



# XK







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Power, style and uncompromised luxury, the XK makes every journey unforgettable. The contemporary fusion of dramatic sweeping curves with low-riding profile epitomizes Jaguar's reputation for stunning and seductive design.

The XK delivers breathtaking performance and unparalleled comfort plus the versatility of a 2+2 seating configuration. Its advanced technology provides for exhilarating handling and its hand-crafted interior delivers absolute comfort however far you travel.



## SEDUCTIVE DESIGN

The XK model line has been designed and engineered in two body styles, Coupe and Convertible. Both are built in aluminum which combines lightness with strength and rigidity. Every surface is sculpted to create a visual energy, with the outer aluminum skin stretched taut over the body structure. From its purposeful front bumper design and chrome outlined air intakes, to its distinctive side power vents and muscular rear haunches, it promises both luxury and immense power.

To present a unique XK visual appearance, LED signature running lights frame the advanced bi-function HID xenon headlamps, while at the rear there are distinctive all-LED tail lamps. Under the hood, the XK is driven by a choice of three formidable 5.0 liter engines: Jaguar's highly acclaimed 5.0 liter V8 producing 385 HP; a 5.0 liter V8 Supercharged delivering 510 HP in XKR models; and, exclusive to the XKR-S, a 5.0 liter V8 Supercharged producing an astounding 550 HP.



VEHICLE SHOWN: XKR COUPE IN ULTIMATE BLACK WITH OPTIONAL XKR DYNAMIC PACK



VEHICLE SHOWN: XKR CONVERTIBLE IN POLARIS WHITE WITH OPTIONAL PERFORMANCE SEATS



## XK TOURING AND XK

Jaguar's 5.0 liter V8 385 HP engine produces exhilarating acceleration with effortless power. Advanced engineering technologies ensure instant response, **delivering 0-60mph in 5.2 seconds.**<sup>2\*</sup>

The **XK Touring** combines performance with luxury and relevant technology, intuitively expressed to connect the driver to the car, and the car to the road: it is technology that empowers, but never overpowers the driving experience. As standard, it offers a 6-speed automatic transmission with Jaguar Sequential Shift<sup>®</sup>, JaguarDrive Selector<sup>®</sup>, Dynamic Stability Control (with TracDSC mode) and Jaguar's Performance Braking System.<sup>1\*</sup> The interior features include Bond grain heated leather Sports seats, and a 7 inch color Touch-screen that controls the navigation system, Bluetooth™ and iPod™ connectivity as well as displaying the visual guides for the front and rear parking sensors and backup camera.<sup>1</sup> The Jaguar Smart Key System™ with keyless entry and keyless start ensures effortless access to the thrill of driving the XK.<sup>3\*</sup>

The **XK** model takes sporting luxury to another level with a soft grain leather interior with twin needle contrast stitch, heated and cooled front seats with a heated leather steering wheel, plus a Suedecloth premium headlining. The additional specification also includes the powerful Bowers & Wilkins<sup>®</sup> 525W surround sound audio system.

VEHICLES SHOWN: XK COUPE IN RHODIUM SILVER

\*Please see page 47 for further information.







## XKR

Re-engineered and re-calibrated, updated and enhanced – the **XKR** builds upon the dynamic performance of the XK to make a great car even greater. At its heart is Jaguar’s acclaimed 5.0 liter V8 engine fitted with a sixth-generation, twin vortex system supercharger. This all-aluminum quad-cam powerplant produces 510 HP providing heart racing performance with seamless power delivery and tremendous torque – up to 461 lb-ft.

With its higher performance capabilities the XKR features an **Active Differential** and the **Jaguar High Performance Braking System** as standard.<sup>1\*</sup> Hood louvers provide extra cooling for the engine; aerodynamics are further improved with front splitter and larger rear spoiler. XKR delivers the sublime luxury of a Grand Tourer with the muscle of a thoroughbred champion.

VEHICLE SHOWN: XKR COUPE IN ULTIMATE BLACK WITH OPTIONAL XKR DYNAMIC WITH BLACK PACK

<sup>1</sup>Please see page 47 for further information.



VEHICLE SHOWN: XKR-S CONVERTIBLE IN POLARIS WHITE

# XKR-S

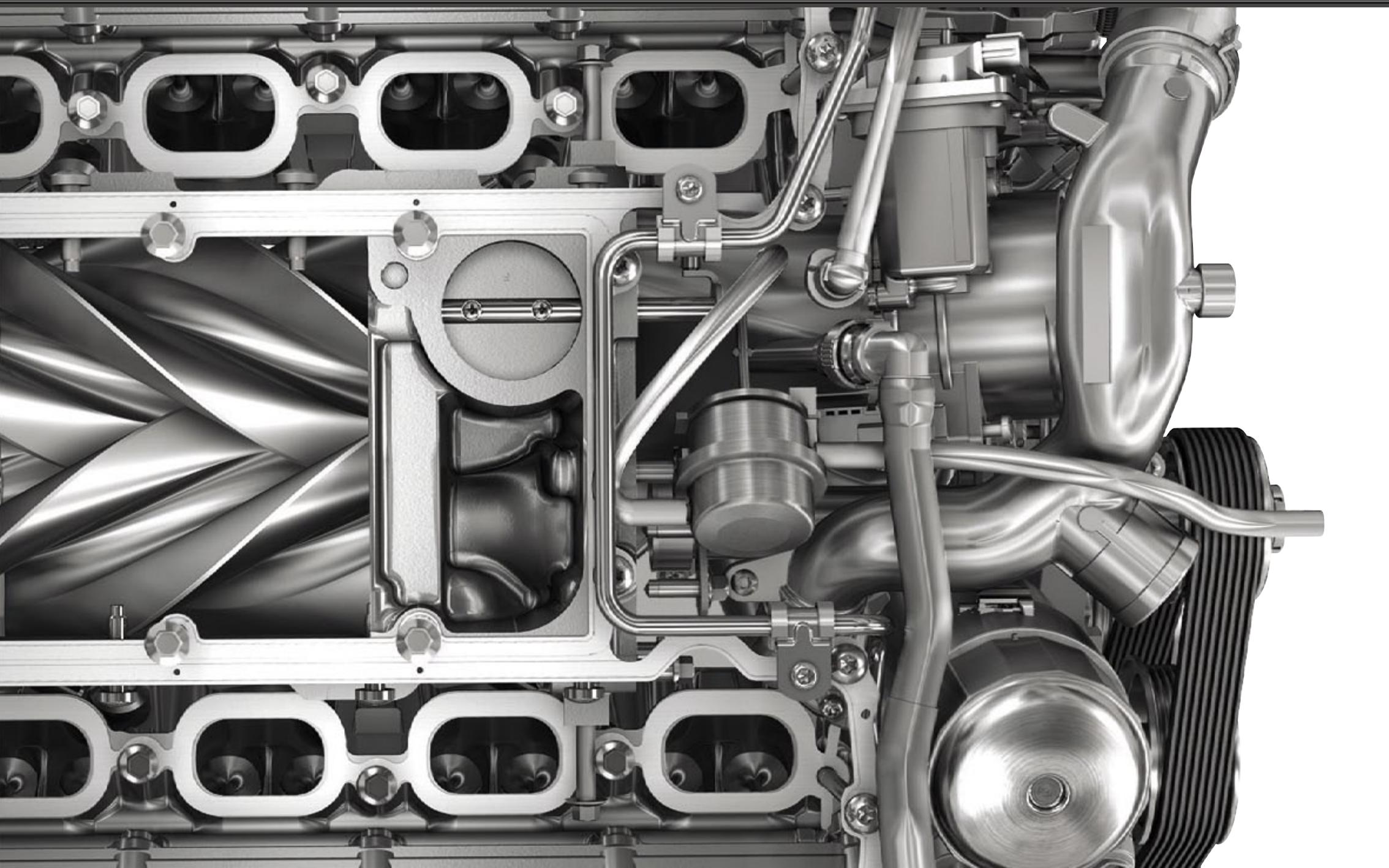
The **XKR-S** takes the XK to superlative heights. **550 HP, 502 lb-ft, 0-60 mph in 4.2 seconds**, and a **limited top speed of 186 mph**.<sup>2\*</sup> The XKR-S also distinguishes itself with a unique front bumper, carbon fiber splitter, broad vertical side intakes and twin nacelles. Performance Active Exhaust with quad tailpipes gives the XKR-S its own powerful sound signature. Bespoke Adaptive Dynamics together with a 10mm reduction in ride height and changes to suspension components deliver pin sharp handling, maximizing grip and control.<sup>1\*</sup>

