



# THE MARQUE



# AJS

## Newsletter

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[www.atlantajaguarsociety.org](http://www.atlantajaguarsociety.org)

July, 2017

### From the President

*By JP Summers, President*

Hello everyone. I hope this News Letter finds everyone well. I would again like to thank Erlinda McCabe for hosting our annual Pig Roast. If you missed it you missed a great event, great fellowship and terrific food. I for one look forward to this every year. Even the weather gave us a break no rain and in the temperature was in the low 80's. The only complaint I heard was "I think I ate too much". The only improvement I would recommend would be to bring in about 20 sofas for a nap after we eat. Ain't getting old great.

### Jaguar History 1922

To trace the birth of Jaguar, we go back to the northern seaside town of Blackpool, where a young motorcycle enthusiast named Bill Lyons, not yet 21, meets William Waimsley, who was building a stylish sidecar which he was attaching to reconditioned motor cycles.



Bill Lyons on a Harley Davidson

Young Bill Lyons immediately displayed the two traits that would be his greatest qualities for the next 50 years. His business acumen shrewdly spotted a good opportunity and his eye for style appreciated the attractive appearance of

a normally mundane creation. He felt there was great potential if production could be increased



to make the operation viable.

### Waimsley & Lyons

In September 1922, as soon as Lyons came of age, the Swallow Sidecar Company was formed with a bank loan of \$2,250. Humble first and second floors premises were obtained in Blackpool.

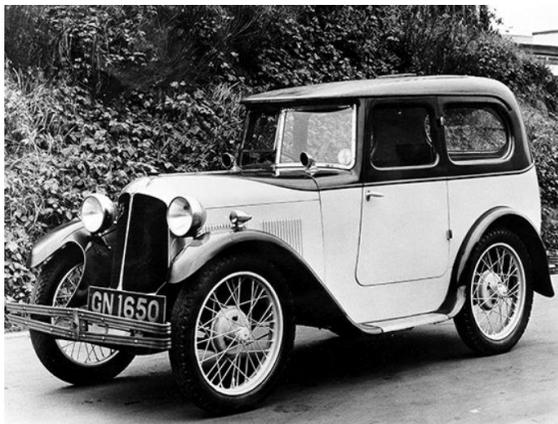


Austin Sevens outside the shop

Then in 1927 Herbert Austin introduced his baby car, the famous Austin Seven. Lyons saw another opportunity. He created a stylish two-seater body which was mounted on the Austin Seven chassis. An order for 500 was received from one of London's main garages. Production was started, at \$262.00 base price or \$277.50 for the same model with a hinged top. The little

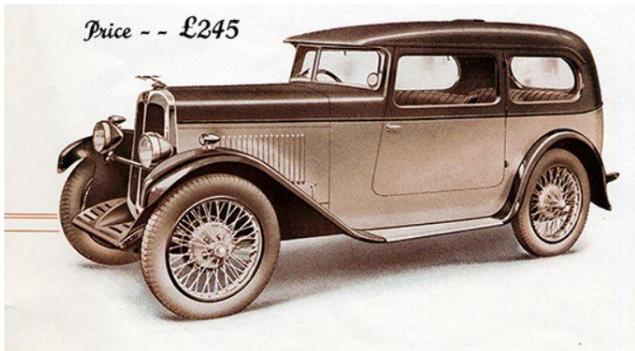
Austin Seven Swallow proved highly popular and the company introduced a Swallow body for the larger Morris Cowley Chassis as well.

The range increased significantly with the introduction of the Austin Seven Swallow Saloon in late 1928. At \$280 the Saloon was not expensive. With sales of the cars and sidecars continuing to increase, it was decided to move to the Midlands, the traditional heartland of British motor industry. Thus, the young company was moved to Coventry.



1928 Austin Seven Swallow Saloon

At the annual London Motor Show of 1929, three new Swallow models appeared for the first time. These were based on the Fiat Tipo 509A, the Swift ten and Standard Big Nine. Most important of these was the Standard for it was the beginning of a significant relationship, as we shall see. The body style offered a more extravagant treatment than the manufacturer's own product and an extrovert range of color schemes.



1930-33 Standard Swallow Saloon (cost in dollars \$367.50 or \$7.66 per month on a 48 month note o interest)

### **Please Note:**

A Pool Party was on the calendar for this month, this has been canceled.

