
THE ONTARIO



JAGUAR

Volume 12, Number 1 - January, 2001

Events Calendar

Wednesday, February 14th
OJOA Monthly Meeting

February 16th to 25th
Canadian Int. Auto Show

Wednesday, March 14th
OJOA Monthly Meeting

Sunday, April 22nd
Ancaster Flea Market

July 24th to 28th
JCNA 2001

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Please Inform
Membership Director
of address changes.

Awards Dinner with a Sayonara

By Betty Harris

The annual OJOA Awards Dinner was held at the Old Mill Restaurant, marking the beginning of the Yuletide festivities this year. Members gathered for camaraderie, a delicious roast beef dinner, the Awards revelations and to hear from Jaguar Canada.

The only damper to the evening was to learn that our good friend, John Webb, Vice President - Dealer Development, would be retiring from Jaguar Canada early in the new year. John has been very supportive of the club during his more than forty years of service with the company and will be greatly missed.

Peter Harris reminisced about John's many contributions to OJOA and thanked him for his long standing interest. On behalf of our group, Peter presented John with a plaque featuring our handsome car badge and an inscription thanking him for his long time support and encouragement.

The Annual Awards were won by the following club members:

The Rampant Crank Award - for the winners of the Fall Regularity Run: To Paul & Carol Turcotte

Driving Skill Award - for member(s) who skilfully drive a Jaguar powered vehicle in competition: To Andy & Steven Moore

Most Improved Jaguar - for member(s) who's Jaguar shows the most improvement at Concours: To David Kirkham

Most Active New Member(s) - for the most events attended by a new member: To Ron Smith

Most Active Member(s) - for attending/participating in the most club events: To Bruce & Bess Davis

Award of Nine - for obtaining top marks in a series of JCNA events: To Ron & Liz Sproule

Freeman Cup - for extraordinary contribution to the club throughout the year: To Gordon King

Unfortunately, no one in attendance at this year's banquet was able to photograph the award presentations .

Dues are Due! Please renew memberships now.



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 and 1979 XJ6



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The Ontario Jaguar

Volume 12, Number 1 - February, 2001

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The Ontario Jaguar is published six times a year. All members are invited to submit articles, stories, or photographs to the Newsletter Editor. Opinions and views expressed in this newsletter are those of the individual writers and do not necessarily reflect those of the Ontario Jaguar Owners' Association (OJOA), its executive members, or affiliated bodies such as Jaguar Cars or the Jaguar Clubs of North America. OJOA grants the Jaguar Clubs of North America (JCNA) and affiliated clubs a non-exclusive, non-transferrable, royalty free licence to reproduce articles and photographs contained herein unaltered, one time in the affiliated club's newsletter, provided credit is given to the OJOA and the author of the reproduced material. JCNA clubs may contact OJOA to obtain further permission as required.

The Ontario Jaguar Owners' Association (OJOA)

The Ontario Jaguar Owners Association was formed in December 1959 as an automobile club whose purpose was to stimulate and encourage interest in the preservation, ownership and operation of Jaguar automobiles. Over the years the OJOA has grown to provide a means for exchange of information, technical and otherwise, to encourage interest in automobile sport and competitive events in Ontario, to provide social occasions for its members, and to foster interest in the Jaguar and Daimler automobiles. The OJOA is an affiliate club of the Jaguar Clubs of North America (JCNA).

Membership Benefits

Membership includes a subscription to the OJOA newsletter, *The Ontario Jaguar*, the OJOA referral service, membership in the JCNA, a subscription to the JCNA's *Jaguar Journal* magazine, eligibility to enter JCNA sanctioned *concours d'élégance* and events, all OJOA monthly meetings and events, and an opportunity to share a common interest with other Jaguar enthusiasts.

Meetings

Meetings are held on the second Wednesday of each month (except in July, August and December) at 8:00pm. They are held in the lower level of Montgomery's Inn, located on the south-east corner of Dundas St. and Islington Ave. in Toronto.

Membership, Address Changes, Renewals

Membership in the OJOA costs \$50 for one year (January thru December). Ownership of a Jaguar or Daimler is not a prerequisite. Send all membership applications, address changes, and renewals to the Membership Director. An application form appears on the last page of the newsletter.

Merchandise

The OJOA has regalia for sale at all monthly meetings and events:

Windshield Decal - \$1	Cloth Jacket Patch - \$5
Lapel Pin - \$5;	Plastic "Jaguar Parking Only" Signs - \$10
Chrome/Bronze Die-Cast Club Car Badge - \$40	

Advertising

The Ontario Jaguar welcomes commercial advertising. Contact the Editor for details. Below are rates for the year 2001:

Size of Ad	2 Issues	6 Issues (1 Year)
Business Card	\$25	\$60
Quarter Page	\$40	\$100
Half Page	\$60	\$150
Full Page	\$95	\$250
Back cover	\$115	\$300

Contact the newsletter editor for information on placing ads in the classified section.