The unique interior of the XKR-S includes all of Jaguar's legendary elegance and comfort, but with a distinctive edge. Beautiful contrast stitching and carbon leather detailing feature on the Performance seats and throughout the car while the headlining is a luxurious Poltrona Frau Jet leather. The XKR-S is the ultimate expression of sporting luxury, combining dramatic performance with superb craftsmanship and materials.



VEHICLE SHOWN: XKR-S COUPE IN FRENCH RACING BLUE

\*Please see page 47 for further information.





## THE POWER OF CHOICE

The XK is renowned for its performance, refined drive and effortless power and offers a choice of engines to suit the needs of every driver and driving style.

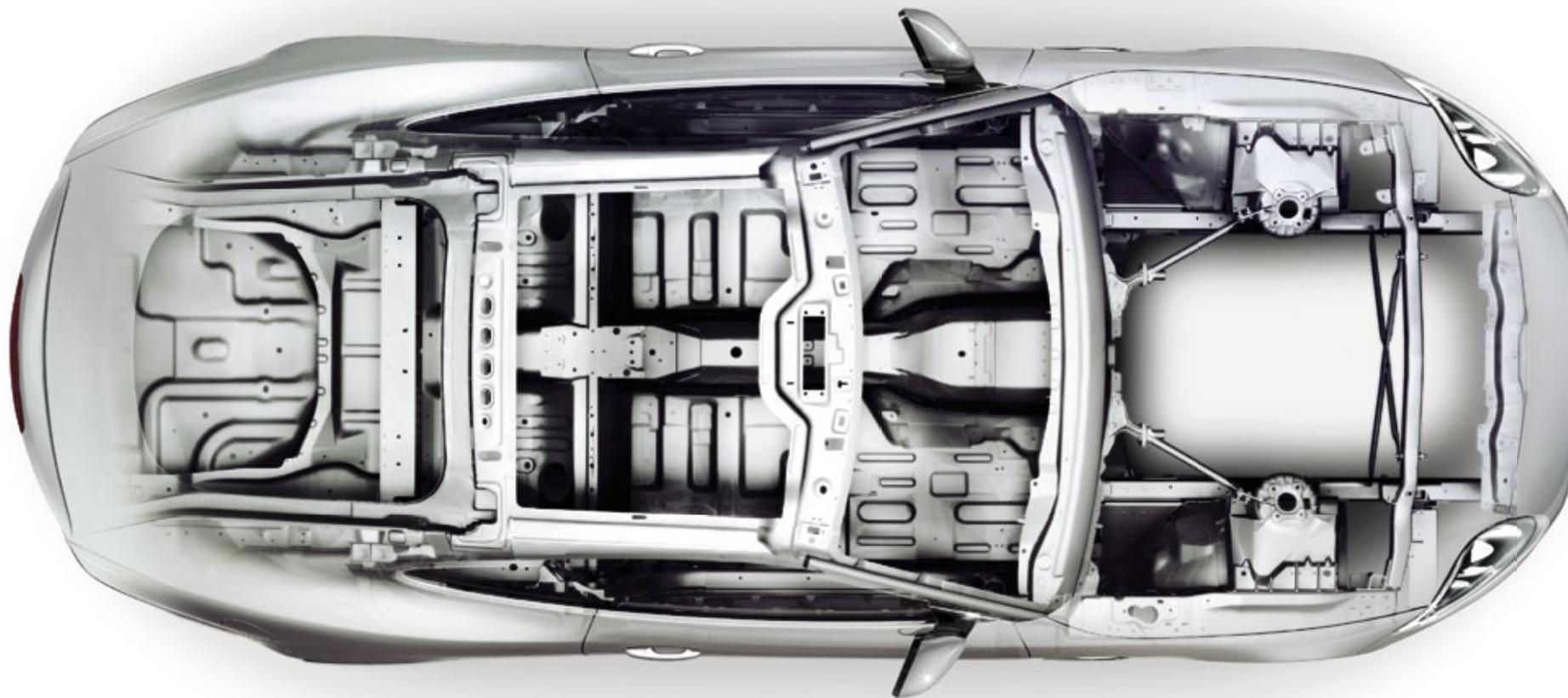
The 6-speed electronic automatic transmission with Jaguar Sequential Shift™ achieves almost imperceptible, superfast gear shifts and can be controlled manually with steering-wheel mounted paddles.

		XK TOURING COUPE/ CONVERTIBLE	XK COUPE/ CONVERTIBLE	XKR COUPE/ CONVERTIBLE	XKR-S COUPE/ CONVERTIBLE
Engine		5.0 LITER V8	5.0 LITER V8	5.0 LITER V8 SUPERCHARGED	5.0 LITER V8 SUPERCHARGED
Power	HP	385	385	510	550
Torque	lb-ft	380	380	461	502
Acceleration 0-60mph	seconds <sup>†</sup>	5.2/5.3	5.2/5.3	4.6	4.2
Top Speed	mph <sup>†</sup>	155	155	155	186
Fuel Economy	City mpg*	16	16	15	15
	Highway mpg*	24/22	24/22	22	22

<sup>†</sup>Always follow local speed limits.

\*These figures are correct at time of going to press. All figures are EPA estimates. Actual mileage may vary.

# ALUMINUM



The all-aluminum body construction of the XK is fundamental to the way the car performs. **Using technology derived from the aerospace industry, it delivers a combination of lightness, strength and rigidity** - the key to great sports car handling, superb performance and impressive efficiency. High torsional rigidity delivers exceptional agility, reduced body roll and pin-sharp cornering; less weight results in faster acceleration, shorter braking distances, improved fuel economy and lower emissions when compared to an equivalent steel-bodied car.

The rigidity of aluminum body construction also means that Convertible models have no need for extra stiffening panels and the resultant additional weight. Because aluminum can absorb more energy than steel, its body is also able to dissipate greater impact forces, creating a safer environment for driver and passengers. What's more, with Jaguar's commitment to sustainability, **50 percent of the XK body structure is made from recycled or reclaimed aluminum.**



VEHICLE SHOWN: XKR COUPE IN ULTIMATE BLACK WITH OPTIONAL XKR DYNAMIC WITH BLACK PACK

## XKR DYNAMIC PACK



**Dynamic Pack.** The XKR Dynamic Pack takes the XKR experience to another level, further extending its dynamic capabilities. The pack includes:

- Increased top speed to 174 mph
- Body colored Aerodynamic Pack: side sill extensions and rear diffuser
- Fully machined front knuckle with unique spring and damper settings
- Revised Adaptive Dynamics<sup>1\*</sup>
- 10mm ride height reduction
- 20" Vortex alloy wheels, forged and lightweight, in a black finish with diamond-turned spokes
- Red brake calipers
- Available on both Coupe and Convertible, with select paint palette

## XKR BLACK PACK



**Black Pack.** The Black Pack brings even greater visual assertiveness to the XK and XKR. The pack includes:

- Gloss black finish to upper and lower mesh grilles, side intakes, side power vents and trunk lid finisher
- Gloss black finish to window surrounds (Coupe only)
- 20" Takoba alloy wheels with gloss black finish
- Select paint palette
- Black brake calipers

VEHICLES SHOWN: XKR COUPE IN STRATUS GRAY WITH OPTIONAL XKR DYNAMIC PACK, XKR COUPE IN POLARIS WHITE WITH OPTIONAL XKR BLACK PACK

\*Please see page 47 for further information.

