

STRICTLY EMBARGOED UNTIL 3:30PM EST on JULY 9TH 2009

ALL NEW JAGUAR XJ – IN SUMMARY

- The all new Jaguar XJ brings a daring new spirit to automotive luxury. Sleek, sporting and sophisticated, it offers a seductive mix of striking design, breathtaking performance, refined luxury and sophisticated engineering.
- Building on the success of the new XK and XF models, the introduction of the all new XJ is a landmark for the revitalized Jaguar brand. Clearly positioned as the company's ultimate four-door flagship, it extends the appeal of the legendary XJ line to a new generation of customers.
- Jaguars are renowned for their elegant, sporting lines and the all new XJ, with its fluid, contemporary style, is the boldest interpretation yet of Design Director Ian Callum's vision for Jaguar in the 21st century.
- A panoramic glass roof is an integral part of the all new XJ's design, enabling the car to have a lower, more streamlined roofline, while dramatically enhancing the feeling of light and space inside.
- Standard and long wheelbase models are available from launch. The long wheelbase offers an even more sumptuous and refined environment for rear-seat passengers with an additional 5 inches of legroom. The XJ's largest-in class trunk features power opening and closing for convenient access to the 18.4 cu. ft. storage space.
- The all new XJ cabin blends elegant, contemporary design with the comfort, luxury and unmistakable sporting style of a Jaguar. Chrome and piano black detailing provides an eye-catching contrast to the beautifully-crafted leather and veneer surfaces.
- To complement the all new cabin design is a level of choice in colors, veneers and leathers not seen before in a Jaguar. The four models – XJ, XJL, Supercharged and Supersport – blend together the different elements to allow the customer to tailor the car to suit their personal tastes. The ultimate expression of this is the Supersport model, available

- by custom order only, with specification including a leather roof-lining, semi-aniline leather seats and veneers with laser inlays.
- Advanced new technologies have allowed Jaguar's interior designers to create an environment more akin to a state-of-the-art living space than a simple car cabin. Stunning, 12.3-inch high-definition Virtual Instruments complement the 8-inch Touch-screen, which displays vehicle functions.
 - Premium surround sound options include the top-of-the-range 1200-watt Bowers & Wilkins system which is comparable in audio quality to the world's best in-home entertainment. Advanced infotainment features also include hard drive-based audio and navigation systems, and comprehensive connectivity for portable audio and video devices via the powerful Media Hub.
 - The all new XJ's beauty is much more than skin-deep: it is constructed using Jaguar's aerospace-inspired aluminum body technology, which makes the XJ lighter than its rivals by at least 300lbs. These technologies – now developed into an even more impressive new generation of the XJ – provides benefits to performance, handling and fuel economy, while delivering increased strength, refinement and safety.
 - Proven Jaguar dynamic technologies are taken to new levels in the all new XJ. Features such as air suspension, Adaptive Dynamics (continuously variable damping), Active Differential Control and quick-ratio power steering deliver the blend of responsive, dynamic handling and refined, supple ride expected from a Jaguar.
 - The all new XJ benefits from the most advanced powertrains ever in a Jaguar, combining high performance with fuel efficient technologies such as direct injection. In the U.S. market, customers will have a choice of three engines based on model, all coupled to a shift-by-wire, six-speed automatic transmission controlled by the JaguarDrive Selector™ or steering wheel-mounted paddles:
 - 5.0-liter 385hp AJ-V8 Gen III naturally aspirated direct-injection V8 - 0-60mph in 5.4 secs (0-100kph in 5.7 secs), in the XJ and XJL models

- 5.0-liter 470hp AJ-V8 Gen III supercharged direct-injection V8 - 0-60mph in 4.9 secs (0-100kph in 5.2 secs), in the XJ Supercharged and XJL Supercharged models
 - 5.0-liter 510hp AJ-V8 Gen III supercharged direct-injection V8 - 0-60mph in 4.7 secs (0-100kph in 4.9 secs), in the XJ Supersport and XJL Supersport models
- Jaguar has built upon its leading quality performance using the latest 'virtual' product development technologies. This approach features an obsessive attention to detail, with almost 40,000 quality-specific assessments during the development stage.
- The all new XJ brings new standards of sustainability to the luxury vehicle segment. The lightweight aluminum structure – with 50 percent recycled material – underpinned by a lifecycle approach to vehicle design and manufacture, enables the all new XJ to minimize its carbon footprint. This alone creates a potential savings of three tons of CO₂ per vehicle, compared to a bodyshell made from new aluminum.
- The Jaguar brand has been acknowledged with a joint first ranking in a vehicle dependability study in 2009. Jaguar's obsessive attention to quality and service has also resulted in #1 rankings in sales satisfaction and customer service.
- The all new XJ offers extremely attractive cost of ownership with impressive fuel economy across the range, high predicted residual values and 15,000-mile service intervals.
- In the U.S., the all new XJ can be ordered now. Delivery of first customer cars will begin in early 2010.

