le Mans. For that year Jaguar demonstrated an entirely different development to the automotive world—not going power, but *stopping power.*

Up against 5.4-litre Cunninghams and 4.5-litre Ferraris, the 3.4-litre Jaguar won because it had a revolutionary kind of braking system—disc brakes.

From the start, the Jaguars excelled at every corner and curve. As the cars took the hump at the end of the Mulsanne Straight, the Jaguars flew towards the harrowing, right-angled Mulsanne Corner, holding off the brakes until the last vital second—a hundred yards beyond the others.

It was a milestone in the design of high speed automobiles. What's more important, however, is that shortly thereafter Jaguar became the *first production car in the world* to equip all four wheels with disc brakes.

Today's Jaguars have 11-inch disc brakes on the front, ventilated to resist overheating. On the rear, 10-inch disc brakes are mounted inboard to aid stability.

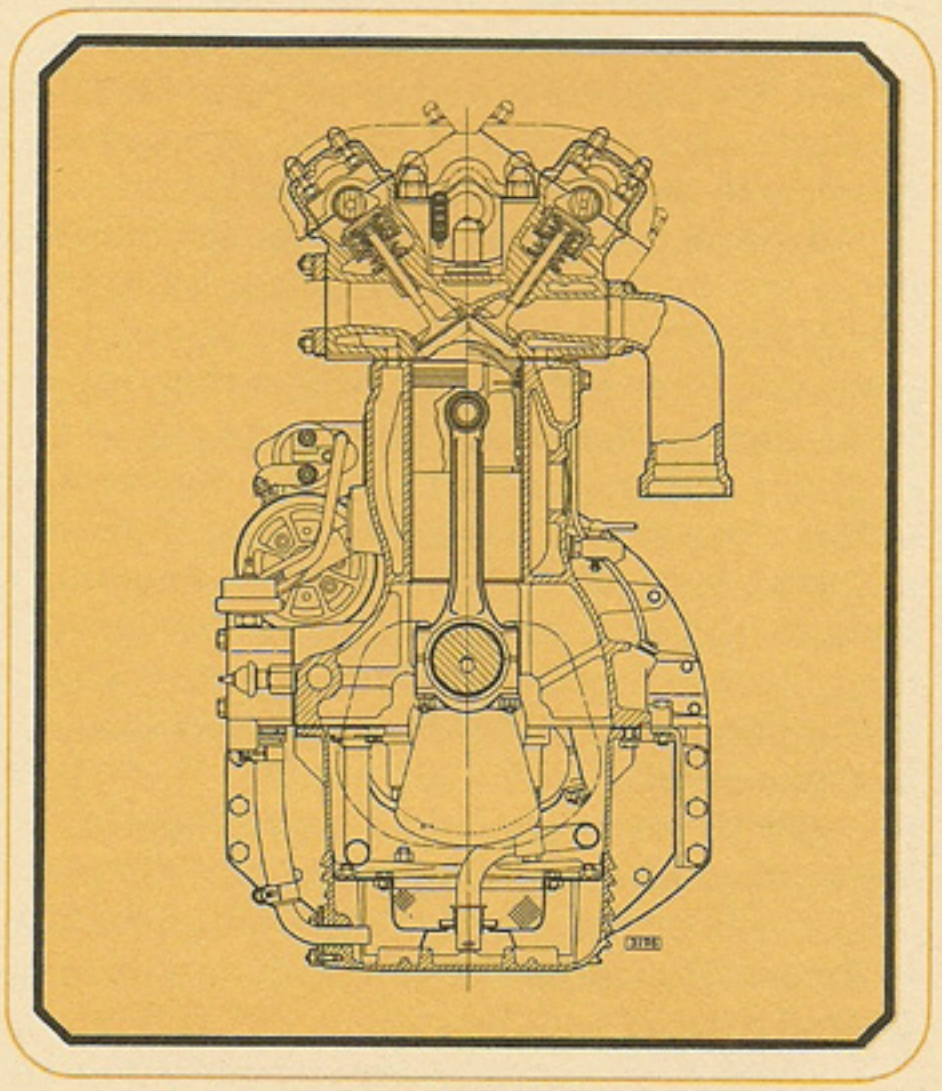
The ability to stop quickly and safely is one of the most important properties of any motor car, Jaguar is understandably proud of its pioneering contribution.