# INTELLIGENT CONTROL



The balanced performance of the XK comes from an array of intelligent adaptive technologies. The **Servotronic 2 steering system** delivers precise maneuverability at low speeds then reduces assistance at higher speeds. The six-speed ZF 6HP28 automatic transmission reads driving style and road environment to constantly adapt its gear shift pattern. It's designed to optimize fuel efficiency while anticipating and preparing to provide instant power.\*

**Dynamic Stability Control** intervenes in demanding driving situations by applying braking to individual wheels where necessary, reducing engine torque and helping to maintain stability in the most challenging driving conditions.<sup>1\*</sup> **Adaptive Dynamics** continuously monitor the car's speed, steering and body movements, analyzing the suspension response and varying the damping to suit conditions.<sup>1\*</sup> The system calculates the appropriate suspension response 500 times every second helping to keep the vehicle flat, stable and secure. This array of driving technologies is designed to assist but never overwhelm allowing confident, precise handling without any loss of ride comfort.

VEHICLE SHOWN: XKR COUPE IN ULTIMATE BLACK WITH OPTIONAL DYNAMIC + BLACK PACK

\*Please see page 47 for further information.



## ACTIVE HANDLING

The XK driving experience is taken to the next level through engaging technologies that enhance handling, response and performance. **Jaguar Sequential Shift™** provides a choice of **Automatic or Sport mode**. Quickening the transmission's shifts, Sport mode exploits the full power of the XK engine. It monitors driving style and varies the shift schedule holding on to lower gears for longer. For total control, **manual gearshifting can be selected utilizing simple one touch paddles** mounted behind the steering wheel.\*

JaguarDrive Control™ offers further enhancements with Dynamic and Winter Modes. Engage **Dynamic Mode** and immediately the XK is more responsive. The engine torque delivery characteristics and suspension damping are modified to improve response speed and sensitivity. **Winter Mode** aids safe driving in slippery conditions.\* The accelerator pedal response is dampened to help reduce the risk of spin and maintain progressive wheel control. Its bespoke shift settings delay and soften gear shifts for improved grip.



VEHICLE SHOWN: XK COUPE IN STRATUS GRAY

\*Please see page 47 for further information.



## SPECIAL SPACE

A high performance Grand Tourer, every aspect of the XK is **ergonomically designed** to enhance the driving experience. Whether crossing town or continent, the **2+2 configuration** of the XK provides rear seats, for occasional use or as a convenient storage area. For additional practicality, Convertible models have a **trunk capacity** of up to 11.1 cubic feet rising to 11.7 cubic feet on Coupe models. The XK never compromises on luxury – from the modern textures, flawless craftsmanship and signature phosphor blue mood lighting to the triple lined canvas top on Convertible models that provides excellent noise insulation and when stowed, minimizes encroachment on the trunkspace.

All seats are finished in supple leather. A wide selection of colors, materials and veneers offers the opportunity for personalization and individuality, while choices such as Poltrona Frau leather headlining can provide the perfect finishing touch.

VEHICLE SHOWN: XKR CONVERTIBLE IN ULTIMATE BLACK WITH OPTIONAL XKR DYNAMIC + BLACK PACK

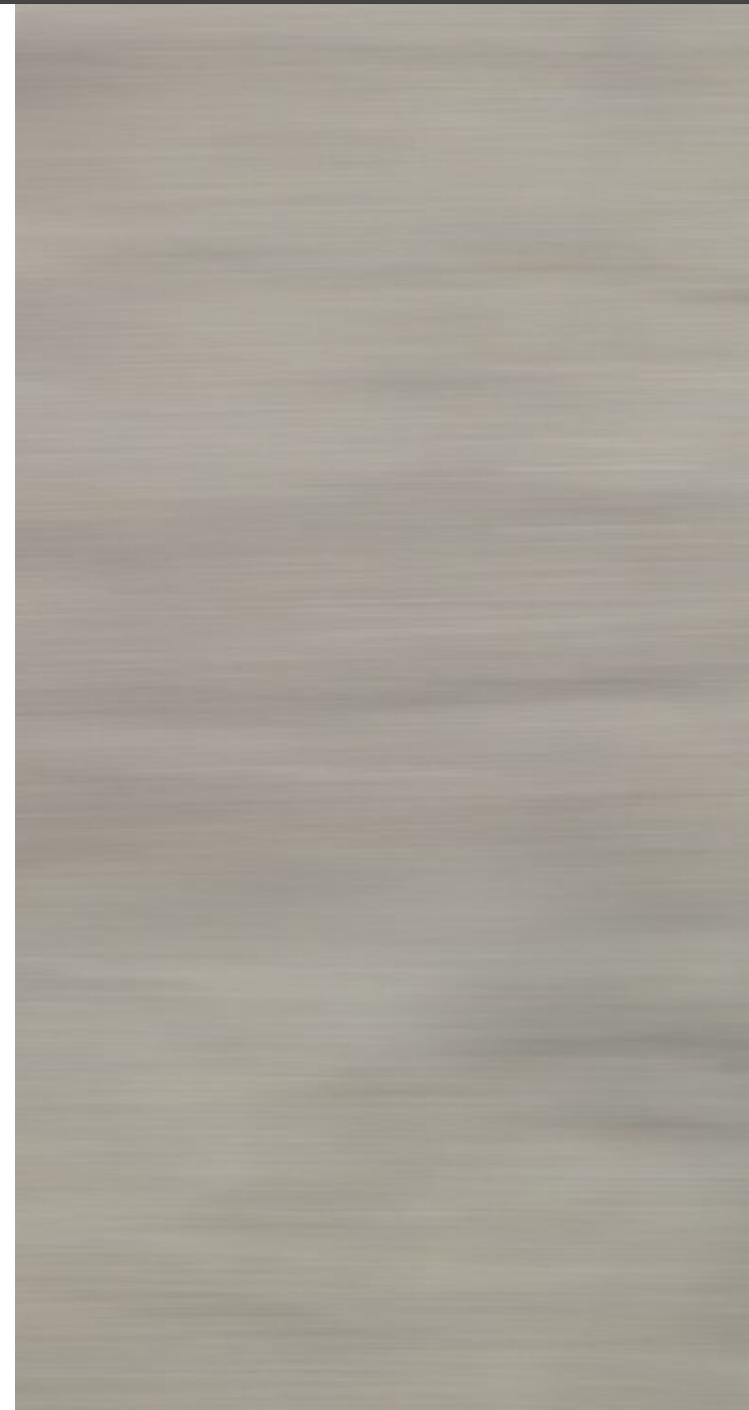






IMAGE SHOWS: JAGUARDRIVE SELECTOR™



IMAGE SHOWS: WARM CHARCOAL SOFT GRAIN LEATHER WITH IVORY CONTRAST STITCH AND GLOSS FIGURED EBONY VENEER.