INTRODUCTION

“The all new XJ re-imagines the ultimate sporting luxury sedan. It’s stunningly beautiful, exhilarating to drive and with a bold, enlightened approach to design meets the challenges of our fast-changing world.”
MIKE O'DRISCOLL, MANAGING DIRECTOR, JAGUAR CARS

Sleek, sporting and sophisticated, the all new Jaguar XJ brings a daring new spirit to automotive luxury. It offers a seductive mix of striking design, refined luxury, breathtaking performance and sophisticated engineering.

The all new XJ is the epitome of brilliant, fluid automotive style. The elongated teardrop shape of the side windows establishes the car’s silhouette and lies at the heart of its flowing design. And the all new XJ doesn’t just look streamlined: it shares the same drag coefficient of 0.29 with the XF sedan, making them among the most aerodynamic Jaguars ever.

A coupé profile cloaks a cabin that offers comparable levels of space to sedans with a more conventional style. There is generous accommodation for five occupants, while long wheelbase models provide rear-seat passengers with even greater levels of comfort thanks to an additional 5 inches of rear legroom.

The exquisitely designed interior has a strong sporting character throughout. A panoramic glass roof, standard on all models, dramatically enhances the sense of light and space inside the all new XJ. And in keeping with its status as the ultimate four-door Jaguar, the XJ employs a new generation of interior technologies, with cutting edge use of display and infotainment systems such as the innovative Virtual Instrument dials and optional 1200-watt Bowers & Wilkins premium surround-sound system.

At the heart of the all new XJ’s construction is a next-generation application of Jaguar’s unique lightweight vehicle architecture. Primarily aluminum - but also utilizing magnesium and composite alloys – it allows Jaguar to produce a significantly lighter and stiffer body – the lightest in its class. The new structure –

which retains the same aerospace-based riveting and bonding processes – has been refined using these advanced new materials to deliver improved strength, enhanced refinement and advanced safety performance.

The all new XJ offers the choice of three powerful and refined engines, which use the latest powertrain technology to deliver an outstanding combination of performance. The supremely powerful supercharged 510hp 5.0-liter AJ-V8 Gen III will head the line-up, with a 0-60mph time of 4.7 secs (0-100kph in 4.9 secs); models with 470hp supercharged and 385hp naturally aspirated V8s are also available.

The all new XJ delivers a driving experience that is just as memorable as the car's appearance. Benefitting from technologies pioneered on the exciting new XFR and XKR models, including Adaptive Dynamics, electronically controlled rear differential (Active Differential Control) on supercharged models, and a quick ratio power-steering system, the all new XJ combines responsive, sporting dynamics with the refined, supple ride expected from a luxury Jaguar.

With its unique lightweight aluminum body structure and advanced new powertrains, the all new XJ already has a head start when it comes to sustainable performance. The aluminum body uses more than 50 percent recycled material. Components made from recycled aluminum use only five percent of the energy required for new aluminum, equating to a potential savings of three tons of CO₂ per vehicle.

“The all new XJ is a thoroughly modern interpretation of the quintessential Jaguar. Its visual impact stems from the elongated teardrop shape of the car's side windows, a powerful stance and wide track. It is the most emphatic statement yet of Jaguar's new design direction.”

IAN CALLUM, DESIGN DIRECTOR, JAGUAR CARS

THE CONCEPT

“Any good car design – indeed the design of anything of value – should tell a story. The new XJ does that, with a visual hierarchy of clarity of intent. We took inspiration from classic Jaguars like the Mk2 and original XJ to create a Jaguar for the 21st century with pure, sensual forms.”

IAN CALLUM, DESIGN DIRECTOR, JAGUAR CARS

The all new XJ's distinctive lines mark the next bold evolution of Jaguar's new design language. The striking elongated teardrop shape of the side window graphic establishes the car's streamlined profile, and is balanced by a dramatic lower swage line emanating from the front wheels that reinforces the vehicle's forward stance. The XJ's sleek lines are complemented by a taut waistline, which further accentuates the impression of length and elegance, and creates a natural tension as it fades from the front arch into the middle section of the car before reappearing as a strong haunch towards the rear.