Jaguar Power
The unconquerable Six

If any car maker today were to announce a new six cylinder engine with double-overhead camshafts, a three-plane, seven main-bearing crankshaft and hemispherical heads—automotive journalists would respectfully sharpen their pencils and take note.

Any car maker, that is, except Jaguar. Because Jaguar announced such an engine far back in 1948. And while improvements have been constantly added in the ensuing years, the basic engine continues to serve admirably.

Placed in the rarified setting of the XJ6 sedan, the 4.2-litre Jaguar XK engine delivers smooth, quiet performance along with acceleration and top-speed capacity comparable to its contemporaries.



Cut-away view of XK DOHC engine.

A new dimension of power: the incredible V-12

The first prototype Jaguar V-12 was fitted into a racing car and tested on a track in the Warwickshire countryside in the mid-1960s. The experimental vehicle lapped at 161.5 mph, which is believed to be the highest speed ever achieved for a lap of any circuit in Britain.

However, Jaguar decided not to return to international racing and the V-12 evolution took on a different form.

Jaguar engineers proceeded to develop a V-12 engine that was suited to today's enormous range of driving conditions. One that would perform with a degree of superiority instantly recognized by both enthusiast and average driver.

The intent also was to provide yet another landmark development from Jaguar that would be a worthy successor to the XK.

The Jaguar V-12 engine that was introduced to America in the 1971 E-type, and now powers the XJ12C and XJ12L, amply fulfills those expectations.

It is incredibly smooth and quiet and offers a satisfying surge of acceleration throughout the range of driving speeds—especially in the low and middle range.

Smoothness and quietness beyond the usual are virtually the birthrights of any well-designed V-12 engine. Because, from an engineering viewpoint, the V-12 configuration is in perfect balance. This is because the engine's capacity is spread over twelve cylinders. Therefore, the cylinders and pistons are smaller and the crankshaft receives a smaller pulse with each power stroke—but the pulses arrive more frequently. As a result, the action of the engine possesses a turbine-like smoothness.

Given the stability of a seven main-bearing crankshaft and the extraordinary care with which all components are balanced and matched, the Jaguar V-12 offers an unprecedented driving experience.

It required years of experimenting to determine the optimum components for the final design.

Flat-faced heads were selected because they provide smooth acceleration when it is most needed in city and highway driving—in the low and middle speeds.

Single overhead cams on each bank of cylinders were selected for the simplicity they offer by comparison with double camshafts.

Four Zenith carburetors offer the best performance over a wide range of driving conditions.

There was intensive testing before deciding on an aluminum alloy block instead of cast iron. It had always been assumed in automotive circles that the aluminum alloy would increase the noise factor. To test the assumption, one block was cast in aluminum and one in iron. Jaguar engineers found that *there was no discernible difference in the noise levels.*