## JAGUAR PRECISION ENGINEERING IN A SEAT

When car and driver connect, the XK comes alive. The seats are meticulously designed and engineered to be an intrinsic element of the car, seamlessly integrated into its construction. They not only hold and support through every turn, they can heat and cool, reshape and adjust. At the press of a button they instantly recall any individual shape and position preferred by different drivers. The second most complex component in the XK, after the engine, are the seat designs which have been manually tested and subjected to weeks of humidity and temperature extremes to ensure they work optimally. There is no better demonstration of Jaguar's craftsmanship and attention to detail.

**Three styles** are available, each with detailed finishing and a comprehensive range of color choices. 10-way adjustable **Sport** seats in bond grain leather feature heating and memory and are standard on the XK Touring trim level. 16-way adjustable **Luxury** seats, standard in the XK and XKR models, are upholstered in twin-stitched soft grain leather and feature both heating and cooling. Precision crafted **Performance** seats, standard in the XKR-S and available as an option on the XKR, offer heating, individually fine-tuned lumbar support and powerfully sculpted side bolsters for exceptional lateral support during hard cornering.



PERFORMANCE SEAT IN WARM CHARCOAL WITH DIAMOND SEW RED STITCH  
AVAILABLE AS PART OF THE XKR PERFORMANCE PACK OR AS AN OPTION ON THE XKR-S







## XK EXPERIENCE

With the XK, the journey begins as you approach it. With keyless entry, the Jaguar Smart Key in your bag or pocket has already sensed your proximity and unlocked the driver's door. Settling in to the luxurious leather seats, the Start button glows red on the center console. Press, and the JaguarDrive Selector™ rises up into the palm of your hand. The dashboard illuminates as the cabin features are highlighted in a cool phosphor blue. The center console's 7 inch Touch-screen lights up. Simple and intuitive; it controls satellite navigation, climate control, Bluetooth® telephone system and in-car audio.\* Grip the soft leather of the steering wheel, engage the JaguarDrive Selector™ and prepare for the unforgettable XK driving experience.

VEHICLE SHOWN: XKR INTERIOR IN WARM CHARCOAL WITH IVORY CONTRAST STITCH AND DARK MESH ALUMINUM VENEER

\*Please see page 47 for further information.



## CUSTOMIZATION

Jaguar offers a stunning collection of different color, trim and veneer choices. The XK is available in two body styles, Coupe and Convertible, and four model choices: XK Touring, XK, XKR and XKR-S. On the XKR there is the choice of a Luxury or Performance interior theme enabling you to create the XK that's just right for you.



# EXTERIOR COLOR OPTIONS

From Polaris White to Ultimate Black, from the race inspired colors of Italian Racing Red to French Racing Blue and of course British Racing Green, Jaguar offers an outstanding paint spectrum to bring your XK to life. With numerous color choices in either solid, metallic or Xirallic finish, the exterior color is the most dramatic way to personalize your XK.

## SOLID

Ebony



## METALLIC

Dark Sapphire\*



Osmium Blue\*



Carnelian Red\*



Polaris White  
RS, D, B



Ultimate Black\*  
RS, D, B



Stratus Gray\*  
D, B



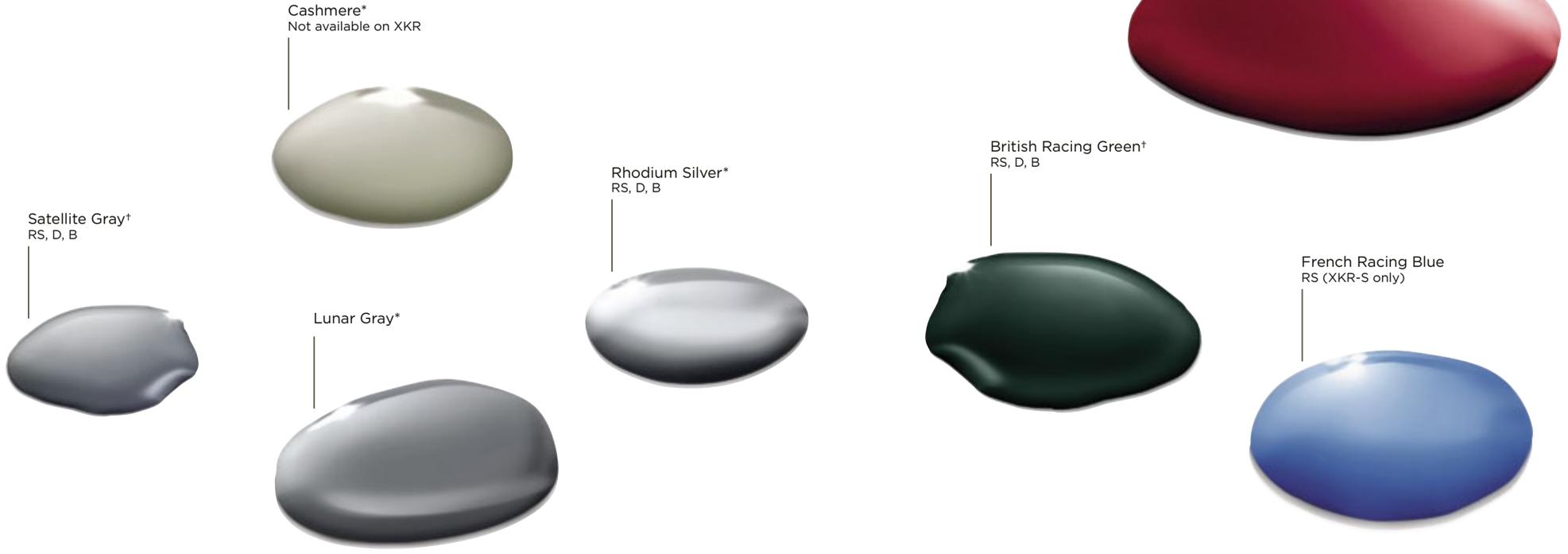
Caviar\*



Models and options with select paint palette  
RS Available on XKR-S  
D Available on Dynamic Pack  
B Available on Black Pack, Dynamic and Black Pack

\*Metallic paint \*Metallic Xirallic paint  
For availability please consult your authorized Jaguar retailer.

### RACE INSPIRED



# ALLOY WHEELS

Nothing makes your XK more distinctive or individual than the choice of alloy wheels. Jaguar offers an exciting range of stunning alloy wheels to suit all personal tastes and performance requirements.



19" TAMANA  
(Standard on XK Touring)



20" ORONA  
(Standard on XK)



20" TAKOBA  
(Standard on XKR)



20" VULCAN  
DARK TECHNICAL FINISH  
(Standard on XKR-S)



20" VENOM  
(Optional on XK)



20" KALIMNOS  
(Optional XK, XKR)



