



THE MARQUE



AJS

Newsletter

Vol. XXXIX, num. 6

www.atlantajaguarsociety.org

June, 2018

From the President

By Judy Scarborough, President

WOMEN IN THE AUTO INDUSTRY #5 BERTHA BENZ

This is one of my favorite stories in the series! Bertha was married to Karl Benz and had five children. Karl had invented a machine they called a "motorwagon", but he had never pursued marketing it, and they were facing financial ruin after pouring a lot of money into the machine.

So, sick with worry and really mad at Karl for not moving forward, in 1888 she packed up her two teenage sons and hopped in the vehicle to go visit her mother 66 miles away. She had not told Karl she was going on the trip, but sent him a telegraph after she arrived at her mother's house.

Being an engineer herself, Bertha noticed the brakes were not working as well as they should, so she consulted a blacksmith, and had the idea to invent "brake linings" which are the great-grandmother of brake pads and shoes.

In 2008, the Bertha Benz Memorial Route was designated as a route of the industrial heritage of mankind, as it follows Bertha's path during the world's first long-distance journal by automobile. It is now possible to follow the signs indicating her route from Mannheim via Heidelberg to Pforzheim (Black Forest) and back.

The club would like to thank Erlinda for yet another wonderful Pig Roast, and thanks to everyone who attended. True to form, it rained, but that didn't dampen the group's enthusiasm (or appetite!).

Plans for a July 4th party have been cancelled. As soon as another activity is confirmed we will let everyone know.

I hope everyone has a happy and safe 4th!



ERLINDA'S PIG ROAST !







JAGUAR SOCIETY MEMBERS

All you need to know and more!

By Sheila Brower, Health & Hospitality Director

Mary Ann and Joel Blackford are back from their daughter Lara's wedding. It was a beautiful and joyful occasion at Red Top Mountain in Cartersville, Ga. Congratulations to the Newly Weds. They will be going to Chicago on July 6th to the 12th to celebrate Mary Ann's birthday, and then to Brasstown Valley Lodge on July 3rd to celebrate again. Happy Birthday Mary Ann!

Randy Shaw will be going to Winston Salem, N. Carolina to visit his brother Allen and his nieces and nephews for five days. Then he will be going to celebrate the 4th of July with his Mother-in-law and family in Norcross, Ga.

Del Champion will be going to car shows in Sapphire, N. Carolina and playing golf with

friends and will be back on July 4th. Sounds like a fun way to celebrate the holiday.

Rick Duff will be going to Dallas on July 27th to "hang out" with his sister Brianne who owns a restaurant. On October 20th, he is going to San Destin, Florida to see his sister get married. What a sweet brother you are Rick. On August 20th, he is going to Youngstown, Ohio to his 50th high school reunion. There were 700 people in his class. Class reunions are always fun, who are all those "old" People?

Fran McNair mentioned that she has been a member of the Atlanta Jaguar Society since 1978. This is 40 years! Congratulations Fran, and thank you for your loyalty and service to the club. Fran is planning a cruise to the British Isles with her daughter Sherri. They will be going from London to Ireland, to Norway and then to Switzerland. Take me with you! This sounds like a great trip. She is already thinking about next year; maybe Portugal and Monte Carlo. You have to plan ahead for cruises.

Judy Scarborough just got back from the Cloisters at Sea Island, just north of St. Simons. She was there for a week with a friend, just relaxing and enjoying the beautiful weather and sights and shopping of course!

Don and Marlene will be celebrating another BIG NUMBER anniversary on August 1st. They are planning to visit our oldest and dearest friends George and Gerry who are also celebrating a BIG NUMBER anniversary. They live in Sylva, N. Carolina so we are then heading to Harrah's to win BIG at the slots, haha.

Lew George was hit with a bout of arthritic sciatica and now we can call him "Hop-A-Long Cassidy"!!

BIRTHDAYS!