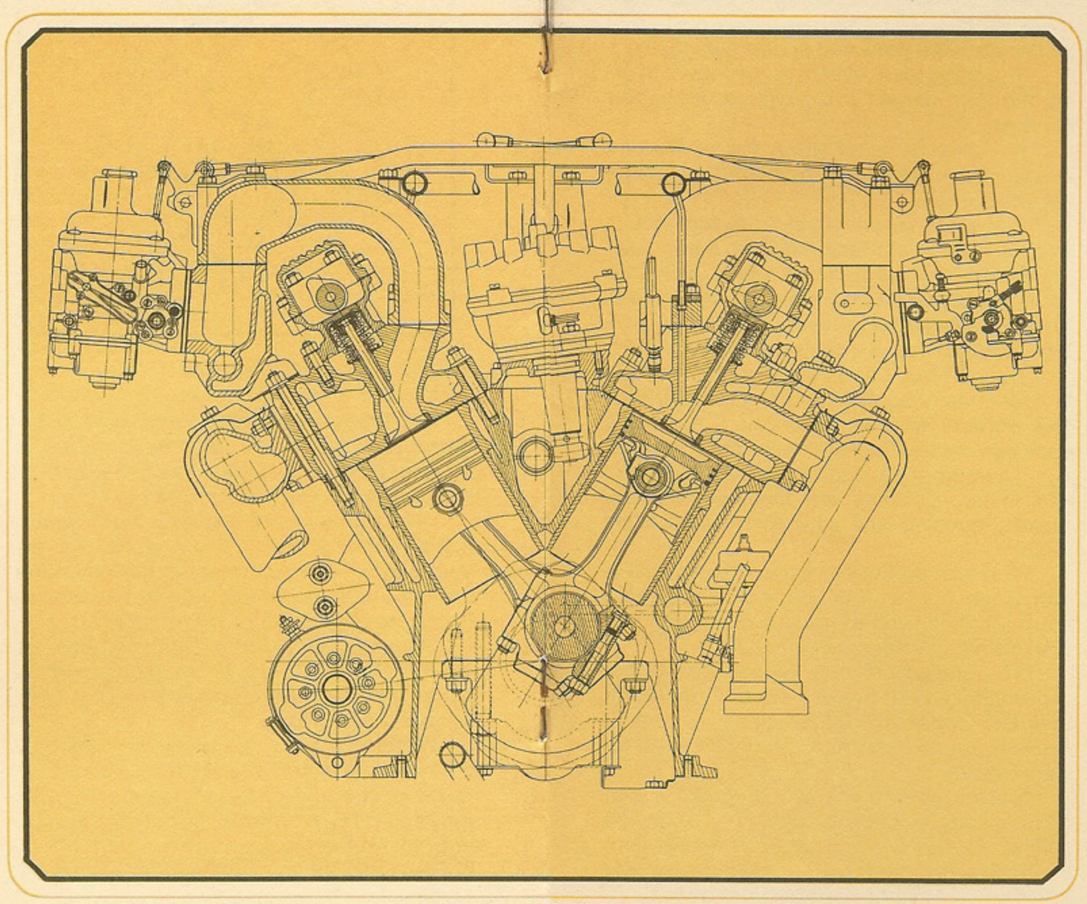
The chief advantage of the aluminum block is that it reduces the engine's weight by over 100 pounds. Other aluminum alloy components include heads, sump, front timing cover and inlet manifold.

The three-plane crankshaft is anchored by seven main bearings, each with a cast iron bearing cap and four bolts—the result is maximum rigidity. The shaft itself is forged in Tufftrided steel and specially hardened in a cyanide bath at 800° F.

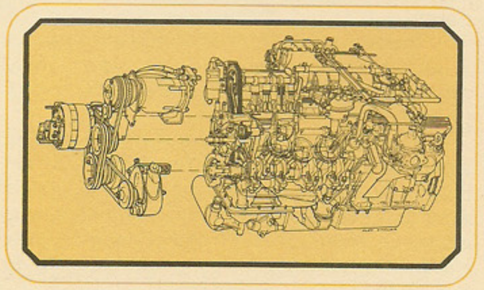
An electronic ignition system was selected because of the high sparking rate required for twelve cylinders. This system has no contact points, therefore no adjustments are needed. The firing is triggered by a magnetic impulse in the distributor head. For years, this type of ignition system was exclusively associated with the stringent demands of racing engines.

Unlike the other V-12 engines available in the world today, the Jaguar V-12 is a volume production unit. The cost is therefore reduced considerably. To achieve the desired production capacity, Jaguar invested $7.5 million in the most modern machine tool equipment.

But no amount of automated equipment will automatically insure that the finished product achieves the highest standards in performance, reliability and durability.



12 cylinders in 60° "V" formation.



Internal details of the V-12 aluminum alloy engine.

The building of each Jaguar V-12 is done with exacting care and craftsmanship. Components are machined and balanced to extremely fine limits and then inspected by sensitive measuring instruments. Any piece that fails to meet our standards is either returned for new tooling or scrapped.

Components that were balanced individually, such as the crankshaft and flywheel, are rebalanced after they are assembled into one unit.

Pistons and connecting rods are joined together according to predetermined grades, then individually weighed and sorted into perfectly balanced sets.

Camshafts are matched with valves and tappets and precisely measured—the minute variations due to machine tolerances are compensated for by adjusting shims of seven different thicknesses.

After its slow, exacting assembly, each unit is sent to the test bench where it is run-in. Fine adjustments are made and every function is checked by a dynamometer.

The Jaguar form of luxury

In the automotive world, an appearance of luxury is sometimes achieved through enormous size, excessive ornamentation, and synthetics that simulate natural materials.