Additional Contacts

Chief Concours Judge	Chris Colebrook	905 338 3994
Concours Chairman		
Spring Blossom Run Organizers	Fred Hill	905 648 1800
	Paul Turcott	905 945 8386
Summer Run Organizer	Betty & Peter Harris	416 233 2677
Fall Regularity Run Organizer	Linda & Murray Smith	519 853 1499
Advertising Manager		
Merchandise/Regalia Sales	Web Vance	416 231 4918
Referral Service	Arthur Goeldner	905 842 3340
Jaguar Archives (JDHT)	Karen Millar	914 221 0293
JCNA Regional Directors	Robert Stevenson	734 455 5039
(North Central Region)	Dick Howe	847 392 8664

Upcoming Events

Wednesday, February 14th
 OJOA Monthly Meeting
 Montgomery's Inn, Dundas & Islington, Toronto


February 16th to 25th
 Canadian International Auto Show
 Metro Toronto Convention Centre and SkyDome
 Daily from 10:30 to 22:00 h, with 18:00 h closing on final day. Admission is \$15 for adults and \$6 for children aged 6 to 12 years; free for those under 6. Pay parking adjacent to the venue and free parking at Harbourfront. Information phone (905) 940-2800 or Internet: www.autoshow.ca

Wednesday, March 14th
 OJOA Monthly Meeting
 Montgomery's Inn, Dundas & Islington, Toronto

Sunday, April 22nd
 Ancaster British Sportscar Flea Market & Car Show
 Marritt Hall, Ancaster Fair Grounds, located on Garner Road (formerly Highway #53), Ancaster. Admission \$4.

July 24th to 28th
 JCNA Challenge Championship
 Franklin, Tennessee, see later page for more details.

J.D. AUTO SERVICE

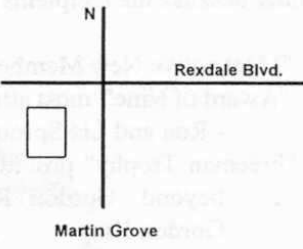


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Richard Stafferton

OJOA Monthly and Annual General Meeting

Montgomery's Inn, Etobicoke - Jan. 10, 2001

By Bruce Davis

Peter Harris opened the meeting wishing all 42 present a Happy, Healthy, and Prosperous New Year and a welcome to our AGM.

Bruce Davis read a letter received from John Webb, Vice President Dealer Development, Jaguar Canada thanking us for having both he and Kathryn as guests of honour at our Awards Banquet. John who was representing Jaguar Canada is retiring after 40 years service and will truly be missed by all. A wall plaque resplendent with an OJOA badge was presented to him in recognition of his service to Jaguar, their dealers and customers, over all those years.

Peter announced that three awards were not presented at the dinner because the recipients were not present. They were:

1. "Most active New Member" to Ron Smith.
2. "Award of Nine" most attendance at other JCNA Concours - Ron and Liz Sproule.. Accepted by Ron Sproule..
3. "Freeman Trophy" providing service to OJOA above and beyond. Gordon King, our Editor Accepted by Gordon King.

Bob Barrett and Peter Harris have been in touch with Cy Carrick and gave update on his progress. We wish him well and look forward to seeing him in the near future.

Peter advised that Dorothee Anne MacLean's mother passed away the first of January. A card of condolences was signed by the members present.

Peter put on display the December 20th issue of the Toronto Star's Wheels section. Their representative was at our September meeting interviewing our members and taking pictures. Walter Smith and his MK V was front and centre. It was good publicity for our Club and we were the first to be so honoured in a series of articles to be written on the various Car Clubs.

Larry, the custodian of Montgomery's Inn (our monthly meeting venue), has accepted a position elsewhere. Larry will be missed - we gave him and his wife a gift certificate for a dinner at a local establishment

Peter showed a coloured picture and a short story of the XK 120 with front side mounts that was the subject of interest in a recent JCNA edition. Fred Wyles, a new OJOA member, is putting the final touches to the car and hopes to show it to us in the near future.

Many years ago the export tax on new XK 120's was upward of 70% and to circumvent it some 8 cars were sent to North America as kit cars. One of them has been discovered in the

Toronto area after some 30 odd years of storage. Tom Owens is to keep us apprised of its resurrection.

Fred Hill gave a short talk on our many up coming events - for more details read the next issue of our newsletter. One of the outings is a Super JCNA Concours at Franklin Tennessee on July 24 - 28th. Fred is planning on going and is looking for members to join him. Auto Transport is available to and from the site.

Web Vance tabled his Annual Finance Statement. Moved by Glen Weaver and seconded by Tom Owens the report was approved unanimously. Web also mentioned our Annual Fees are due as of January the 1st.