**20" ORONA  
POLISHED FINISH**  
(Optional on XK and XKR with Portfolio Pack)



**20" NEVIS**  
(Optional on XKR)



**20" VORTEX**  
(Optional on XKR with Dynamic Pack  
and optional on XKR-S)



**20" TAKOBA  
GLOSS BLACK FINISH**  
(Optional on XKR with Black Pack)



**20" VULCAN  
GLOSS BLACK FINISH**  
(Optional on XKR-S)



**20" VULCAN  
POLISHED FINISH**  
(Optional on XKR-S with Bright Pack)



# CONVERTIBLE TOPS

Dark Brown

Blue

Dark Gray

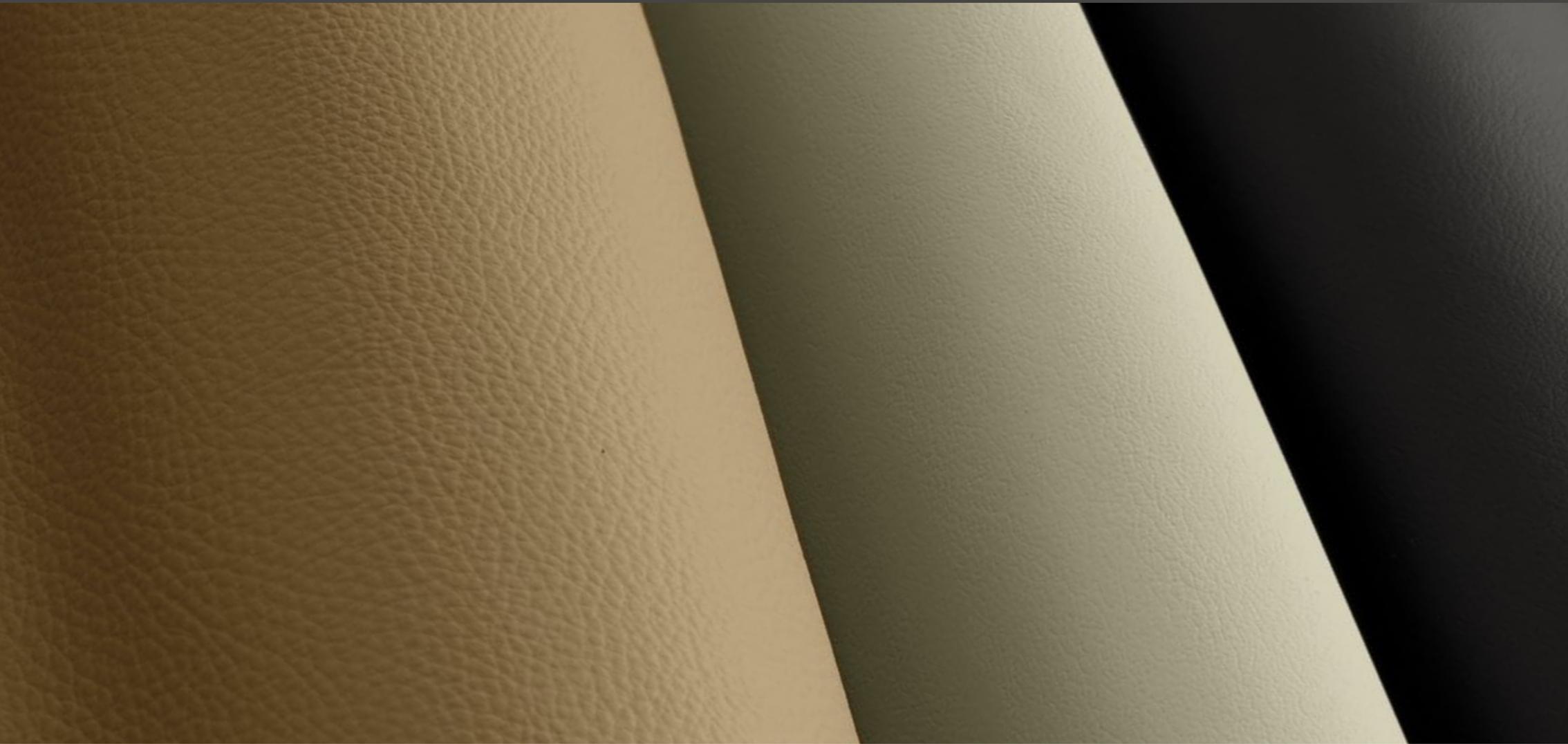


Dark Green

Beige

Black  
(Standard)

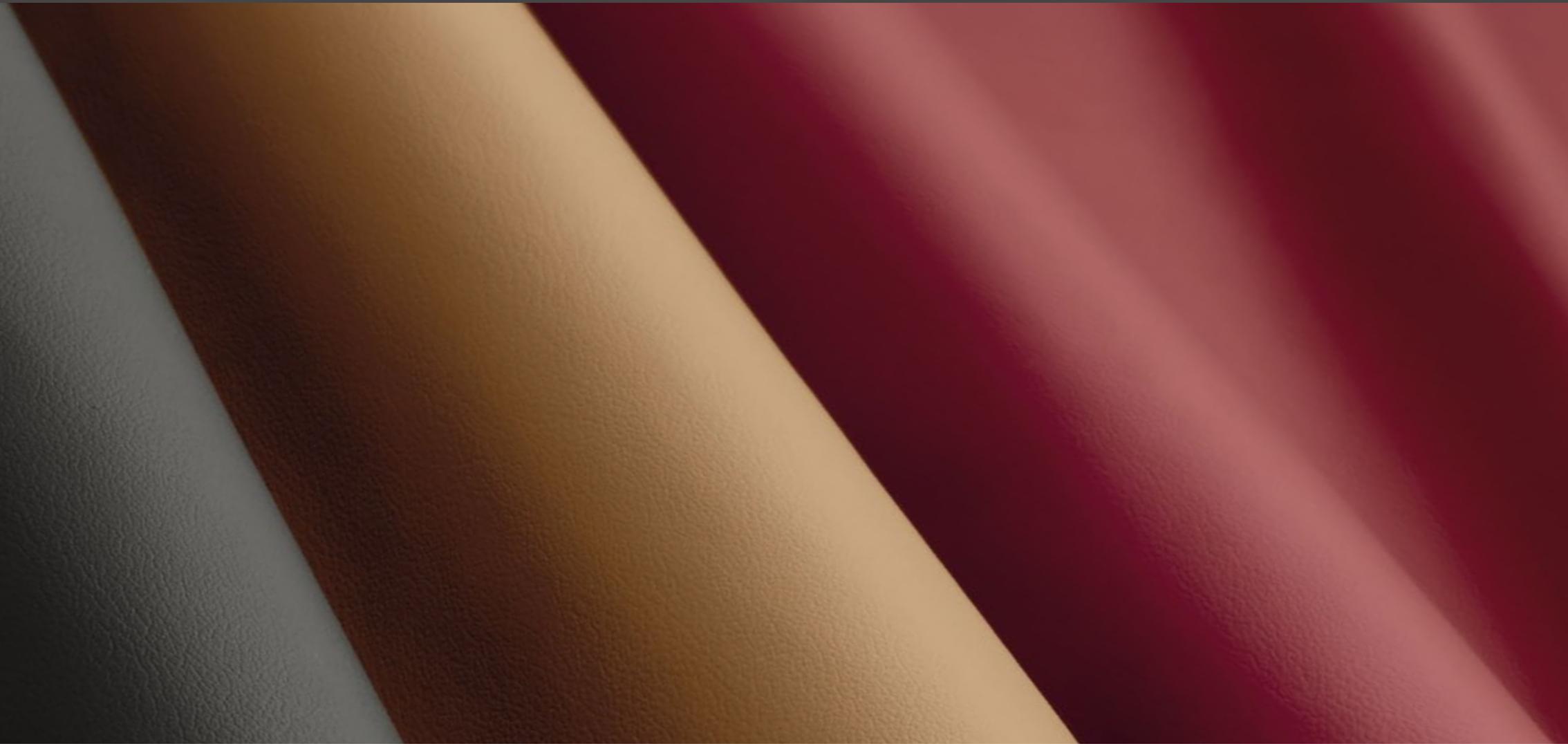
Burgundy



# SEAT LEATHERS

Caramel Bond grain  
(also available in soft grain)

Ivory soft grain  
(also available in Bond grain)



Warm Charcoal soft grain  
(also available in Bond grain)

London Tan soft grain

Red soft grain

# XK INTERIOR COLOR COMBINATIONS

## CUSTOMIZATION

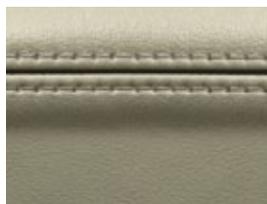


1. SEAT WITH STITCH

2. UPPER FASCIA WITH STITCH

3. HEADLINING

4. VENEER



Ivory with Ivory



Warm Charcoal with Ivory



Canvas



Gloss Dark Oak

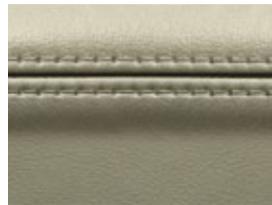
XKR with optional Performance seats in Ivory with Ivory stitch, Warm Charcoal upper fascia, Ivory contrast stitch, and Canvas Suedecloth premium headlining with Gloss Dark Oak veneer.