In a Jaguar, however, luxury comes from a richer lode. Excellent materials. Painstaking workmanship. And a loving attention to detail.

Indeed, given the enormous attributes of a Jaguar from an engineering view, would anything less than genuine luxury be appropriate?

Two hides of top-grade English leather adorn every XJ interior. The hides are selected by a skilled patternmaker. He makes sure that their grains and shades match, and examines them for any trace of imperfection. He then cuts the patterns by hand, careful to get the best from each hide.

Seamstresses put the pieces together as they would a finely tailored suit. Each stitch is inspected, each seam made perfectly true.

The material is then passed to the upholsterers who actually build the seats up from the metal frames. Placing the padding into position, they tie and glue until a firm contour has been constructed. They then fit the leather over the padding—snipping here, adjusting there—until a fine piece of furniture emerges.

After every step in the process, inspectors pass on the work. Even the workers inspect—if an upholsterer notices a missed stitch or a marred surface, he'll return the material to the seamstress. The motive is pride—nothing more and nothing less.

The same level of caring goes into covering the door panels and finishing the center console.

In Jaguar's wood shop, cabinetmakers and wood finishers prepare the burled walnut for the interior.

The wood enters the shop as raw pieces and exits as beautifully finished, highly polished facia housings. Each piece gets four coats of lacquer and is finely sanded by hand. The final step in the process is the "mop" polisher that brings out a deep sheen in the grain.

But nothing is considered completed until it all comes together on the assembly line. The workers who fit the interiors approach each car in an unhurried, methodical way.

The carpeting is carefully stretched and laid in place. Seats are installed, chrome guards mounted and window trim precisely fitted.

The exterior finish is given as much attention as the interior. Each body shell is given a thorough cleansing to remove impurities and then carefully inspected by hand.

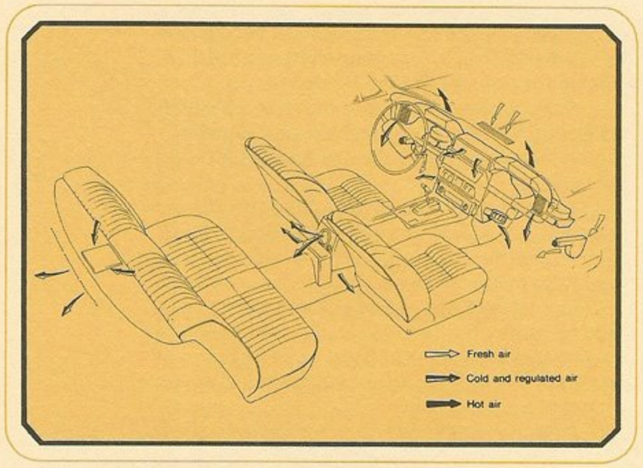
The bodies are then dipped into a rust preventative that heavily covers the front, rear and undercarriage sections. A coat of oxide is applied and hand sanded to perfect smoothness.

Before the primer and color coats, a special caulking solution is applied to all inside seams. As the body dries from subsequent coats of paint, the solution "melts," seeping into the seams where it hardens and seals.