At this time Peter turned the meeting over to Dr. Murray Smith. Murray thanked the executive members for last years job then proceeded with the election of our new executive. Elected unanimously for 2001 were :

President	-	Peter Harris
Vice- President and Membership Director	-	Brian Jamieson
Secretary	-	Bruce Davis
Treasurer	-	Web Vance
Activities	-	Fed Hill

Dorothee Anne MacLean, our Membership Director for a number of years, has stepped down. She was given a round of applause for her years of service to the members and the club.

Peter assumed the gavel and asked if there were any Technical Queries :

- A series 3 XJ has a loud tapping sound under strong acceleration in 1st and 2nd gear. Although it was thought it was universal joint (or bracket). A member had the same problem. It was a spring mount between the tranny and the frame. Replacement was all that was necessary.

- The source of inexpensive parts such as fuel filters and air conditioning parts was discussed. It appears worthwhile savings are possible for the D I Y person.

- A member disconnected his cruise control (to get at something else) and when reconnected it would not work, It was suggested the bellows must be resealed with silicone.

Peter then asked if we had any visitors and some 4 or 5 people identified themselves and their interest in Jaguars. Only one was looking for a Jaguar - the others were Jaguar owners and looking to see if they might join our club.

Peter moved the business portion of our meeting be adjourned and Bob Barrett seconded the motion.

After a short break Paul Turcotte presented his Annual Magic Lantern Show of our activities held in the year 2000. A very interesting slide presentation and a warm round of applause from our members to Paul.

Celebrate JAGUAR
Heritage at the
JCNA 2001
CHALLENGE CHAMPIONSHIP

Franklin, Tennessee
July 24 to 28, 2001

What's to Celebrate

The 100th anniversary of Sir William Lyon's birth
70th anniversary of the launch of the SS
50th anniversary of the C-type win at LeMans
40th anniversary of the Series I E-type launch
30th anniversary of the Serried III E-type

Who will Celebrate

Mike Dale, recently retired President of Jaguar Inc.
Bob Tuillus, successful campaigner of the XJS
Norman Dewes, Chief test Engineer to 1985
Jaguar Cars and Jaguar Club members
from all over North America

Scheduled Events

Jack Daniels tour - JCNA Sanctioned Rally - Cheekwood tour (local art & garden mansion) - JCNA's AGM
Tour of Franklin - JCNA Seminars - Primus Welcome Party - JCNA Sanctioned Slalom - Giant Slalom
Andrew Jackson's Home Tour - Opryland Hotel/Grand Ole Opry Tour - JCNA Sanctioned Concours - Awards Banquet

Event Information

Event Headquarters - Franklin Marriott Cool Springs - 770 956-5929
Registration - Dick France - Telephone/Fax: 408 353-3770
E-mail <rhfrance@jps.net>
Further Information - Kathy Nell - Telephone: 262 782-3451
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Formula 1 News

Rahal: "I consider 2001 to be our first true year"

Bobby Rahal spelled out his hopes and aims for the 2001 season at the launch of the Jaguar R2. Rahal, who joined the team as CEO and Team Principal on December 1, said his first aim is to achieve respectability and is confident that the team has key personnel in the right places to reach his goal.

"I am particularly confident of the strength in depth we have built up in our engineering department with Steve Nichols joining us last month as Technical Director. Steve is one of the most experienced engineers in the Grand Prix business. I feel he has the necessary breadth of expertise which will not only help Jaguar Racing improve its performance, but also the experience which will be invaluable to keep our efforts in perspective.

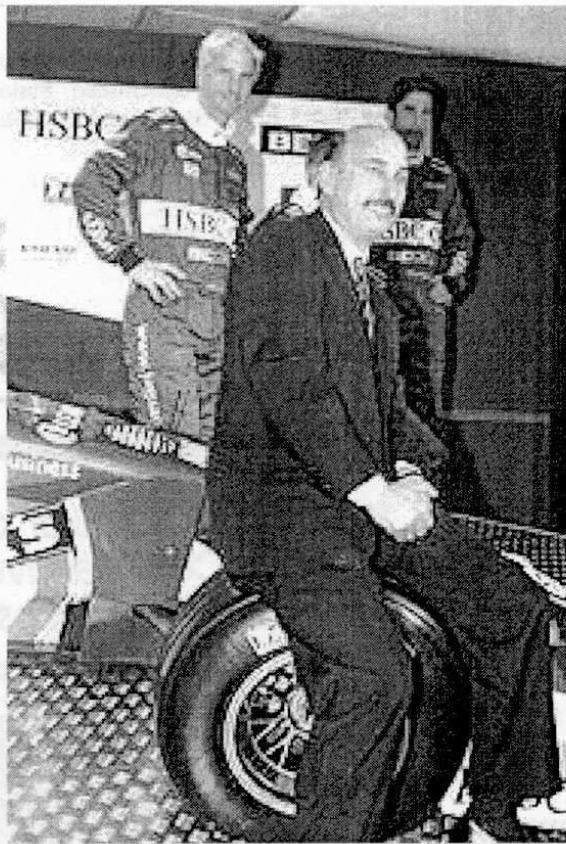
I also have great confidence in our driver line-up. I hope we will start to be in a position to give Eddie Irvine the equipment befitting a number one driver. And I feel we have complimented his great experience by signing Luciano Burti as our second driver."