- 1. Seat leather and stitch applies to seats, door trim inserts and rear side panels.
  - 2. Upper fascia and stitch applies to instrument panel, center console and upper door trims.
  - 3. Headlining available in 3 materials: Morzine; Suedecloth and Poltrona Frau® leather. Reference for Poltrona Frau® leather headlining (optional on XK and XKR, standard on XKR-S) can be seen on page 43.
- Center console inlay is Piano Black on all models.



XK TOURING INTERIOR

SEAT WITH STITCH  
[BOND GRAIN LEATHER]



Ivory with Ivory

UPPER FASCIA WITH STITCH



Warm Charcoal  
with Warm Charcoal

HEADLINING [MORZINE]



Canvas



Warm Charcoal  
with Warm Charcoal



Warm Charcoal  
with Warm Charcoal



Canvas



Caramel with Caramel



Caramel with Caramel



Canvas

XK INTERIOR WITH PORTFOLIO PACK  
[OPTIONAL ON XK AND XKR]

SEAT WITH STITCH  
[SOFT GRAIN LEATHER]



Navy with London Tan

UPPER FASCIA WITH STITCH



Navy with London Tan

HEADLINING  
[POLTRONA FRAU LEATHER]



Canvas



Truffle with Ivory



Truffle with Ivory



Canvas



XK INTERIOR

SEAT WITH STITCH  
[SOFT GRAIN LEATHER]



Warm Charcoal with Ivory

UPPER FASCIA WITH STITCH



Warm Charcoal with Ivory

HEADLINING [SUEDECLOTH]



Canvas or Jet



Warm Charcoal and London Tan duo-tone with London Tan



Warm Charcoal with London Tan



Jet

SEAT WITH STITCH  
[SOFT GRAIN LEATHER]



Caramel with Warm Charcoal

UPPER FASCIA WITH STITCH

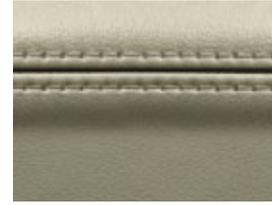


Caramel with Warm Charcoal

HEADLINING [SUEDECLOTH]



Canvas



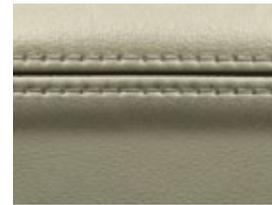
Ivory with Ivory



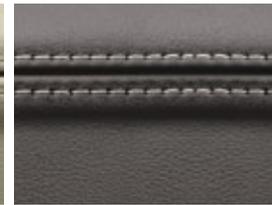
Warm Charcoal with Ivory



Canvas or Jet



Ivory with Ivory



Oyster with Ivory



Canvas

XKR INTERIOR

SEAT WITH STITCH  
[SOFT GRAIN LEATHER]



Warm Charcoal with Warm Charcoal

UPPER FASCIA WITH STITCH



Warm Charcoal with Warm Charcoal

HEADLINING [SUEDECLOTH]



Canvas or Jet



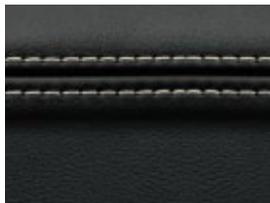
Warm Charcoal with Red



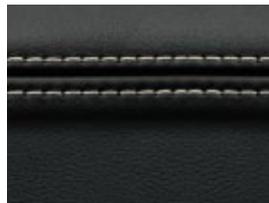
Warm Charcoal with Red



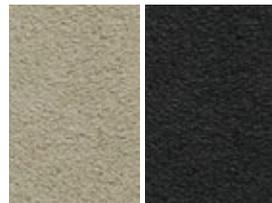
Canvas or Jet



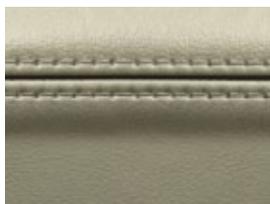
Warm Charcoal with Ivory



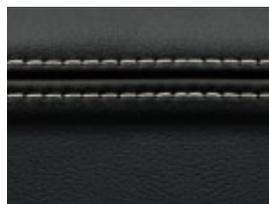
Warm Charcoal with Ivory



Canvas or Jet



Ivory with Ivory



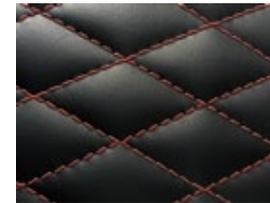
Warm Charcoal with Ivory



Canvas or Jet

XKR INTERIOR WITH PERFORMANCE SEATS IN DIAMOND SEW  
[ALSO OPTIONAL ON XKR-S]

SEAT WITH STITCH  
[SOFT GRAIN LEATHER]



Warm Charcoal with Red

UPPER FASCIA WITH STITCH



Warm Charcoal with Red

HEADLINING [SUEDECLOTH]



Canvas or Jet



Warm Charcoal with Ivory



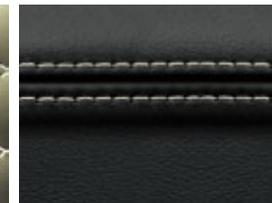
Warm Charcoal with Ivory



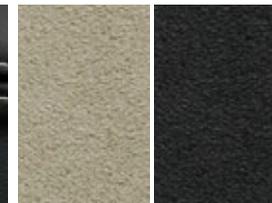
Canvas or Jet



Ivory with Ivory



Warm Charcoal with Ivory



Canvas or Jet

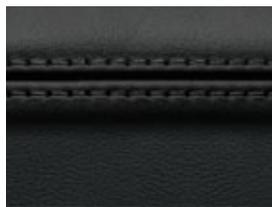


XKR INTERIOR WITH PERFORMANCE SEATS

SEAT WITH STITCH [SOFT GRAIN LEATHER]    UPPER FASCIA WITH STITCH    HEADLINING [SUEDECLOTH]



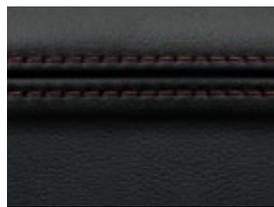
Warm Charcoal with Warm Charcoal



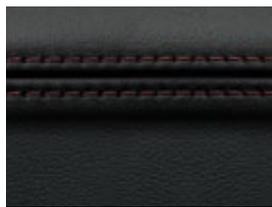
Warm Charcoal with Warm Charcoal



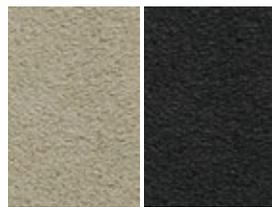
Canvas or Jet



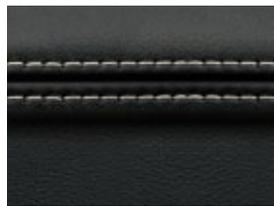
Warm Charcoal with Red



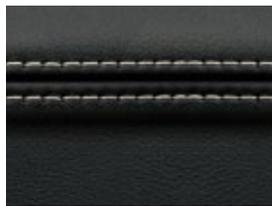
Warm Charcoal with Red



Canvas or Jet



Warm Charcoal with Ivory



Warm Charcoal with Ivory

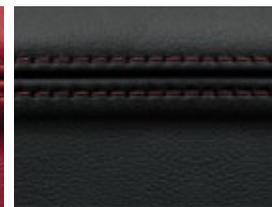


Canvas or Jet

SEAT WITH STITCH [SOFT GRAIN LEATHER]    UPPER FASCIA WITH STITCH    HEADLINING [SUEDECLOTH]