Bold, confident face

The face of the all new XJ is confident, with a wide front track and short overhang contributing to the finely judged proportions. The nose of the car follows Jaguar's new design language, with a bold and assertive treatment: the powerful mesh grille and slim xenon headlights creating a strong road presence.

The strong, muscular lower half of the car is contrasted with the slim and graceful quality of the roofline, which takes inspiration from the original 1968 XJ sedan. The wrap-around rear screen reduces the visual weight of the pillars, and gives the impression of an exotic 'floating' roof.

Dramatic LED lights

The rear of the all new XJ is notable for its pure, sculpted shape, with a conscious absence of ornamentation. The rear retains its pure form, with a single leaping Jaguar making a strong confident statement. The LED light clusters wrap stylishly over the rear wings, and feature three dramatic red, vertical strips.

Architectural interior design

The overriding impression from the interior is a sense of personal space, a feeling enhanced by the clean, simple form of the leather-wrapped instrument panel sitting low across the vehicle. At the sides of the cabin, a bold architectural wood veneer sweeps forward from the doors to meet at the front of the car, emphasizing the all new XJ's powerful, dynamic character. This linear, modern use of wood helps to create a truly welcoming environment.

From the outset, the panoramic glass roof has been an integral part of the design concept of the all new XJ. It enables a lower, more streamlined roofline, and also dramatically enhances the feeling of light and space within the car. The roof's opening mechanism slides the glass upwards and outwards, so that headroom is never compromised. A dark tint and reflective coating help prevent the interior from overheating under strong sunlight, while twin electric blinds provide another level of privacy and sun screening.

THE TECHNOLOGY

“The all new XJ’s advanced new displays use a range of technologies to create the most intuitive and rewarding experience. Not only does everything look amazing, it allows you to tailor displays to match different circumstances, giving precisely the information you need and no more.”
MICK MOHAN, DIRECTOR, JAGUAR PROGRAMMES

In keeping with its position as the ultimate Jaguar sedan, the all new XJ integrates the use of advanced new technologies, driver displays and infotainment systems.

As the driver is greeted by the signature Jaguar ‘handshake’ – the circular aluminum rotary control of the JaguarDrive Selector™ rising into the driver’s palm – stylish 3D graphics materialize in the Virtual Instrument cluster and on the central Touch-screen, giving an immediate signal that the all new XJ takes a revolutionary approach to the way information is displayed in the vehicle.

Sophisticated virtual instrumentation

There is no ‘physical’ instrument cluster display in the all new XJ. Instead, a 12.3-inch high-definition screen, which uses sophisticated – and beautifully detailed – Virtual Instruments, provides all of the functions performed by traditional dials. Jaguar’s designers have also taken advantage of the freedom provided by the Virtual Instruments to help prioritize the most useful information as well as creating a real sense of theater for the driver.

As the all new XJ starts, three virtual dials build before your eyes: the center dial houses a speedometer, flanked on either side by a rev counter, and an information window with fuel and temperature gauges.

To maximize clarity, the display employs a ‘spotlight’ effect to highlight the areas showing the most important information, such as the current speed or engine

revs. When required – for example, if fuel is running low, or the driver is selecting a radio station – the rev counter fades away to be temporarily replaced by the required warning message or menu.

This prioritization goes to another level when the driver who is looking for even more sporting performance and handling selects the XJ's Dynamic mode. In this case, the dials assume a sporting red hue and feature a bold gear position indicator which glows red as the driver reaches the rev limiter.

Touch-screen display

A large 8-inch Touch-screen display in the center console is the ideal complement to the Virtual Instrument cluster, providing an intuitive way to manage many of the XJ's functions, including climate control, audio communications and navigation.

The Touch-screen interface allows the number of conventional switches to be reduced to a minimum, with just a small number of major controls positioned below. The driver can also use Jaguar's latest-generation Interactive Voice control system, which uses the cluster display to present a list of prompts for key words to control a particular function. This new "say what you see" approach quickly allows the driver to gain confidence and familiarity using systems such as personal phone via Bluetooth[®], navigation or audio.

Flexible multimedia capabilities including Hard Disc Drive (HDD)

The impressive flexibility provided by the new display and control systems is matched by the all new XJ's multimedia capabilities. In the U.S. market, the all new XJ comes standard with a CD/DVD player, HD radio, and a SIRIUS[™] satellite radio receiver. In addition, the Media Hub provides flexible connectivity through two USB ports, Bluetooth[®] audio streaming and an auxiliary input, which allow the user to connect with iPods[®], iPhones[™], laptops and Blackberries[®], for example.