### **Booth Museum Day Trip**

We will be traveling to the Booth Museum in Cartersville, GA on Saturday July, 15th. (501 N Museum Dr, Cartersville, GA 30120) The Museum has a special exhibit by Jacques Lowe called Creating Camelot. Jacques Lowe was John Kennedy's personal photographer. The exhibit covers the Kennedy family while John Kennedy was in office. Janet and Barry Morgan have already seen the exhibit and say it is very good. We will all meet at the Museum at 12:30 on Saturday the 15<sup>th</sup>. We will tour the Museum and then walk downtown for a late lunch.

### **July's Meeting:**

July's meeting will be held at Aldo's, 6690 Roswell Rd. Please attend this meeting as we are considering a move back to Aldo's from the Hudson Grill. We will vote on this, if you don't vote you don't get to complain. I am invoking a new "No Whining" rule in our by-laws, so please attend and express your views.

My best to everyone and be well. I look forward to seeing you in Cartersville and at the monthly meeting at Aldo's.

J.P.



### **Next monthly meeting**

**July 31<sup>st</sup>**

**Aldo's Restaurant, 6690 Roswell Rd  
Social hour- 6:00 pm, Dinner-7:00 PM**



### **WHAT IS IT??**

## **The I-Pace EV Is Coming!**

*Lew George, AJS Newsletter Editor*

*Controlling temperature is important for any car, but it is especially important for electric vehicles like the I-PACE Concept and the I-TYPE Formula E race car.*

In racing, effective thermal management means drivers can compete faster and longer out on track. For road cars such as the I-PACE Concept, drivers can gain up to 30 miles (or 50 km) more range between charges.

Within the I-PACE Concept, three temperatures all need to be controlled: the battery, the motors and the driver's cabin. The car's sophisticated thermal management system heats and cools all of these individually – and harvests energy from one to the other. So if heat is generated in the electric motor, this is used to heat either the interior or the battery, or both. Transferring heat energy in this way means that the battery is used less for heating, resulting in more of the battery's power being available for greater range.

### *I-PACE Concept | Thermal Management*

*"It's a very sophisticated system where we can shuffle around the heat generated among these three different sources." Dr. Wolfgang Ziebart, Jaguar Land Rover Technical Design Director*

In addition to harvesting energy produced by the car itself, the I-PACE Concept features a heat pump which draws in air from outside of the car and uses it to heat the interior. Energy from the outside air is pumped to a higher temperature using very little energy itself, even when the outside temperature is relatively low. This heated air is then fed into the driver's cabin, rather than using a conventional electric heater, which means less battery power is required for interior heating.

The impact of the heat pump is considerable. When the outside temperature is between 50°F and 59°F using the heat pump – rather than power exclusively from the battery – can extend the range of the I-PACE Concept by up to 30 miles (50 km).

[More here!](#)

*The most exciting thing about the I-PACE Concept is that it's been developed from the outset as a purely battery electric vehicle (BEV).*

Being able to put all those important electric vehicle components – motor, battery pack, wheels and more – just where we want them has opened up great opportunities.



Drawing on the same intensity, passion and skills as you'll find in the Jaguar FIA Formula E World Championship team, the engineers behind the I-PACE Concept opted for two compact and efficient synchronous, permanent magnet motors at the front and rear axles.

*"The right concept for an electric car is a flat battery pack underneath the floor and then two motors, one in front and one behind that pack. The rear motor is best for driving the wheels, while the front motor is best for recuperating energy." Dr. Wolfgang Ziebart, Jaguar Land Rover Technical Design Director*

Generating a combined 400 hp and 516 lb-ft of instant torque, 0-60 mph can be achieved in approximately 4.0 seconds.<sup>3</sup> That's genuinely breathtaking sports car-like acceleration with the all-surface benefits built-in from the all-wheel-drive, dual-electric motor approach.

[More Here!](#)

*"This isn't just a concept. This is a preview of Jaguar's first all-electric performance SUV that will be on the road in 2018. This will be Jaguar's first-ever battery-powered electric vehicle and opens a new chapter in the history of our legendary brand." Ian Callum, Jaguar Director of Design*

The I-PACE Concept allowed our designers the luxury of an uncompromised electric-only platform from the beginning. With a large battery pack between the wheels and motors on each axle, we had the opportunity to change the fundamental proportions of an SUV.