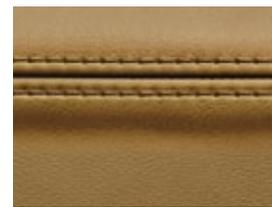
Warm Charcoal and Red duo-tone with Red



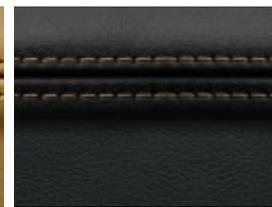
Warm Charcoal with Red



Canvas or Jet



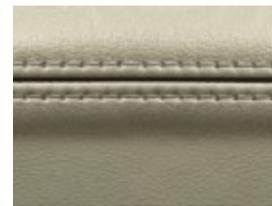
Warm Charcoal and London Tan duo-tone with London Tan



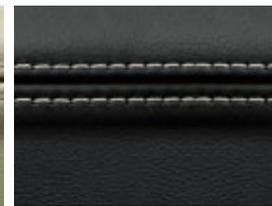
Warm Charcoal with London Tan



Canvas or Jet



Ivory with Ivory

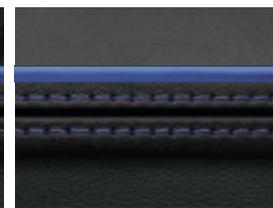
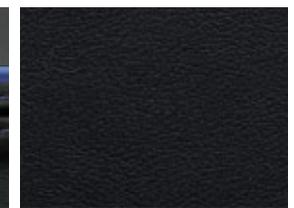
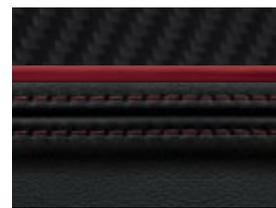
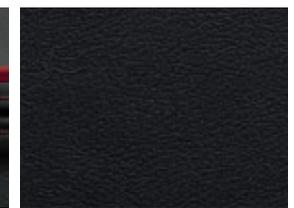
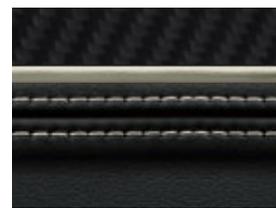
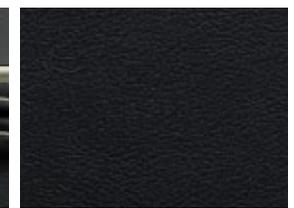


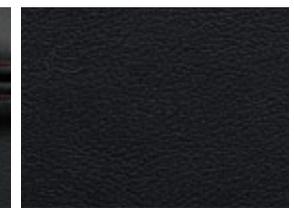
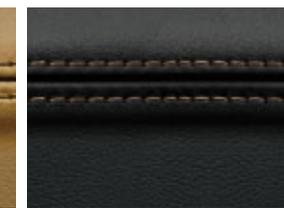
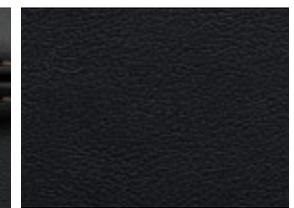
Warm Charcoal with Ivory

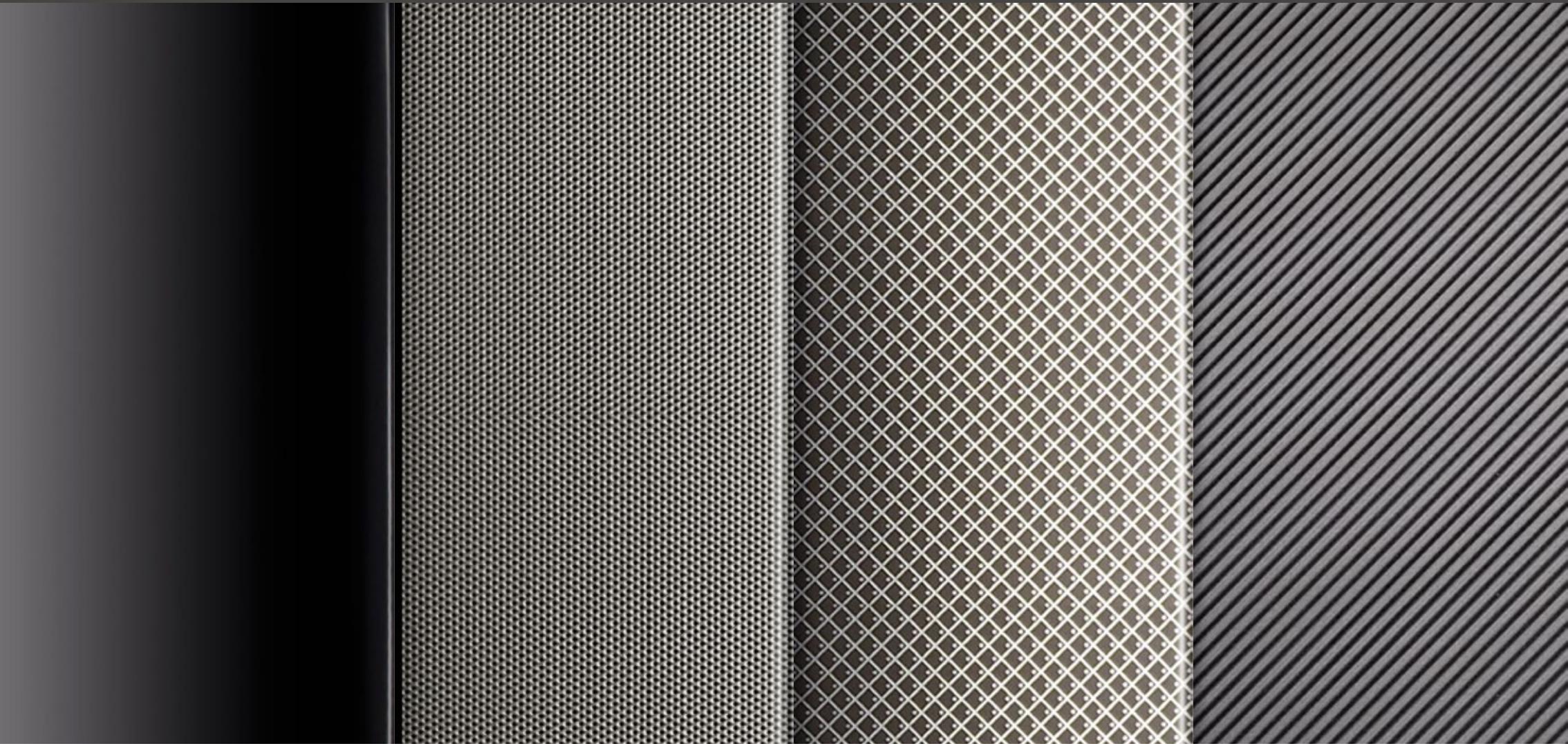


Canvas or Jet

XKR-S INTERIOR WITH PERFORMANCE SEATS

SEAT WITH STITCH AND MICRO-PIPING [SOFT GRAIN LEATHER]	UPPER FASCIA WITH STITCH AND MICRO-PIPING	HEADLINING [POLTRONA FRAU LEATHER]
		