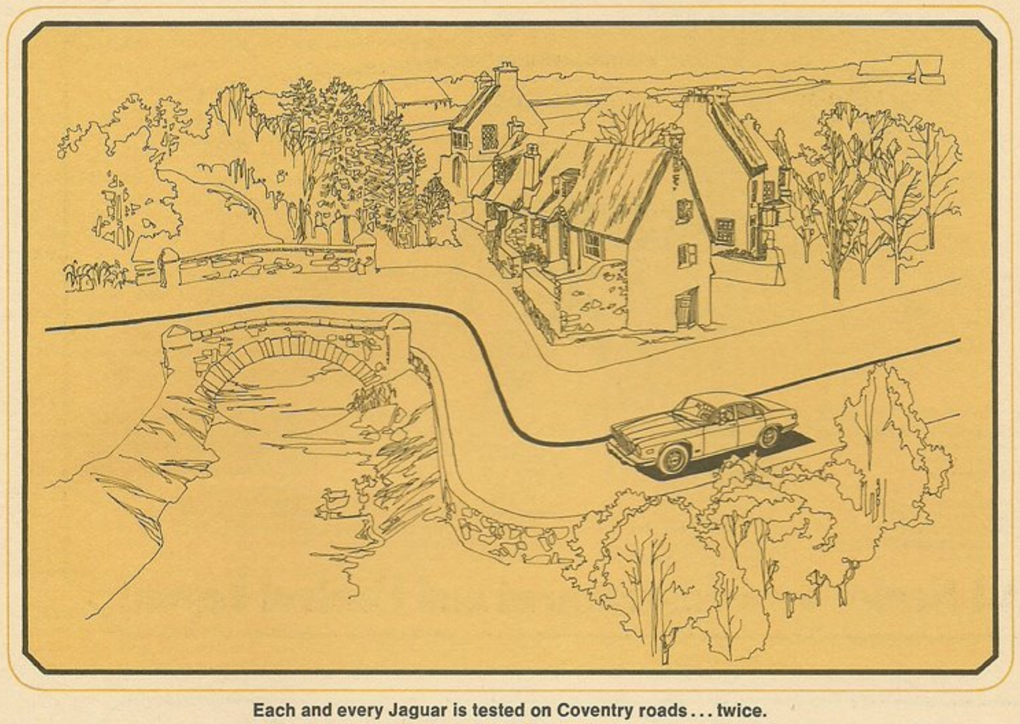
In all, there are 39 different stages in the finishing process, including rustproofing, undersealing, three primer coats, one sealer coat and three color coats.

The last of the color coats is saved until the very end—after assembly and a series of road tests and inspections.

Only then is the Jaguar definition of luxury fulfilled.



XJ standard air conditioning with automatic temperature sensing and control system.



Each and every Jaguar is tested on Coventry roads . . . twice.

The Jaguar Double Road Test

While the practice of quality control is a never-ending process in the production of a Jaguar—each step is checked and double-checked along the way—nothing quite dramatizes its thoroughness as well as the Final Acceptance Test.

The mission of the Jaguar Test Department is to completely examine each and every Jaguar and insure that it was built flawlessly.

The department's backbone is a crew of crack test drivers, whose expertise comes from long experience in the Jaguar factory giving them a complete knowledge of the car.

These specialists road-test every car that Jaguar builds. Not just once, but twice.

The assigned test driver gives the car a pre-test check, as one would before starting on a long trip. He checks items like the belt tensions, oil level, engine fittings, and tire pressures.