Firstly, with no engine to accommodate up front, the hood has no need to be as long as in cars with an internal combustion engine. As a result, the cabin can be pushed more towards the front of the car to give a purposeful ‘cab-forward’ look from the outside while creating much more space inside – giving rear passengers similar legroom to larger sized traditional SUVs.

This in turn allows for a bigger front windshield, which alongside the full-length panoramic glass roof, creates a greater feeling of space for all passengers.

“We agreed upon this ‘cab-forward’ design in the early stages, which really is key for the front part of the roof line, but also for the impression of space inside.”

*Dr. Wolfgang Ziebart, Jaguar Land Rover Technical Design Director*

Meanwhile, keeping the front and rear overhangs as short as possible and lengthening the space between the front and rear wheels – in order to house the larger battery pack vital to the car’s range (estimated range of approximately 220 miles on EPA test cycles) – gives the car a much more solid appearance on the road.



Despite this pleasing visual sense of solidity, the I-PACE Concept is aerodynamically excellent for its class. Features that help to achieve its 0.29 C<sub>d</sub> drag coefficient include the body’s curvy silhouette which lowers at higher speeds to smoothly cut through the air; door handles that stay flush with their panels and only deploy when needed; and cooling inlets that shut off when not required. There’s also a large aero-optimized air channel from the front grille to the base of the front windshield – similar to that of the Jaguar C-X75 concept car – which improves airflow when air does need to find a way through.

What is perhaps less known about aero efficiency is that the shape of the back of the car is at least as important as the front. To that end, a slim rear spoiler reduces lift; the rakish angle of the rear window is aerodynamically beneficial (while still able to boast 18 cubic feet of luggage

space underneath); and the rear vents – where the exhaust pipes would be on a normal car – channel turbulent air from the rear wheel arches into better shape behind the vehicle.



These are just a few of the ways in which the superb aesthetics of the I-PACE Concept contribute to the car’s aerodynamic efficiency. It is this efficiency that helps to retain as much battery power as possible to extend the car’s range.

[More Here!](#)

[Beautiful Interior!](#)

**(ED: And Alan Talbot said electric cars were just a fad!!)**



**Don’t forget Your Annual Dues is Overdue Now!**



**JAGUAR SOCIETY MEMBERS**

All you need to know and more!

*By Sheila Brower, Health & Hospitality Director*

- Joel & Maryanne Blackford are going to Norway in a couple of weeks to celebrate their

**60<sup>th</sup>**

Wedding Anniversary! Wow....congratulations to you two that is such an accomplishment to be proud of! Hats off to you both!

- Don & Marlene Hart will be celebrating their wedding anniversary on August 1<sup>st</sup> but not their 60<sup>th</sup>. Congratulations to you two also!

- J.P. Summers said they are excited as their oldest daughter got a job and will be moving out

of the house! She is going to work for IHeart Media which is the “leading global media and entertainment company specializing in radio, digital, outdoor, mobile, social, live events and on-demand entertainment” (per my search.) Their daughter received her degree in marketing and it is now going to pay off for everyone!

- Erlinda McCabe had a wonderful Pig Roast at her house again this year! Thank you Erlinda! I talked to a few of our members and there was some confusion on the date. They showed up on the wrong day but made “lemonade out of lemon” and all went out to dinner and had a good time. They were all missed!

- Wayne Harris just returned from Bermuda where he went to the America’s Cup Races. Then he and Malinda went to Nashville to visit their grandson and have plans to return the first week of July to celebrate their grandson’s birthdays...they are 8 and 10. At the end of July, he is going to Montreal to attend the Formula E Prix (electric Formula cars.) Jaguar has a team who support the Formula E too. Sounds as if Wayne and Malinda are enjoying life with family!

- Fran McNair is taking her family to Fort Morgan...her daughter, granddaughter and two great granddaughters. They are going on the 9<sup>th</sup>. I know Fran will have a great time...does she ever not have fun no matter where she is? We certainly enjoy her!!!!

- Doug and Becky McDougal are taking an Alaskan cruise. On July 20th, they will be flying to Juneau where they will pick up their small ship of only 200 passengers and head off for their cruise! We hope you will bring us some pictures to show at one of our meetings...sounds exciting!

