

# SPOTLIGHT ON Jaguar



## AT A GLANCE

- **TECHNOLOGY:** New sleek, aerodynamic lines make the new Jaguars look like the real big cats more than ever.
- **HISTORY:** Jaguar started as a British company in 1922; Ford bought Jaguar out in 1989, and recently sold to Tata Motors of India in 2008. Jaguar is now part of Jaguar Land Rover.
- **FAMOUS MODELS:** XJ, XK, S-Type, E-Type
- **KNOWN FOR:** Sophistication, luxury, and class.

## Poised to pounce in 2012

Jaguar Land Rover was purchased for \$2.3 billion from Ford Motor Company in 2008 by Tata Motors of India. Like any newer corporation eager to prove that it can compete with the big boys, Tata has brought plenty of innovation and new ideas to the Jaguar and Land Rover brands.

When it comes to Jaguar, known for years affectionately by its fans as just “Jag,” the brand arrived in India with a major success already in the works: the Jaguar XF. Considered by car aficionados to be the best Jaguar designed in years, everyone sat on the edge of their seats to see if the 2009 XF produced by Tata could possibly be as good.

Tata didn't disappoint; the XF received great reviews. The Jaguar XF

and other new models have marked a change in Jaguar's course without completely abandoning its celebrated past. Jaguar lovers can expect Tata to continue to deliver in 2012 and beyond.

Jaguar also recently redesigned its classic XJ sedan, updating it with a far more modern design akin to the XF.

Jag is faced with an interesting position in the future as it balances a rich history of producing some of the most stylish cars in the world with the new needs of modern luxury buyers.

Judging from the XF and XJ — with their opulent interiors, indulgent technologies and fresh designs — this brand steeped in British tradition will continue excelling for years to come.

## 2012 VEHICLES TO WATCH

### XJ



A new XJL Executive Package enhances the luxury of the long wheelbase model of Jaguar's flagship sedan.

### XF



Design changes bring the Jaguar XF's exterior more in-line with the original C-XF concept, and with the Jaguar XJ flagship.

### XK



A new XKR-S model is the ultimate expression of Jaguar's GT duality: intelligent performance with everyday drivability.