The audio unit utilizes a hard-disc-drive (HDD) system, so that music from CDs can be loaded onto the HDD for later listening. Gracenote™ is included to allow artist and track information to be recognized. The vehicle's navigation system is also HDD-based, providing quicker access and the ability to store and update detailed mapping information more easily than CD or DVD based systems.

THE EXPERIENCE

“The all new XJ has been engineered to engage the driver with exhilarating performance and surprising agility, but without sacrificing comfort or refinement. For a luxury sedan, the XJ really is as good as it gets.”

MIKE CROSS, CHIEF ENGINEER, VEHICLE INTEGRITY

With a stiff, lightweight body structure, a new generation of ultra-efficient, high-performance powertrains and advanced chassis technologies, the all new XJ is an outstanding premium sports sedan that delivers an exhilarating driving experience.

The primary objective while developing the all new XJ was to provide a combination of focused and responsive sporting dynamics, allied to the suppleness and refinement of a luxury vehicle. The all new XJ is very much a driver's car and is surprisingly agile for its size, but without compromise to comfort.

At more relaxed cruising speeds the all new XJ is blissfully quiet. A full secondary bulkhead, laminated glass in the windshield and side door windows, streamlined aerodynamics and an optimized body structure help to reduce noise levels to an absolute minimum. When driven in a more spirited fashion, however, carefully tuned air intake systems deliver an inspiring engine soundtrack.

Giving even greater level of personal control, the XJ driver can tailor the driving experience to suit their mood or conditions. JaguarDrive Control™ offers three different modes: Normal, for a comfortable; leisurely drive, Dynamic mode, for a more sporting and responsive character; and Winter mode, for greater confidence in low-grip conditions. Each mode changes the characteristics of engine mapping, transmission shifts, Adaptive Dynamics and Active Differential Control systems and Dynamic Stability Control (DSC) interventions.

In Dynamic mode, gearshift points are extended, the suspension stiffens and even the presentation and color of the main instrument dial changes. And in Winter mode, the transmission selects second gear to help provide greater traction from standstill.

There are also interior passive safety technologies with available active front seat belts that draw the front seat occupants in to the seat under heavy braking or hard cornering, and when Dynamic Mode is activated.

Efficient, refined powertrains

The all new XJ offers the choice of three powerful and refined engines. Heading the line-up is the supremely powerful new supercharged 5.0-liter V8, available with 510hp, in the range-topping Supersport model, or 470hp, in the Supercharged model line. Anchoring the engine lineup is the smooth and responsive 385hp naturally-aspirated version of the 5.0-liter V8.

The new direct-injection 5.0-liter AJ-V8 Gen III V8 engines were introduced at the beginning of 2009. They were developed from the outset with direct injection which provides increased power and torque while also improving efficiency. Particular emphasis was also placed on achieving a sporting character, combining responsive low-end torque with spirited top-end performance.

The results are truly impressive: compared to the supercharged and naturally aspirated 4.2-liter V8s in the previous XJ, power is increased by 28 percent on both the 510hp supercharged and 385hp naturally aspirated versions. The 470hp

supercharged engine is 18 percent more powerful than the outgoing 4.2-liter supercharged engine.

Yet despite the significant performance increase, CO₂ emissions meet stringent EU5 and US ULEV2 emissions regulations.

Advanced six-speed transmission

All engines transmit power through an enhanced version of Jaguar's acclaimed electronically controlled, six-speed automatic transmission. The transmission has a fully-adaptive shift system which delivers extremely smooth gear changes and works to balance performance and economy.

As befitting a sports sedan, the all new XJ models are fitted with the Jaguar Sequential Shift™ system for manual gear selection, with shift paddles mounted behind the steering wheel.

The lifecycle of a vehicle

The all new XJ takes a new approach to sustainable motoring with its lightweight aluminum body structure and advanced powertrains. It backs this up by quality engineering and testing, and low cost of ownership due to 15,000-mile service intervals.

Jaguar has developed its approach to sustainability by focusing on the 'lifecycle' of a vehicle; a more stringent approach to sustainability than stand-alone measures like fuel consumption or CO₂ emissions.

A lifecycle approach means looking at the vehicle from start to finish: minimizing the amount of materials used, incorporating recycled material, and low-energy manufacturing processes and designing the vehicle to be recycled at the end of its life.