In order for the team to match Bobby's ambition it needs to be reliable. That's why the team has been the first to launch its 2001 car, and why the design philosophy has been to create something simple and effective.

"The Jaguar R2 can be seen as very much an evolutionary version of last year's car," he said, "although it now has a seven-speed gearbox rather than last year's six-speed unit. This offers the advantage that the engine is operating at higher revs for a larger percentage of the time. Much work has

focused on attempting to improve the integration of the aero package as well as addressing a specific issue on the Jaguar R1, namely its rear-end instability under very hard braking. We believe that we have made significant progress in this area."

With a new car, new driver line-up and a number of new key personnel, Bobby Rahal looks forward to 2001



Jaguar Racing's debut season was a tough one, but Bobby believes that the lessons learned from the experience will benefit the team in the future. "In retrospect, I think the 2000 season can best be described as 'character building', and in many respects I consider 2001 to be the first true year of racing for this team. But in seeking to improve things for the future, I believe that the first step has been to confront and acknowledge the shortcomings in our immediate past.

"Last season we certainly did not achieve the results we had hoped for. The oldest saying in motor racing is 'to finish first, first you've got to finish' and this proved to be a lesson Jaguar Racing certainly learned the hard way over the past 12 months.

"When I was invited to join Jaguar Racing, I spent a lot of time in detailed discussions with Neil Ressler to figure the best way forward for the whole organisation. We both felt that the team needed a fundamental shift of emphasis. That may seem a harsh dose of self-assessment, but I believe the tough decisions we took last December concerning some of our key technical staff were the right ones."

News release from Jaguar Racing
www.jaguar-racing.com
January 10, 2001

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Future collectibles

Jaguar - the magic returns in your dreams!

By Norm Mort

In 1961 Jaguar launched the XKE and the sports car world was changed forever. Not since the equally stunning Jaguar XK120 had enthusiasts been treated to such an automobile. Here was style, comfort, speed and elegance all wrapped-up in one very slippery, curvaceous shape that had evolved from the famous racing heritage of Jaguar's winning C-type, D-type and XKE's.

Over the years the XKE would, itself, evolve into other forms. The original Roadster and Coupe would be fitted with various versions of the world famous Jaguar six or the silky-smooth 5.3-litre V12. Then, in 1966, a slightly larger - by 9 inches, Jaguar 2+2 would bring express motoring to the XKE enthusiast whose needs required extra passenger space. No longer was the family man forced to give-up his sports car for a sedan - even if that sedan were a Jaguar.

In 1975 the XJS appeared. It wasn't an XKE, but a Jaguar to meet the demands of an ever-changing enthusiast. That's not to say the then new XJS wasn't a terrific car, but it was subtly telling serious sports car drivers this Jaguar was more of a "grande" tourer.

But in 1991 Jaguar once again met the needs of a changing market of drivers wanting to drive and introduced a five-speed manual transmission to maximize the performance of its new 4.0 litre dohc, aluminum alloy six cylinder engine.

The magic had returned . . .

When I spent that week with the new 223 bhp XJS 3980 cc back in 1991 it was a bit like seven days in Tahiti with Christie Brinkley. (Hey, my wife had to work, and Christie was free ... what can I say?) I drove his smooth new Getrag five-speed and thoroughly enjoyed running through the quick gears over hill and dale. The clutch pedal on my example was a bit heavy but perhaps I had just been driving too many automatics.

The five-speed did provide a little more fun while exercising the imperturbable 4-litre unit. Offering a manual gear box makes the XJS more attractive to car enthusiasts now and later as a collector car.

My car for the week back in 1991 was a 4-litre fitted with the optional 4-speed, dual-mode, ZF transmission. All I can say is I had absolutely no complaints. When you hit the accelerator there was no bogging down, just a smooth continuous transfer of power - and lots of it. The 4-litre, dohc, in-line six had made its debut in the 1990 version of the XJ6 sedan range. The 24-valve power plant delivered a top speed of 140 mph and hit the XJS scored 34 mpg on the

highway - if you can keep your foot under control.

I did note an improvement in handling over previous XJS editions. There were two suspension settings and with the flick of a switch a slightly firmer sport suspension took over. A sway bar had been added to the rear and the spring rates were increased by 35 percent. The front Springs were 45 percent firmer. The rack and pinion steering and shock absorbers were also attended to. The result was a less body roll on corners (I hadn't thought it was all that bad on the old XJS V12), and reduced float and pitch. (Which I did notice!)

When the V12 powered XJS first appeared in 1975 it was immediately compared to its XKE predecessor on the basis of both styling and performance.