- Lew George said his sister, Lynn, is doing well after having knee replacement surgery. Glad she is doing better as knee surgery could not be fun for her!

- Paul Immerman & Ellen Mashnick were in Monaco for the Formula 1 Grand Prix and from there they went on to Rome! Sounds like a great time and something I would love to do! Who wouldn’t, right? And Paul found this in Monte Carlo:

1931 XL R Jaguar!



- Steve Unti said his daughter, who was called our “Club Mascot” in the “80’s,” is now the Director of the Alumni Annual Fund at Converse College in Spartanburg, SC. I can imagine a number of our members have a difficult time seeing her as old enough to be in this position...time has a way of doing that! Where does it go?

- Paul & Sheila Brower ....we are still very busy, but at least we are home for a few weeks and this is good! We hope to be at our meetings for a couple of months at least!

### THOUGHTS AND PRAYERS

- Dick Thyer said he was in the hospital for three days last week. He had kidney stones and some other complications, but the kidney stones caused him a great amount of pain...sorry Dick, and hopefully you won’t have this happen again! You were told this is the type of pain women experience in delivery and all I can say is “bless your heart!”

I had no idea about Dick but I am asking that you please contact me when you know of a member who is ill or needs us so I can call, send a card or flowers. My cell number is 770 355-5735..call or text or email me at [sheilabrower@bellsouth.net](mailto:sheilabrower@bellsouth.net) .

Bless you my friends!

Sheila Brower  
Health & Hospitality Director

# Erlinda's 2017 Pig Roast



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## The Jag That Was Meant To Be!

*By James Strickland*

For my first date with Billie Leonard, I invited her to go with the Atlanta Jaguar Society to Wolf Mountain Winery in the spring of 2010. I am convinced the only reason she went out with me was because the date included the Jag club and the winery. In fact she initially turned me down but said she felt bad and called me up the next day and told me it was my "lucky day". Translation-- it was a nice enough venue and it was a pity date. We drove up in my 71 V12 E-Type convertible with six weber carburetors, which is a true joy to drive as the six carburetors add about an additional 100 horsepower. However, after breathing gas fumes from the six carburetors the entire trip, she was anxious to get out of the car when we got there. When we arrived, there was a silver XKR convertible parked with the top down. Billie immediately made a beeline for it and asked to have her picture taken with it. So its owner, who turned out to be Lew, did indeed take a picture and sent it to her.

Fast forward seven years and Billie whose 2002 Toyota had just turned over 200,000 miles, decided that it was finally time to buy a new car. Being from Detroit, Billie's father used to work

for Cadillac and she decided that she would get a new Cadillac. I told her that I knew how to make her a millionaire. Just give me two million dollars and I would go out and buy brand new cars and in 5 to 10 years she would be a millionaire.

I told her that I thought it made a lot more sense to buy a used car with the lowest miles she could find. As I liked the XK8, I was looking around for a used XK8.

I spotted a 2002 XKR on eBay in San Diego with 25,200 original miles. We were already planning to go to San Diego in August and go up the coast to Carmel for Monterey Car Week and the Pebble Beach Concours. So if we bought it we would certainly save car rental charges!

It was a great looking car in silver with a cream interior and black top and beautiful wheels. It had a buy it now price of \$14,999. I called the owner who happened to be a lady and she had bought the car new. I thought I would maybe be able to buy the car for about \$12,000. However, considering the low miles, she did not want to sell it for anything less than \$14,750. While I'm talking to her on the phone, the phone beeped and she said "Oh that's a guy here in San Diego who called me yesterday and wants to come over and test drive the car". We talked a little further and the phone beeped again and she said "Oh well I've got to go and give him directions over here" and she hung up. I decided that this car was too nice with too low miles to lose it over \$200 so I hit the "Buy It Now" on eBay. So while he's driving her way and she's giving the guy directions, she glances over her at her computer and it says "Sold". She reported the guy was quite upset and I responded that he had the same opportunity that I did.

The car was extremely nice looking and I decided I would send a picture over to Lew for possible consideration as car of the month in the newsletter. He immediately responded back by email that he loved it and it was identical to a car that he used to own. I called Billie and told her about the car and sent her a picture and told her what Lew had said. The next morning she sent me over a picture of her standing by a car exactly like the one we just bought. It was indeed Lew's former car, the one that she had stood beside at Wolf Mountain on our first date 7 years ago. I

had forgotten all about the picture as it was so long ago. She informed me that she had all the pictures of our first date developed and they were on my coffee table in my living room. So I went looking for them and amazingly produced the picture of Billie standing by the silver XKR convertible.