Warm Charcoal Carbon with Reims Blue and Reims Blue	Warm Charcoal with Reims Blue and Reims Blue	Jet
		
Warm Charcoal Carbon with Red and Red	Warm Charcoal with Red and Red	Jet
		
Warm Charcoal Carbon with Ivory and Ivory	Warm Charcoal with Ivory and Ivory	Jet

SEAT WITH STITCH [SOFT GRAIN LEATHER]	UPPER FASCIA WITH STITCH	HEADLINING [POLTRONA FRAU LEATHER]
		
Warm Charcoal and Red duo-tone with Red	Warm Charcoal with Red	Jet
		
Warm Charcoal and London Tan duo-tone with London Tan	Warm Charcoal with London Tan	Jet



# VENEERS

Piano Black  
(XK, XKR, XKR-S)

Bright Knurled Aluminum  
(XK Touring, XK)

Dark Mesh Aluminum  
(XKR)

Dark Linear Aluminum  
(XKR-S)



Gloss Dark Oak  
(XKR)

Satin Rosewood  
(XK Touring, XK, XKR)

Gloss Figured Ebony  
(XK)

Gloss Burl Walnut  
(XK Touring, XK, XKR)



# XK OWNERSHIP EXPERIENCE

Service, assurance, and peace of mind are all part of the pride of owning your new XK.

## TOTAL CARE

Seamless support for your new Jaguar car, so you can relax and drive. A combination of vehicle warranty, paint and corrosion protection and Jaguar Assistance.

## WARRANTY<sup>(1)</sup>

Jaguar Cars offers a comprehensive, 4 year/50,000 miles New Vehicle Limited Warranty as well as a 6-year/unlimited mileage Corrosion Protection Limited Warranty.

## JAGUAR ASSISTANCE<sup>(2)</sup>

Handled by Jaguar-trained specialists, this incident management program provides complimentary towing service, jump-starts, lockout assistance, gasoline delivery, tire changes and trip routing help, 24/7. Just call 1.800.4.JAGUAR.

## JAGUAR FINANCIAL GROUP

Available both for individuals and businesses, Jaguar Financial Group offers leasing and financing packages that can meet most needs. Ask your local authorized Jaguar retailer for details.

## JAGUAR RETAILER EXPERIENCE

Jaguar ownership begins with a first class retailer experience. It continues with the outstanding support from retailer service teams dedicated to maintaining your vehicle's condition and performance. You will find only the best factory-trained technicians at authorized Jaguar retailers.

## JAGUAR VEHICLE ACCESSORIES<sup>†</sup>

Jaguar vehicle accessories enable you to personalize your car, to create a driving experience that is even more individually rewarding. All Jaguar accessories are tested rigorously for safety and durability in the most arduous of climates and conditions. With a comprehensive range of styling options and interior and exterior accessories, you can tailor your Jaguar vehicle to suit your personal style. What's more, every accessory is covered for 12 months unlimited mileage or the balance of the New Vehicle Limited Warranty, whichever is greater. Any genuine Jaguar Accessories (excluding gift items and luggage from Jaguar Collection) supplied and fitted by an authorized Jaguar retailer within one month or 1,000 miles (whichever occurs first) of a new vehicle being put into service will benefit from the same warranty terms and duration as the New Vehicle Limited Warranty. Accessories purchased outside of this period will be subject to 12 month unlimited mileage warranty.

## JAGUAR MAGAZINE

Jaguar Magazine is the official magazine of Jaguar Cars. It features stories about the full Jaguar line-up and the worlds of luxury, style, design and travel. Also available, a fully interactive iPad® app takes the very best of the print edition of the Magazine and adds extra images and exclusive information, allowing you to explore the world of Jaguar in a whole new way.

## JAGUARUSA.COM

Visit the official web site to access the retailer locator, car configurator, price lists, model comparisons and more. Sign up for "Keep Me Informed" to receive all the latest news and special offers.

<sup>(1)</sup>See your authorized Jaguar retailer for complete terms and conditions of limited warranty coverage.

<sup>(2)</sup>All elements of Jaguar Assistance are available only while your Jaguar New Vehicle Limited Warranty is in effect.

<sup>†</sup>All Jaguar approved accessories are rigorously tested to the same exacting standards as those applied to our vehicles. Performance in extreme hot and cold temperatures, corrosion resistance, impact and airbag deployment highlight some of the exhaustive product testing carried out so that Accessories are both durable and importantly, continue to comply with current laws.





VEHICLE SHOWN: XK COUPE IN RHODIUM SILVER



**IMPORTANT NOTICE**

Jaguar Cars Limited is constantly seeking ways to improve the specification, design and production of its vehicles and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this brochure should not be regarded as an infallible guide to current specifications, nor does it constitute an offer for the sale of any particular vehicle. Distributors and dealers are not agents of Jaguar Cars Limited by any express or implied undertaking or representation. Illustrations in this brochure may include optional extras.

Comparisons are based on manufacturer's own data and testing.

**ENVIRONMENTAL INNOVATION AT JAGUAR**

Jaguar is proud to continue the company's tradition with its approach to Environmental Innovation. From the choice of lightweight materials and lean production methods to the efficiency of its engines and designs, Jaguar is committed to operating as a more sustainable business and reducing its overall environmental impact.

Jaguar's flagship XJ model was the first in the company to achieve ISO 14040, the international standard for vehicle 'whole life cycle' assessment. This certification measures the environmental impact of the XJ from component material sourcing and manufacturing process, through its driven life time, to final disposal. But that's not all. Every new Jaguar vehicle is designed to be 85% recyclable and reusable, in addition to 95% recoverable and reusable with 10% for energy generation.

The innovative use of lightweight aluminum on the XJ, F-TYPE, and XK, which incorporates up to 50% recycled material from the manufacturing process of the body structures, provides considerable performance benefits. This includes improved fuel consumption and less CO<sub>2</sub> emissions associated with lighter structures as well as the dynamic performance inherent in its weight saving design.

Jaguar is committed to reducing dependency on fossil fuels, using fewer resources and creating less waste. Already the manufacturing assembly CO<sub>2</sub> emissions of each Jaguar car built in the UK since 2009 is offset. For every ton of CO<sub>2</sub> emitted in the assembly process, Jaguar invests in carbon reduction projects that reduce an equivalent ton of CO<sub>2</sub> elsewhere. Offsetting allows Jaguar to take action now, to reduce its impact on the environment, as part of an integrated carbon management plan. This company plan includes targets to reduce operating CO<sub>2</sub> emissions and waste to landfill by 25% by 2012, water consumption by 10% by 2012 and fleet average tailpipe CO<sub>2</sub> emissions by 25% by 2015, based on 2007 levels. But it doesn't stop there. World class manufacturing facilities certified to ISO 14001 since 1998, transport miles have been cut from delivery routes and new ways are being introduced to produce energy from food waste at our Gaydon site in the UK.

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<sup>1</sup>These features are not a substitute for driving safely with due care and attention, and will not function under all circumstances, speeds, weather and road conditions. The driver should not assume that these features will correct errors of judgment in driving. Please consult your vehicle's owner's manual or your local authorized Jaguar retailer for more details.

<sup>2</sup>Always obey local speed limits.

<sup>3</sup>Driving while distracted can result in loss of vehicle control. Do not operate, adjust or view the navigation or multimedia systems under conditions that will affect your safety or the safety of others. Only use mobile phones, and other devices, even with voice commands, when it is safe to do so.

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