These were tough times. Anti-pollution legislation required manufacturers to make drastic changes to old, free-breathing engine designs. Performance had to be sacrificed. It was also a period of anti-performance after a muscle car era of performance at all cost. Additional safety standards resulted in extra weight, which also had a negative effect on overall performance. And finally, it was the year of the oil embargo, and as a result fuel costs rocketed. Performance suffered once more in the name of economy.

From a styling point of view the V12 XJS was far more contemporary than the striking XKE was in 1961. A number of press people at the time of its announcement felt the XJS had been styled by three different committees who spoke different languages.

As a result the XJS met with mild enthusiasm compared to previous Jaguar sports cars, but that is not to mean the press didn't approve. One magazine in 1977 concluded their test with "... it is a superb automobile in the exotic, luxury class and, it does exactly what it is designed to do." It was not an XKE replacement. And over the years it has become appreciated for what it is, and not what others thought it should be.

Throughout the years the overall styling has remained true but at the same time continually enhanced and refined (like all Jaguars over the years), until the XJS has taken-on a classic, distinctive and fashionable look.

The most notable change in the XJS styling over the years was the C-pillar which had been reduced in size for improved visibility, and the tail end which had a rather untidy look about it.

The interior in 1991 was redesigned, but was not ergonomic perfection, and could be better lit around the console area. Yet, the interior's ambience of good taste and refinement made sitting there, surrounded by traditional black and white

round gauges, set in burl walnut and the smell of the leather a sensual delight.

Then you pressed the accelerator, and the unruffled six cylinder powerplant unleashed a continuous smooth band of power and suddenly began to effortlessly swallow-up great stretches of highway.

I don't believe Nat King Cole was seeing about Jaguar sports cars when he warbled away "That old black magic ..." but he may have. In fact, I recall reading he owned an XK120 back in their hayday.

The Jaguar old car market, particularly when discussing the XKE, has undergone severe fluctuations over the past five years. For while it appeared XKE roadster prices would never peak. The \$65,000 XKE became a common sight with some investors demanding \$100,000. Quite a few were stung by the recession, with stories of docks full of old XKEs imported back to Britain and never picked up.

Particularly over the last few years prices have fallen - not just stabilized, and in this buyer's market an expertly restored XKE can be had for well under 50 grand. Coupes and 2+2s go much cheaper and it is not impossible to find a clean, solid, good running XKE 2+2 for under \$15,000. The XKE 2+2 was introduced in 1966 and powered by Jaguar's famous dohc six. By this time it was bored out to 4235 cc and delivered 265 bhp at 4000 rpm. The XKE was capable of a top speed of 128 mph and did a 0 to 60 in a quick 8.3 seconds. Road and Track (Road Test Annual 1967) tested the 2+2 with the optional Borg Warner Model 8 automatic and reported, "it makes the car dead simple to drive and for anyone who is weary of shifting and clutching through heavy day-after-day traffic, we recommend the Jaguar 2+2 automatic without reservation."

The larger 2+2's wheelbase went from the original XKE's 96-inches to 105-inches. A reported 8.5-inches of that was added to the size of the door which allowed for easier entry and exit for both front and rear passengers. If you have ever sat in an XKE you will immediately realize what an added benefit this was. The windscreen was more steeply raked as the roofline

was raised two-inches to accommodate rear passengers. A hinged-at-the-side door allowed for quick and easy access to the small, flat trunk that increased to considerable proportions when the back seat was folded. Thus there was carried under the luggage deck.

About this magic ...

Performance-wise the 4.0 litre XJS came out ahead in both acceleration and top speed, but it was interesting to note how little performance differed whether you selected the 5-speed or automatic in either the XKE or the XJS. Tests of the E-type 2+2 revealed the automatic accounted for some loss of efficiency, but they remained more than a sufficient margin of performance with the 2+2. Choosing an automatic was more a matter of convenience.

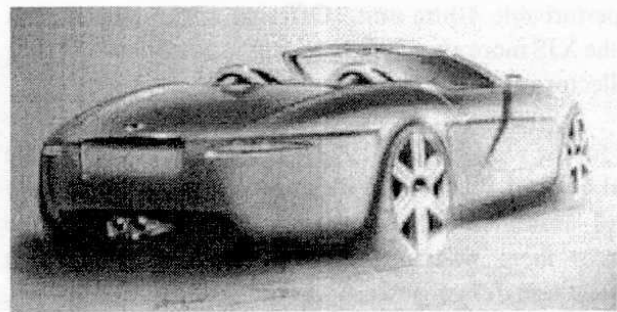
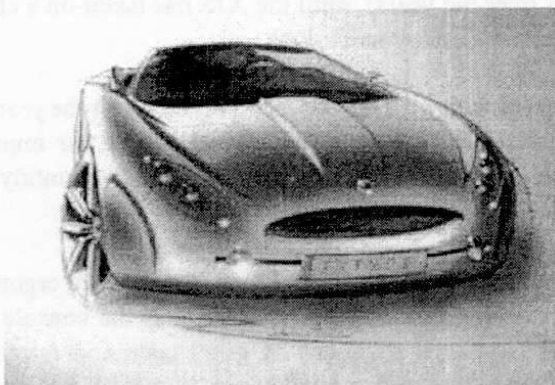
In both the XKE Coupe and the XJS the seating has always been described as 2+2 and not a four seater.