Meanwhile, after 40 Years of talking about it, I had threatened very seriously this year to take my 67 XKE convertible and drive across the country and along the coast of California.

However a number of people expressed their concerns about my making it in a 50 year old car. I started to have visions of me sitting on the side of the road in the middle of nowhere in 100 degree weather and nobody coming by for days.

Now we'll be able to sight see California in a Jag and take the most indirect route possible back to Atlanta. Billie is all the time saying things were meant to be and that seems to work just fine when things are going well. But I would remind her that when bad things happen, perhaps it wasn't meant to be. Nonetheless this was quite an amazing coincidence and I have to admit that perhaps this was "The Jag That Was Meant To Be".



Billie's new Jaguar XKR



Billie next to Lew's Jaguar XKR

## 592-hp Jaguar XE SV Project 8: Meet Jag's Monster Sports Sedan

*Lew George, AJS Newsletter Editor*

The theory behind the Jaguar XE SV Project 8 shouldn't astonish anyone: The British manufacturer has taken the all-aluminum XE, its smallest sedan, and dropped in the most powerful version of its supercharged 5.0-liter V8.

But see Project 8 in its aluminum and carbon-fiber skin, and it seems almost unbelievable; it's a track-focused all-wheel-drive sedan that makes 592 hp, can crack 0-60 mph in 3.3 seconds and is good for 200 mph. The aggressive bodywork and stance mimics a touring-car racer, and some markets can even specify the four-door with a rear rollcage instead of rear seats, though not in the U.S.



Just 300 examples will be hand-assembled from March 2018, with U.S. pricing yet to be confirmed. However, the UK sticker of £149,995 (\$192,755) pitches it slightly above the McLaren 570S in its domestic market, which sells for \$188K. It won't be cheap.

Project 8 follows the F-Type Project 7 (inspired by D-Type and referencing Jaguar's seven Le Mans wins) out of Jaguar Land Rover's Special Vehicle Operations, founded three years ago. Boss John Edwards acknowledges SVO could have probably sold 400 units of Project 7 rather than the 200 actually produced, but the success of the esoteric, limited-run model has encouraged SVO to push its successor to even greater extremes.

"Jaguar has always had a high level of duality," says SVO director Mark Stanton, "but Project 8 is much more single-minded. For the first time ever, lap time is a key target." Right now, that target is known only to SVO, but smashing the BMW M4 GTS' 7 minute, 28 seconds lap of the Nürburgring Nordschleife is surely a must.

Insiders describe the Project 7 F-Type as a design-led exercise, which engineering helped to realize. Project 8 has seen a more integrated approach between the two departments from the outset. An incredible 75 percent of Project 8 is said to be new compared with existing XEs (including the V8 engine, which hasn't yet found its way into other variants). Of the exterior, only the series-production car's front doors and roof panel are retained.



The carbon-fiber front fenders are flared 0.7 inch per side to cover 265-section Michelin Cup 2 tires, the rear arches are extended 2.2 inches and there are race car-like cutaways to the lower arches. The vented hood, front and rear bumpers, side skirts and rear diffuser are all carbon, too. An adjustable carbon-fiber rear wing sits on CNC-milled aluminum supports, the front splitter can be manually extended, and even the under-floor is flat. With weight quoted at 3,847 pounds, Project 8 is no lightweight, but the new panels and wings are tailored to improve aerodynamics, and Jaguar quotes a 205 percent reduction in lift, with 269 pounds of downforce at 186 mph.

The ride height is adjustable by 0.6 inch on stiffer springs and updated, continuously variable dampers, and there are new billet-machined knuckles, adjustable upper control arms for customizable camber settings, and the rear subframe is solidly mounted to maximize chassis responsiveness. Project 8's 20-inch forged alloy wheels employ F1-style silicon-nitride ceramic wheel bearings and are shod with huge 265/35ZR-20 front and 305/30ZR-20 Michelin Cup 2 tires at the rear. The XXL rubber necessitates swollen wheel arches but also the need to move the headlamps forwards by 0.6 inch. Carbon-ceramic brakes are standard, evolved from those available to F-Type buyers but larger at 15.7 inches front, 15.6 inches rear.