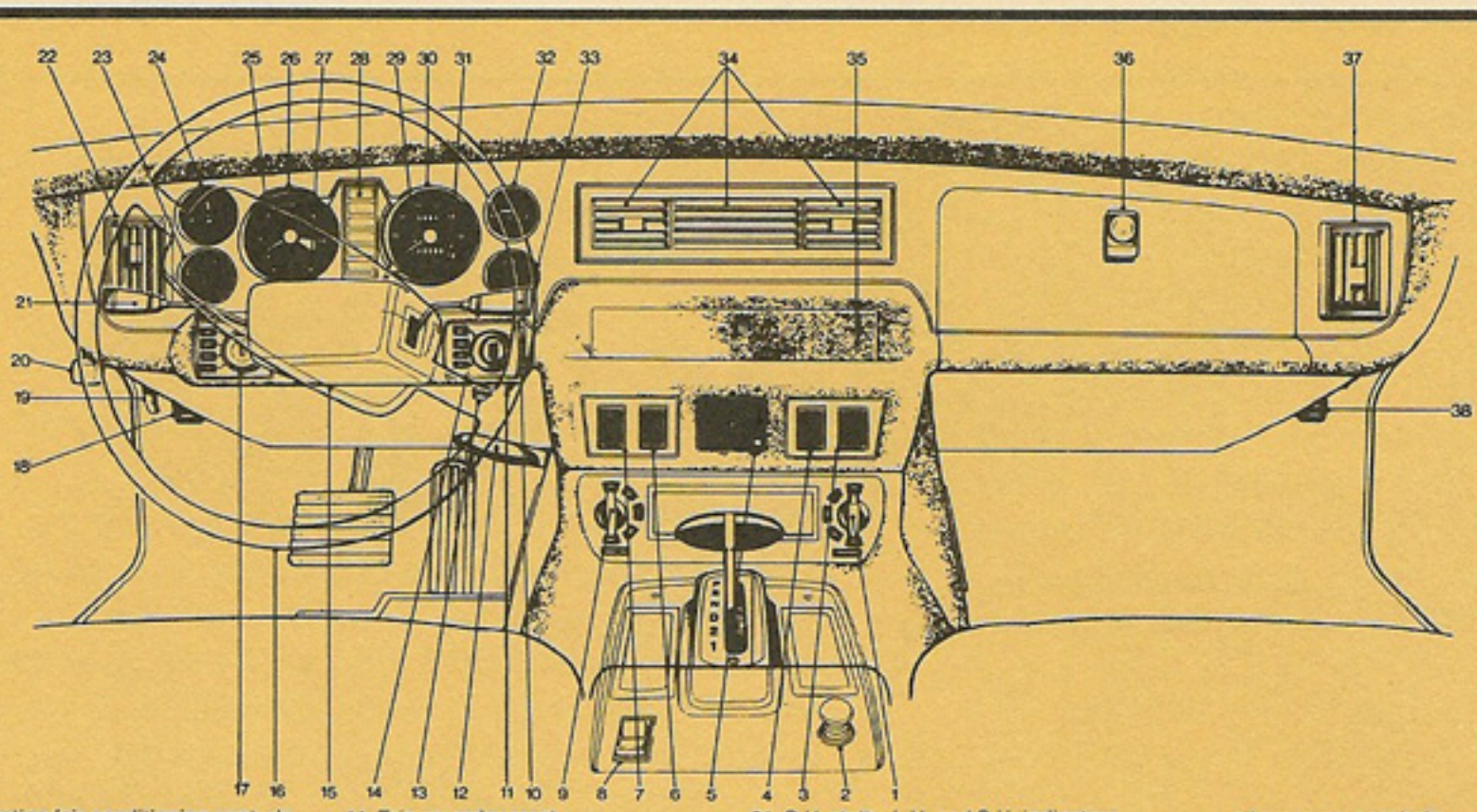
At the start of the first trek—roughly 10 miles—he makes sure all the instruments are working properly and the electrical systems are functioning. As the test driver puts the car through a series of maneuvers over the Coventry public roads, all his senses are alert to any variation from the smooth, flawless functioning of the car.

Any detected malfunction is noted and ordered rectified. The car is then gone over by a team of expert mechanics and returned for a second road test.

The second test route is around 5 miles long and every car is expected to pass with honors. If one doesn't, it is again ordered back to the mechanics. The process is repeated until the test driver is satisfied to the last detail.

The two road tests equal approximately 15 miles. It is impossible to buy a Jaguar with fewer miles on the odometer.