July birthdays:

7/3 Maryanne Blackford

7/14 Fran McNair

7/22 Rita Anderson

Sheila Brower,
Health & Hospitality Director

*Submitted in Sheila Brower's absence by
Marlene Hart, AJS Secretary*

Festivals of Speed at Avalon

By James Strickland

Festivals of Speed had 200 exotic and vintage cars on display on Father's Day June 17th at Avalon. In the middle of it all at the Center Green at Avalon was a display and recreation of the Royal Wedding Reception Jaguar.

After The Royal Wedding, Harry and Meghan got into a beautiful silver blue Jaguar E-Type convertible to drive to the reception.

At the Festivals of Speed car show at Avalon, James Strickland and Catherine Zahos reenacted that scene. James was in a tuxedo and Catherine was resplendent in a long white gown reminiscent of the one that that Megan wore. Catherine also wore at times a beautiful tiara and hat. They stood beside James's beautiful silver blue Jaguar E-Type convertible exactly like the one the Royal couple drove.



Festivals of Speed had its first show ever in Atlanta last fall at Avalon and out of 200 Cars present James's silver blue 67 Jaguar E-Type convertible won Best in Show. Also in the center green were two other of James's very historic E-Type cars as well. One was a 1961 E-Type convertible, serial number 006. It is the 6th ever made and the oldest restored left-hand-drive E-Type convertible in the world. The other was a 1971 Jaguar V12 E-Type convertible serial number 0005. It is the 5th V12 convertible made and the first one brought into Atlanta. It still has the jaguar dealer Baker Motors emblem below the left bumper.

James had a picture of the Royal Couple standing beside the silver blue jaguar blown up and framed. He also had the front and rear license plates that they had on their car duplicated. The license plates were "E190518"

for E-type and the English nomenclature of their wedding date May 19, 2018.



The Jaguar used to drive to the reception had been converted to electric power by Classic Jaguar in England. This was done without any modifications to the frame or body of the car. Jaguar explained that this would ensure that if in the future there is only electric power available, that we can still drive our classic cars. For the purest, the conversion is totally reversible. Enzo Ferrari called the Jaguar E-type the most beautiful car ever made James has owned his silver blue E-Type Jaguar for 45 years. He calls it his time machine and fountain of youth. He says driving it transports him back to when he was 18 and elicits all the feelings that he had when he bought his first Jaguar. He explained that he had good taste way back then that had now been confirmed by the Royal Family!

A google search for "Royal Wedding Reception Jaguar youtube" will pull up the scene of the Royal couple and the car.



2019 Jaguar I-Pace EV first drive: Recalibrate your expectations

Lew George, Newsletter Editor

Jag's well-executed electric debut leaves all the other established luxury marques playing catch up!

(SEE THE I-PACE GALLERY FOLLOWING THIS ARTICLE)

To call the 2019 I-Pace the Future of Jaguar is to take an unnecessarily restrictive view of what the future could look like. Note that Jaguar's all-new, all-electric vehicle will begin arriving in dealerships around the same time deliveries of the snarling supercharged XE SV Project 8 begin; hopefully, this unlikely coexistence is a sign of things to come.

But the I-Pace is certainly a big *part* of Jaguar's future. It's a different look, and a totally different feel for the marque: Cutting-edge, silent, yet still completely confident.

Of course, there's some token simulation here and there if you need something familiar to grab on to as Jaguar leaps forward. The I-Pace offers two regenerative braking modes (one mode lets you do most driving with just one pedal; the other is less aggressive), the ability to turn on a simulated idle creep (such as you'd experience on a car with a traditional automatic transmission) and an adjustable soundtrack complete with fake engine note (who are you trying to fool, anyway?).

Likewise, the car has some futuristic angles, but the overall look is still firmly rooted in Jaguar's current design language; probably for the better, it doesn't scream science experiment. During a walk around presentation, designer Wayne Burgess explained its familiar look: Though the packaging simplicity of an EV powertrain gives designers unprecedented freedom, the I-Pace did need to be instantly recognizable as a Jaguar -- which is why it got the family face and the requisite big black grille even though there's no engine behind it to cool.

It's a safe, if understandable, stylistic choice. As is -- perhaps surprisingly -- the interior, which also comes off largely as standard-issue JLR. Visually and tech-wise the dashboard and center console are less spaceship and more Range Rover Velar, right down to the small secondary touchscreen between the climate control knobs.