I've spoken with a lot of sports car enthusiasts and some feel a Jaguar was not one of the most reliable cars on the road. But strangely enough, the people who purportedly believe this most strongly had never owned a Jaguar. It's a case of . . . "Oh, I had a friend who owned one and . . ." Balderdash! When Ford Motor Company acquired Jaguar back in the 1980s the company implemented, "Ford quality measurement systems" at Browns Lane in England.

One journalist once suggested that perhaps one reason and Jaguar quality has often been unfairly judged is the fact its beautiful lines, handsome engine, luxurious interior, good road manners, excellent brakes, and all its other virtues, tend to class it with cars costing far more and demanded the same sort of perfection. This may be unfortunate but it also demonstrates the great value of a Jaguar.

Whether you choose a 1991 or newer XJS or prefer the older XKE, when you sit behind the wheel, the magic will return.

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The New F-type Roadster

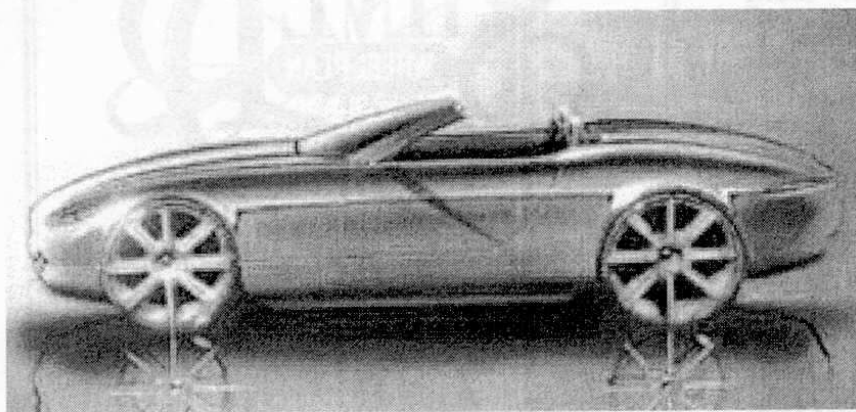
JAGUAR F-TYPE ROADSTER IS GO!

Jaguar press release, January 8, 2001

The Jaguar F-TYPE roadster has been given the production go-ahead, the company announced today. The all-new, compact Jaguar roadster becomes the fifth model in the company's expanding product range and marks Jaguar's return to the true sports car market, which it helped to create in the 1950s and 1960s.

Announcing the decision at the Los Angeles International auto show today, Jaguar's Chairman, Dr. Wolfgang Reitzle, said, "Jaguar is one of the most evocative brands in the world and there is a renewed commitment at Jaguar to create cars that stir people's emotions. The overwhelmingly positive reaction across the globe to last year's concept has convinced Jaguar to build the F-TYPE roadster."

"Due to the unprecedented growth and intensity of new product development at Jaguar today, it will take us around three years to deliver the F-TYPE roadster programme to market. While F-TYPE will embody all the passion and excitement of past Jaguar roadsters such as XK 120 and E-type, it clearly signals a fresh direction for Jaguar sports cars in the future." The F-TYPE has been the subject of a detailed 12-month study to determine both the business implications and potential launch timing. A crucial issue for the study team was to determine the relative priority of F-TYPE in the context of the company's ambitious long term product plan.



Today, Jaguar as a business is in the throes of a major product-led transformation. The introduction of the S-TYPE saloon in 1999 is driving record sales around the world. The new X-TYPE compact sports saloon which goes on sale later this year establishes Jaguar as a four-model line company, accelerating the company's development from a niche player into a major competitor in the premium car segment.

The smaller, more affordable F-TYPE roadster complements the XK Series range of sports cars and will extend Jaguar's product portfolio to five distinct model ranges—three saloons and two sports car models. F-TYPE will therefore continue Jaguar's drive to make the brand more accessible and aspirational to a wider customer audience. Within each model range, innovative derivatives will provide greater customer choice. Jonathan Browning, Jaguar's Managing Director, said, "The atmosphere at Jaguar today is vibrant, exciting and challenging, as the rate of new product development continues at a dramatic pace. Over the next 36 months, Jaguar will launch 15 new or significantly revised products and power trains. F-TYPE will be the sixteenth. From a manufacturer that a mere three years ago had only a two-model line up, this represents a massive investment in design, engineering and manufacturing resource. Today, Jaguar is the fastest growing of all car manufacturers, but this growth is being managed very carefully to ensure that we sustain our quality standards and do not over-extend the Jaguar brand."