During our preview at SVO, Jaguar played a brief audio clip of Project 8 in action. It revealed

a significantly different soundtrack compared to other V8-powered JLR products, with a deeper, sharper bark from its titanium quad exhaust tips and a pronounced supercharger whine that borders on aural violence. The V8's previous maximum of 567 hp has been boosted to 592 hp thanks to recalibrated software, a modified intake system and the lightweight titanium exhaust with quad 3.5-inch outlets. Cooling, too, is updated to cope.

Jaguar describes the all-wheel-drive system as being far more rear-biased than even the F-Type SVR, itself more rear-biased than other all-wheel-drive Jaguars. It employs an electronically controlled rear differential and revised driveshafts, and the press pictures suggest large drifts are still on the table.

Inside, front seats are fixed to magnesium seat frames, while the rears accommodate two passengers only and offer greater support than the standard three-person rear bench. Alcantara is on the instrument panel and door casings, and Jaguar has switched from the standard car's rotary gearshift controller to the more performance-focused pistol-grip shifter used in the F-Type, with aluminum paddle shifters fixed to the steering wheel. A 10.2-inch touchscreen infotainment and Meridian audio system is standard, and a 12.3-inch TFT display in the instrument panel sets it apart from other XEs for the time being.



Project 8 makes its debut on Friday, June 30, running up the Goodwood Hill at the Festival of Speed, just as Project 7 did before it. A more accessible XE SVR with V8 power may well follow. "We'll know on that in the next 12 months, but it's not in the plan right now," says Edwards. With the F-Type Project 7 gaining in value since its launch, it might be best to get your hot XE right now.



### Car of the Month

Billie Leonard's 2002 XKR with 25,000 miles!  
James Strickland found it for her in San Diego, CA



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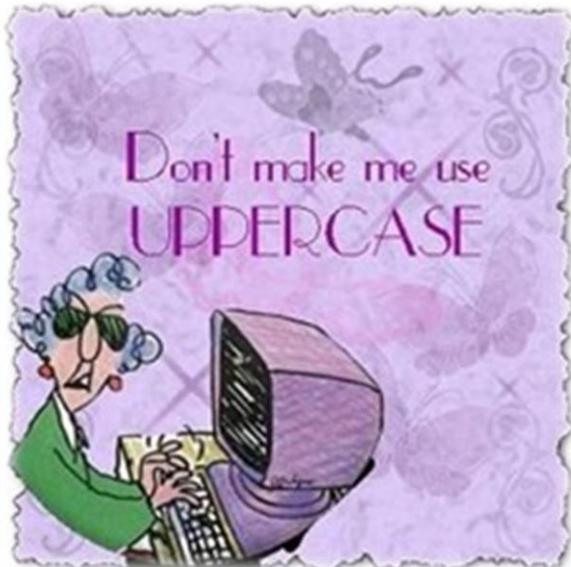


## Event Schedule for 2017

- January –  
February – 11<sup>th</sup> Valentine Brunch  
March – TBD -Tech Session  
April – 10-12 – Amelia Island Concours  
20-23 – Walter Mitty Road Atlanta  
30<sup>th</sup> - British Motor Car Day (Roswell)  
May – 20<sup>th</sup> - Gibbs Gardens Day Trip  
June – 25<sup>th</sup> - Pig Roast, Erlinda McCabe  
July – 15<sup>th</sup> – Booth Museum  
August – TBD – Lake Party  
September – 29<sup>th</sup> – Pre-Concours Dinner  
30<sup>th</sup> – AJS Concours  
October – 12-14 – JCNA Concours  
28<sup>th</sup> – Thyer's Halloween Party  
November – 3-5 Hilton Head Concours  
11<sup>th</sup> – AJS Christmas Toy Drive  
December – 10<sup>th</sup> – AJS Christmas Party



## Kartoon Korner



## Atlanta Jaguar Society

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Deceased

The AJS Newsletter is published monthly except December and is emailed free to all Society Members. For mail delivery send request to:

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Submissions for publication should be supplied to the Newsletter Editor by email or in other electronic readable form by the 1<sup>st</sup> of the month. Material is subject to editorial revision and may express the sole opinion of the submitter.

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