The I-Pace plays it a little looser when it comes to its profile: The car adopts a "cab forward" configuration and a Coke bottle belt line, (very) loosely borrowed from the C-X75 concept, which lend it a silhouette that's tricky to pin down. Is it an overgrown hatchback? A tall-ish wagon?

Yet another take on the perpetually puzzling crossover coupe?

Whatever it is, it's about a size class bigger on the inside than it looks like on the outside. In addition to a good amount of usable luggage space, including a cute little cubby up front where you'd normally find an engine, the rear seats actually feel more comfortable than the

stated 35 inches of second-row legroom would suggest. If nothing else, expect our electric future to come with plenty of interior volume standard.

It helps that none of the important mechanical bits intrude on the cabin space. At the front and rear of the car are the two drive units -- cylindrical assemblies, roughly wastebasket-sized, each made up of a permanent magnet electric motor, a synchronous single-speed transmission and a differential -- and between them and below driver and passengers, the 432 cells of the I-Pace's 90-kWh lithium-ion battery.

Jaguar claims the pack provides 240 miles of range, although your actual results will vary depending on your driving style (after about two weeks of driving, Jag says, the car will have learned your habits well enough to give you a more precise estimate). Charging the battery from 0 to 80 percent can take as little as 40 minutes on a 100-kWh commercial DC charger, but a 230-volt domestic AC charger will take roughly 10.1 hours to return to 80 percent -- and 12.6 hours for a full 100-percent charge.

If you're looking for maximum all-electric range, the I-Pace isn't for you: Tesla currently claims a range of up to 295 miles for the Model X 100D, 335 miles for the Model S 100D and 310 miles for the Model 3 Long Range, thanks in part to their larger batteries.

Jaguar may trail Tesla to the electric party, but it did manage to beat all of the other established luxury players to market with a clean-sheet EV -- an impressive, and somewhat unexpected, feat. And the resulting vehicle is so good that you don't have to be an eco-fanatic or tech geek to appreciate it.

The Execution

Over two days of driving in Portugal's sunny southern Algarve region, I put a series of I-Paces through their paces on a surprisingly wide range of terrains, racking up a considerable number of kilometers in the process.

And, by design, I never got close to draining the batteries. Needless to say, Jaguar engineered range anxiety out of this test drive. If any of us had run out of juice, or strayed so far off the

designated drive route as to put ourselves in jeopardy of doing so, helpers in F-Paces would have doubtless blasted over the dusty hilltops to save the day.

So I can't tell you what it's like to pull into a remote hamlet on fumes, or whatever the electrical equivalent might be, only to find that the sole charging station is out of commission. Doesn't sound like fun.

Do know that, even if you don't have internal combustion-powered cavalry backing you up, the I-Pace does its best to help you make the most of its batteries. Features like cabin pre-conditioning use shore power to heat up or cool down the car before you unplug and hit the road, and the navigation system helpfully indicates estimated charge at certain points along your journey so you'll have some sense of whether you'll make it -- or whether you'll have to top off at the nearest midroute charging station. These don't solve the range issue, but they help.

It's tough to say what you'll notice first in your first few moments behind the wheel of an I-Pace, but I'd bet it's going to be either the stunning silence -- with no engine to mask them, the creaking of the suspension and other mechanical sounds become subtly audible -- or the torque.

Four and a half seconds to 60 is quick for a crossover, or whatever this thing is, but the numbers don't do a good job conveying the peculiar feeling of quickness you experience in an EV. Something about the utter lack of drama with which the I-Pace can consistently put its 512 lb-ft of torque down to the road messes with perception, especially with the fakey engine noise disabled. The higher brain knows you are accelerating, but the more primitive and gasoline-corrupted part knows *real* acceleration is accompanied by at least some sound and fury.

By the time you've worked through the disconnect you're going to find yourself moving at a pretty good clip.