Within this array of new model developments, the traditional Jaguar values of style, finely crafted interiors and effortless performance are being complemented by innovative technology and a renewed emphasis on sportiness and performance. This is reflected by the supercharged 'R' derivatives—the XJR and XKR—the 'R' Performance Options and, of course, Jaguar's involvement in Formula One. F-TYPE will be the boldest expression yet of this 'emotional engineering', which characterises new Jaguar.

The decision to take F-TYPE from concept to production coincides with the fortieth anniversary of that seminal Jaguar sports car, the E-type, which was unveiled to universal acclaim at the Geneva show in March 1961. The E-type was the latest in a line of illustrious Jaguar sports cars from the SS 90 and 100 of the thirties, through the revolutionary XK 120 in 1948, to the XK 140 and 150 of the fifties. The race-bred E-type, hailed as one of the greatest automotive designs of all time, epitomised the mood of the 'swinging sixties'. With F-TYPE, the goal of the Jaguar designers is to create an uncompromised roadster which evokes the spirit of the legendary E-type, but with a style that is both functional and contemporary.

Ian Callum, Jaguar's Director of Design explains, "F-TYPE represents one of the greatest design challenges in Jaguar history. It must capture the spirit, sensuousness and passion of the original concept, reflect Jaguar's future direction and meet real world packaging and performance requirements. The challenge is to create a true 21st century successor to the E-type, the icon of the 60s".

Jaguar Worldwide Sales Reach Record High in 2000

Jaguar set a new all-time record in 2000 with worldwide sales of 90,031 cars. This represents a 20 per cent increase on 1999, and reflects the dramatic pace of Jaguar's development as a business, fuelled by the success of S-TYPE, particularly in the United States.

Announcing this record-breaking achievement at the Detroit International Auto Show, Jonathan Browning, Jaguar's Managing Director said, "2000 was another milestone year in the product-led transformation of Jaguar. Today, we produce a range of high quality, attractive products generating tremendous sales momentum, making Jaguar one of the fastest growing of all car manufacturers.

"This year, we will break through the 100,000 sales threshold as we launch the new Jaguar X-TYPE compact sports saloon later in the year. In addition, we can now look forward to Jaguar becoming a five car line company with the announcement last week that we intend to put the F-TYPE into production in 2004.

"In the space of five years Jaguar will have transformed from a two car line niche player to a five car line company and a major force in the global premium car market, and a significant competitor to Mercedes and BMW in every market of the world." Export performance was again very strong with 75,028 cars, around 80 per cent of Jaguar sales worldwide making a significant contribution to Britain's car industry balance of payments.

Jaguar North America enjoyed its best ever year with sales in the United States of 43,728 cars. This represents a 25 per cent increase over 1999 when Jaguar sold 35,039 cars in the United States. For December, Jaguar recorded sales of 4,235 cars.

As anticipated, the United States' 'love-affair' with the S-TYPE was a major contributor to Jaguar's overall export success. In its first full year of sales, total sales increased 58 per cent from 1999 totalling 24,507 cars sold.

The Jaguar XK Sports series enjoyed its best year ever in the United States with sales up 9 per cent over 1999 at 6,729 cars sold – comfortably outselling the Mercedes SL.

Export sales to Continental Europe rose 25.8 per cent to 21,401 cars – another record – with virtually every market in

Europe reporting all time record sales during the year. Sales in Italy increased 72 per cent to 3797 cars; France increased by 48.5 per cent to 2302 cars; and Belgium increased by 35.1 per cent with 1606 cars sold.

Sales in the United Kingdom were down 3.1 per cent to 15,003 cars reflecting the slowdown in the UK market. Major sales gains were also reported from Jaguar's markets outside Europe and North America. Sales in Japan rose 21.7 per cent and in the Overseas markets including Australia, China and Singapore, sales rose by a third.

Summing up, Jonathan Browning commented, "2000 was another strong year for Jaguar, with a particularly good performance from Jaguar North America. It gave me great pleasure therefore that Mike Dale, the long standing President of Jaguar North America, who retired in 2000, was awarded a CBE in the New

Years honours list."

Jaguar press release, January 8, 2001.

Jaguar sets sales records in 2000 and prepares for further dramatic expansion in 2001

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BMW's Mini Cooper draws crowd, but will it sell?

By Madeline Chambers

Reuters News Service - January 11, 2001

BMW AG's Mini Cooper compact car drew a crowd when it was unveiled at the motor show in Detroit, but doubts linger as to how well it will sell in the U.S. The Mini, which the German luxury car maker hung on to after disposing of the Rover group last spring, will go on sale in Germany and the U.K. this summer. The U.S. Mini Cooper version will be available in the U.S. from spring 2002.



A higher performance model, the Mini Cooper S, will be unveiled later this year.

At the show, onlookers praised the Mini Cooper's spacious interior and the quality associated with the BMW brand.

Analysts reckon BMW aims to sell about 100,000 minis per year, with about 20,000 going to the U.S.

However, given that the U.S. auto market is expected to decline in the coming years and that the trend is for larger, relatively cheap cars, some analysts are sceptical about the Mini Cooper's prospects.