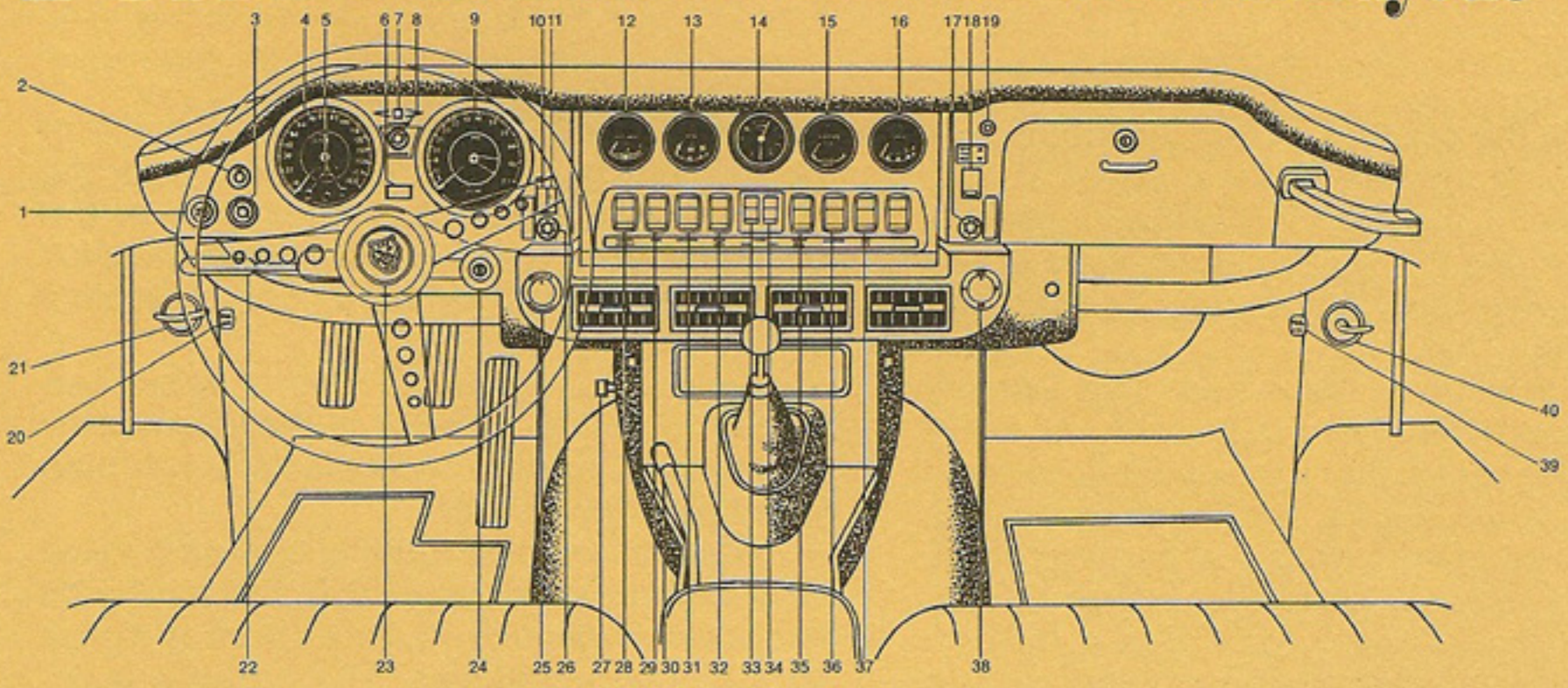
Let those few miles remind you of the high standards of Jaguar—from basic concept to final approval.



1. & 9. Heating/air conditioning controls
2. Cigarette lighter
3. Interior light switch
4. Map light switch
5. Electric clock
6. Heated rear window switch
7. Fuel changeover switch
8. Central locking switch
10. L.H. stalk—2-speed wipers, single wipe, park and wash
11. Trip recorder reset
12. Handbrake
13. Panel lights variable control
14. Ignition switch
15. Horn
16. Steering wheel
17. Lighting switch
18. & 38. Footwell ventilation control
19. Bonnet release
20. Choke control (V-12 models only)
21. R.H. stalk—L.H. and R.H. indicators, headlamp flash and dipswitch
22. & 37. Face level air vent
23. Water temperature gauge
24. Fuel gauge
25. R.H. indicator warning light
26. Speedometer
27. Choke warning light (V-12 models only)
28. Warning lights—main beam, hazard, ignition, hand brake, brake failure, oil pressure, seat belts
29. Heated rear window warning light
30. Tachometer
31. L.H. indicator warning light
32. Oil pressure gauge
33. Battery condition indicator
34. Central face level vent
35. Oddment tray
36. Glove locker

XJ Series Two-Instrument and Control Layout

E-TYPE V-12-Instrument and Control Layout



1. Headlamp dipper switch
2. Oil pressure warning light
3. Brake fluid/handbrake warning light
4. Speedometer/odometer
5. Ignition/fuel level/ main beam warning lights
6. Seat belt warning light
7. Direction indicator warning light
8. Traffic hazard warning light
9. Tachometer
10. Heater-air control
11. Heater-temperature control
12. Battery condition indicator
13. Oil pressure gauge
14. Electric clock
15. Water temperature gauge
16. Fuel gauge
17. Windscreen demister control
18. Choke control
19. Choke control warning light
20. L.H. bonnet lock
21. L.H. vent control lever
22. Stalk—direction indicator and headlamp flasher switch
23. Horn
24. Ignition switch
25. Air temperature control
26. Air outlet control
27. Panel light rheostat
28. Hazard warning switch
29. Map light switch
30. Hand brake
31. Interior light switch
32. Panel light switch
33. Side light switch
34. Headlight switch
35. Windscreen wiper switch
36. Windscreen washer switch
37. Heater fan switch
38. Air volume control
39. R.H. vent control lever
40. R.H. bonnet lock

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THE MAGNIFICENT WORLD OF JAGUAR.