Sooner or later, once we've all recalibrated our expectations, this is going to feel normal and boring, and we'll long for the idiosyncratic power bands and peakiness and inefficiencies of different types and brands of internal combustion engines. I am still not sure how one electric car

will differentiate itself from another; so far, they're all quick in more or less the same eerie way (the exception being the gleefully violent launches of Ludicrous Mode-equipped Teslas). For now, though, punch that accelerator and enjoy the magic carpet ride rush.

The Autódromo Internacional de Algarve being in the vicinity, Jag saw fit to give us a few laps on the track. But first, the automaker threw in a short stint of off-road driving. An I-Pace owner is about as likely to use their car to ford streams and climb up and down steep gravel trails as they are to take it out for a spin on a FIA Grade 2 circuit, but the point is, they could do either or both. Approach and departure angles aren't exactly Wrangler Rubicon-like, nor is water fording depth (19.7 inches) or ground clearance, but there's something very zen about zero-emissions off-roading; the loudest sounds you're likely to hear are the splashing of water or the calculated slipping of tires as the car's all-wheel-drive system searches for traction. Surely there's a Range Rover built on this platform in the works.

The time on the track (in a fresh batch of juiced-up I-Paces) confirmed what the on-road driving suggested: The I-Pace is a surprisingly well-balanced and precise car, stable under acceleration and hard braking and very flat through corners. Though the air-ride suspension hides it mercifully well, Jaguar says it is the stiffest car it's ever built, and while it's heavy at nearly 4,800 pounds that weight is evenly distributed front to rear and located way down low.

Before sending us out in the I-Pace, Jaguar had us take a few laps in a four-cylinder F-Type -- ostensibly to do sighting laps of the challenging 17-turn circuit, but also to drive home the I-Pace's unbeatable torque advantage. It was no contest; the ample electric punch, never more than a right-foot jab away, helped make up for any deviation from the correct racing line. Balancing the use of regenerative and conventional brakes prior to corners was tricky, but hey, this is new tech; there's going to be a learning curve. That's part of the fun.

Interestingly, the track is one place where the synthetic engine note comes in handy. Since you can't afford to stare at the speedometer, you

come to depend on the changing pitch of the engine as a proxy. Basically, you just need *something* to serve as an auditory reference point. The rising, quavering pitch of I-Pace's faux exhaust tone (nobody at Jaguar seemed to know what sound, exactly, it was trying to simulate) did the trick. I largely kept it switched off while on the road.

The Takeaway

Beyond being a very pleasant car in its own right, the I-Pace feels like the start of something. Maybe this is the moment electric vehicles begin to lose their Silicon Valley sheen -- and stigma -- and begin to really work their way into the mainstream.

Yes, it's expensive, but that's why it might work: Unlike the Chevrolet Bolt or Nissan Leaf, which would make perfect sense for the everyman if not for their edge-case limitations, its target audience can afford to keep a few vehicles in the garage. This is an addition that requires no additional trips to the gas station. There is a certain luxury in that.

It's also a test, of sorts. Tesla buyers want a Tesla, and that means going electric. The I-Pace will have to make its case to Jaguar buyers who don't necessarily know (or care) how good the electric driving experience can be.

Frankly, after driving the I-Pace, and assuming battery capacity continues to improve and the charging network expands -- two monumental assumptions -- I wouldn't be upset if the Jaguar we know a decade hence were to produce only gnarly V8-powered hero cars and, on the flip side, a range of silky smooth electric vehicles. Would the total disappearance of ever-smaller, ever-higher-strung four-cylinders from the luxury market really be such a tragedy?

But that's years away. You can buy the I-Pace now, or at least very soon. I won't tell you that it will do everything you could ever ask of a comparable gasoline-powered car; it won't. For many potential buyers its 240-mile range will remain a significant hurdle, whether mental or actual, to its adoption. Especially when its \$70,495 entry price will buy you a whole lot of F-Pace, which would be handier, should you decide to reenact Cannonball Run.

So, if you don't make the I-Pace the only car in your fleet, consider it a fresh, distinctive, practical addition to it. Something to park next to your Range Rover -- an intriguing alternative for the daily commute, or running errands around-town, or a nice afternoon drive out into the country ... anything that isn't an all-out road trip, really.