Jaguar's aluminum architecture is a significant contributor to the sustainability of the all new XJ. It uses around 50 percent recycled material in the body. This

alone creates a saving of up to three tons of CO₂ per vehicle, compared to a bodyshell made from new aluminum.

“The outstanding responsiveness and efficiency of the latest Jaguar V8 engines make them ideally suited to the all new XJ. When combined with the vehicle’s lightweight structure, the result is intoxicating performance and impressive fuel efficient technology.”

MALCOLM SANDFORD, ENGINE GROUP CHIEF ENGINEER

THE LUXURY

“The new XJ's interior is for people who value beautiful design. The cabin's combination of elegant surfaces, stunning materials, sweeping instrument panel and bold architectural lines create a sense of handcrafted intimacy. Think minimalist hotel mixed with a hint of indulgence and sparkle – the epitome of modern luxury.”

IAN CALLUM, DESIGN DIRECTOR, JAGUAR CARS

The all new XJ makes every journey a special occasion, both for the driver and the passengers. From the Jaguar ‘handshake’ as you start the vehicle, to the comfort and support of the sculpted seats, the style and quality of the interior furnishings, and the outstanding audio system, every detail has been painstakingly developed to create a truly unique experience.

The all new XJ enjoys more sumptuous leather than any previous Jaguar. It adorns all of the main surfaces, including the seats, instrument panel, door tops, center console and armrests. The exclusive Supersport model even has a leather roof-liner.

The seams on the soft-grain leather on the seats feature beautiful twin-needle stitching. Visually seductive, this complex stitching delivers a feeling of true opulence and style, but in a very modern way.

Strong sporting character

The driver grips a beautifully-trimmed three-spoke steering wheel, and the broad center console – positioned further rearward thanks to the absence of a conventional gear lever – helps to provide an intimate, cockpit-like feel.

The all new XJ's elegant switchgear and phosphor blue lighting enhance the contemporary mood still more. The doors feature a beautiful pannier-style storage compartment, inspired by the look and feel of a high-quality, hand-stitched designer briefcase.

Reflecting the all new XJ's approach to luxurious 'personal space', the new trim and color selections, which include a fresh range of more daring colors chosen by the Jaguar Design Studio team, offer the opportunity for increased interior personalization. Eight different mirror-matched wood veneers are available, depending on model, all chosen to create a crisp, contemporary appearance, while carbon fiber and piano black finishes are also available for those who prefer a more technical ambience.

The simplicity and purity of the interior design emphasizes the fine execution of detail. The four spherical air vents contrast a high-gloss piano black finish with chromed metal components. This stylish combination of piano black and chrome is repeated on the center console.

Center stage on the instrument panel is an analog clock, its individual chrome chaplets, spun metal face and iridescent blue background inspired by luxury wristwatches. Many of these design details are picked out by the phosphor blue interior lighting, which further helps to create a relaxing and harmonious ambience.

Outstanding audio performance

The all new XJ's cabin doesn't just provide a treat for the eyes, it provides a treat for the ears as well. In addition to the mellifluous but sporting exhaust note, there is a choice of high-performance audio options. In the U.S. market, the vehicle offers CD/DVD functions, SIRIUS™ satellite radio (subscription sold separately), an HD Radio receiver, and connectivity for portable music devices – all standard.

The ultimate audio experience is provided by the 1200-watt Bowers & Wilkins surround sound system, standard on supercharged models and optional on the naturally aspirated XJ and XJL. Bowers & Wilkins is an award-winning British manufacturer of audio and loudspeaker systems. The 1200-watt audio system in the all new XJ combines 20 Bowers & Wilkins speakers powered through 15 channels and state-of-the-art sound processing technology. The result is sound quality so tailored to the interior of the XJ.

Among the innovations employed to achieve this level of aural performance is the first automotive application of the sophisticated Audyssey MultEQ XT® audio tuning system, which digitally corrects imperfections to deliver accurate and distortion-free sound for all seating positions. In addition, the all new XJ marks the first automotive application of Dolby® Pro Logic IIx technology, and is also the first vehicle to also offer the choice of the DTS™ Neo:6 decoder, to deliver the latest 7.1 surround sound audio.

When the rear-seat entertainment package is specified, passengers have access to dual 8-inch LCD screens in the rear of the front headrests and wireless infra-red digital headphones. A specially designed portable touch-screen controller allows passengers to select their preferred source of entertainment, with the two rear screens and all headphones controlled independently.

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