BMW said the Mini Cooper will go on sale for below \$18,000. "At around \$18,000, it's not cheap and I'm not sure if many people will be prepared to pay the premium," said one analyst looking at the vehicle.

But some analysts think there is demand for around 20,000 cars. "I think they'll be able to sell every one (Mini Cooper) they ship over," said Derek Humphrey, Manager of North American Forecasting at marketing information group J.D. Power and Associates. He noted that the maximum would probably be around 25,000 cars.

Marketing will be key, say analysts. BMW is looking to latch on to the retro image which has contributed to the success of Volkswagen's New Beetle, which with standard options is sold for around \$22,000. Some analysts say that the U.S. market also will be a challenge because the Mini has been absent from the U.S. for nearly 30 years.

BMW aims to draw young, affluent drivers aged 20-34 years as well as older Mini enthusiasts.

BMW has successfully tapped into the luxury segment of the U.S. market in recent years. In 2000, its U.S. sales rose 22.2 percent to 189,423 vehicles.

Experts broadly agree that BMW's market positioning will protect it somewhat from the auto market downturn.

"When there's a market downturn, the last buyer to be affected is the affluent buyer," said Humphrey.

BMW thinks that its brand authenticity is one of the keys to its success in the U.S.



The company said that the Minis would make up a family of cars and therefore would be a full and active brand.

"The trend is that the consumer looks for an individual car and so those with an authentic brand will fare better," BMW chief financial officer Helmut Panke told Reuters in an

interview earlier this week.

BMW has some 350 dealers in the United States and it will seek to sell the Mini Coopers through around 70 of them, concentrating on metropolitan areas.

The Mini is being built at BMW's Oxford plant. It will later be exported to Japan.

The North American International Auto Show was just concluding as this issue went to the printer. Hopefully, some OJOA member(s) will prepare a review with impressions for inclusion in the next issue. It is unlikely that this year will provide anything comparable to the unveiling of the Jaguar F-type at last year's show but the new Mini Cooper should be of interest to many British car enthusiasts. [GK]

X350 = Aluminium Jaguar

(Copy of an article by Julian Rendell appearing in a recent Popular Mechanics magazine)

Jaguar is going high-tech with an all-aluminium body for the XJ8 replacement, on sale in 2002. The British auto maker intends to leapfrog BMW, Mercedes-Benz and Audi with a combination of strong performance, improved fuel economy, roomy interior and a balance between sports handling and a boulevard ride.

"The car is a huge breakthrough," says a senior insider. The XJR's super-charged 4.3 litre V8 will produce an M5-matching 400 hp. The normally aspirated AJ-V8 will also be 4.3 litres in the X350, and will make 300 hp. Targets are 0 to 60 mph in about six seconds and a top speed of 155 mph, nearly the equal of the current XJR's performance. A 3.3 litre version of the S-types 3.0 litre V6 will make about 250 bhp.

The key element in Jaguar's and Ford Motor Co.'s plans for the new sedan, codenamed X350, is a featherweight body shell, which tips the scales at 440 pounds, about 110 pounds lighter than the aluminium Audi A8's body. The secret to the X350's lighter construction is its bonded and rivetted structure, which uses heat-cured aerospace adhesives to hold together pretreated aluminium sheets supplied by Canada's Alcan.

Because of the light body shell, Jaguar's engineers are heading towards a curb weight of 3410 pounds. And that is despite the XJ growing in length by about four inches for greater cabin and luggage space and crash protection.

The body shell has been crafted into a shape closer to the S-type than today's XJ. It's the last new Jag created under the late styling chief Geoff Lawson, who died last June. But the X350 will have a distinct look, with twin headlights surrounding a wide, short grill.

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April issue - March 16th

June issue - May 17th


August issue - July 17th

October issue - September 14th

December issue - November 16th

OJOA Members are invited to submit articles covering auto-related events, trips and any other activities that might be of interest to fellow members. These can be sent to the editor by regular or e-mail. A limited number of accompanying photographs can be scanned for inclusion with the text.

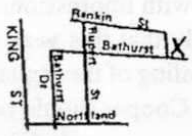
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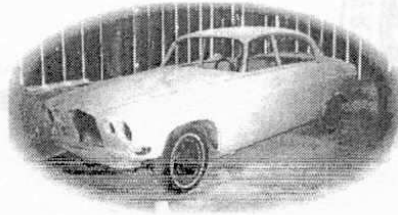


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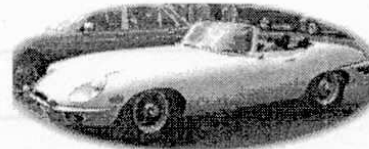
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3				<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor <input type="checkbox"/> Parts car	<input type="checkbox"/> Daily driver <input type="checkbox"/> Pleasure driving <input type="checkbox"/> Rarely driven <input type="checkbox"/> Under restoration <input type="checkbox"/> Don't ask

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