But don't be surprised if, after you've settled into the rhythms of the electrified life, you find that your alternative has somehow wound up your mainstay.

On Sale: Mid-2018

Base Price: \$70,495

Powertrain: Two permanent magnet electric motors; single-speed transmission; 90 kWh battery.

Output: 394 hp @ 4,250 rpm; 512 lb-ft.

Curb Weight: 4,764 pounds.

0-60 MPH: 4.5 seconds.

I-Pace Gallery









Jaguar Now Has The Fastest EV...On Water

Lew George, Newsletter Editor

Jaguar Vector Racing breaks electric powerboat speed
record

Hardly a few months go by without a new EV record of some kind, but most of them take place on land. Jaguar is ditching terrestrial restraints even as it launches its first electric vehicle, and has now contributed its battery-electric expertise to electric powerboats.

Built over the course of 12 months by Jaguar Vector Racing in a partnership with Williams Advanced Engineering, the V20E was piloted by Jaguar Vector co-founder and technical director Peter Dredge to an average top speed of 88.61 mph in a series of runs along the 1 kilometer-long Coniston Water course in Cumbria, U.K. That speed was enough to pretty much *demolish* the previous record of 76.8 mph set by another electric powerboat in 2008.



"Jaguar is at the forefront of electrification technology and our mission is to 'Race To

Innovate' on track and on the water," said Mark Cameron, Director of Experiential Marketing at Jaguar Land Rover. "Thank you to the whole team and our technical partner Williams Advanced Engineering for successfully transferring the technology we are using in Formula E with Panasonic Jaguar Racing from race car to powerboat."

The V20E still has plenty of work to do setting other records and benefiting from the combined expertise of Jaguar Vector and Williams Advanced Engineering. But we can't help but wonder if this can be applied to pleasure craft -- just about any small outboard boat is loud enough at full throttle to scare away fish for miles. EV records are nice, but there is a consumer need out there as well if a certain price point can be met.





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Event Schedule for 2018

January –

February – 10th - Valentine Brunch
23rd – 25th – Boca Raton Concours
d'Elegance

March – 8-11 – Amelia Island Concours
17th - St. Patrick's Day party

April – 27-29 – Walter Mitty Road Atlanta

May –

June – 10th - British Motorcar Day
16th - Pig Roast, Erlinda McCabe

July –

August – 25th – Lake Party

September –

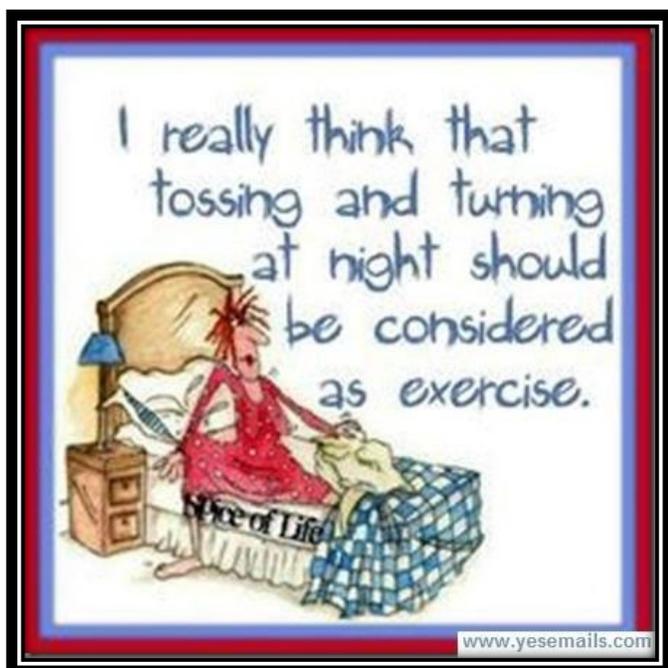
October – TBD – AJS Concours d'Elegance

November – 3rd -5th - Hilton Head Concours

December – 9th – AJS Christmas Party



Kartoon Korner



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

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