



THE
MARQUE



AJS

Newsletter

Vol. XXXX, num. 2

www.atlantajaguarsociety.org

March-April, 2019

From the President

By Judy Scarborough, President

AJS is promoted as a more social car club, rather than a strictly serious technical club. That is not to say we don't want our cars to be in tip-top condition, but we want to enjoy the drive and the destination. This beautiful weather we're having now is perfect "riding around" weather, so we have a few good activities scheduled.

Those of us who participated in the March 30th overnight trip to Andersonville and Americus thoroughly enjoyed ourselves. The weather was beautiful and we travelled the back roads to Andersonville, going through some cute little towns we never heard of and having lunch at a local sandwich shop. The Windsor Hotel in Americus is a beautifully restored and maintained Victorian hotel, with delicious food and service. If reading this makes you wish you had participated, then read on:

Our next overnight trip will be to Cherokee NC June 22-23. In addition to the casino, there are many shops and restaurants and an Indian Museum. I'm hoping we will have a large turnout for this event.

Please consider becoming more involved in the club by agreeing to be an officer when we have elections in November. If you've been dissatisfied with some of the activities or functions of the club, this is your chance to present your ideas and strive to make it the club you want it to be. Right now, we could use a secretary to replace Marlene Hart. Because AJS is a registered corporation we must keep records of our meetings, and the secretary is vital for that

function. Please let me or any officer know if you are interested.

We **will** have a meeting Monday, May 27, and I hope to see you there!



JAGUAR SOCIETY MEMBERS

All you need to know and more!

By Sheila Brower, Health & Hospitality Director

- Rick & Rebecca Duff were with us and, when asked if they had any news, Rick said he is having a birthday next week (03/04) so HAPPY BIRTHDAY RICK!!!! Hope you and Rebecca has fun celebrating. It was great seeing Rebecca...she looked beautiful!!

- Ed Chellino said as Director of New Members has been in touch with several potential and new members. We need to help him in every way possible. We have seen great example of how leaving a flyer on a Jaguar can bring in members. If you don't have a flyer, contact Ed.

- Robert Kleiner had a large tree take out his two decks and the glass sliding doors on the 24th. If you don't remember, we had major winds and can certainly see how this could happen. He took pictures to show and we are talking major destruction as the upper deck also did damage to the house where it was attached. Robert is going to be celebrating his birthday February 28th so don't forget to wish him a happy birthday too!

- Wayne Harris said he and Malinda are taking their 3 grandsons to the Braves spring

training. I know they appreciate the time you two are taking to take them there.

- J. P Summers told me that “he and his lovely bride are going to Costa Rica for a destination wedding. They will be there Wednesday thru Sunday!” Sounds like we should all be jealous!!!

- Tony & Gerre Ode were with us and they are the example I used regarding finding a flyer on their Jag and are now members! It works!

- Paul & Sheila Brower are headed to Columbus where Paul as Chair of the Georgia Real Estate Commission will be speaking, and then headed to Mobile, AL to visit grandkids for a couple of days.

- Dick Thyer enjoyed a visit with his granddaughter, Dr. Amy Dalton. She had a conference in Savannah and visited for several days. She does research and teaches at the University of Hong Kong.

- Randy & Linda Shaw are going on vacation to Sarasota, FL, staying at the Sand Castle. (He made a few remarks about Leona Helmsley known for her flamboyant personality and her reputation for tyrannical behavior, earning her the nickname Queen of Mean.... you can ask him about that.)

- Ed Chellino, our Director of New Members, said last month that he had been in touch with several potential new members and this month he gave me a list of new members (GREAT JOB ED!!): Don & Joyce Arsenault, who have an S Model 4.0 2004 and S Model 3.0L 2004; Carolyn Sikes (son Marty), who has a 1960 MKII White / 1972 E Type 2+2 Fawn/2009 XKR Portfolio SE convert; Josef L. & Robert E Lewis Vice, who have a 1997 Blue XK8 Convertible; John & Teri Mannino, who have a 1997 BRG XK8, 1986 XJ6 and 1993 Green XJS; and Tony Pestritto & Gerre Ode who have an XJ. Tony was our speaker and he was fantastic. I don't know if you tried the bread that he brought for those attending, but we tried it and it was absolutely wonderful!!! Thank you Tony & Gerre!!! We also had Karyn & Marty Gibbons visit with us and they have an F Type R/AWD 2016...we hope they will become new members too.

- Dick & Johnnie Preston's son, David, is still in Afghanistan. Johnnie is spending a lot of time with their grandson. He will be staying with them a week in March, 1 ½ week in April and 3 weeks in June if “momma” doesn't change her mind. They also bought a 2009 XK ...anxious to see it. Guess we will in August at their lake party (more to come on that so watch for the newsletter.)

- Joel & Maryanne Blackford said the show in Savannah with Joe Bonamassa was fantastic! They also got to see Fleetwood Mac. I want to travel with them!!!! They also went camping and their camper awning gave them a little trouble. Maryanne found a new awning that was “beautiful colors” according to Joel. He also said that he took the camper to a couple of guys to put on the camper, which was better than having two guys (Joel & his son) doing it! Smart move by Joel, I understand.

- Del Champion is going to see his sister in Memphis the first week of April. He is going with a friend to see all the record museum/recording studios from back in the '50's. Del also said his brother-in-law is going to work at the Blue Origin, the aerospace firm owned by Jeff Bezos, better known as the owner of Amazon. He will be head of security. Hope he owns some stock and will share with you Del!

- Doug & Becky McDougal were with us, and Becky said she is still going to Florida to take care of her mother. We were glad to have her attend as she is usually in Florida and Doug is by himself. It is good that she can go back and forth and I am sure her mother appreciates her doing it too.

- Paul & Sheila Brower are going to Salt Lake City to spend time with other real estate license law officials. Paul is Chair of the Georgia Real Estate Commission. I will be headed back to Columbus, GA, with my RLG group for a couple of days toward the end of April.

- Joe and Gerri Pestritto are headed to Florida and then to New Jersey on June 9th. Joe volunteered that Gerri has been playing pickle ball for the past two years and is very good at it. There is no stopping this charming couple.

- Rick Duff is having a medical procedure at Piedmont Hospital. It is called Cardio version

and it sounded “shocking” to me. Rebecca is doing well and looked lovely at our last event.

- Fran McNair is headed for Colorado. She is meeting up with her 4 sisters, 2 brothers and 1 daughter who lives in Colorado. She says they are going “everywhere”. It sounds like a fun time for all.

- Lew George bought an electric Tesla Model S. It is Gray and Black interior. No, he did not sell his Jaguar XF. Drive it in good health, Lew.

- I met our new members, Don and Joyce Arsenault, a lovely couple who seem to be enjoying the fun and fellowship of our club. Welcome aboard!

- Malinda and Wayne’s Grandsons, Baker and Bates will be visiting in May. They will be going to a Braves game and to Santa Rosa Beach in Florida. Enjoy!

- Randy Shaw is celebrating a BIG NUMBER BIRTHDAY. He didn’t say which one. Well 30 is big isn’t it? Happy Birthday Randy! He said he saw Santana at the Verizon amphitheater in Alpharetta. Lucky him!

- Ted Anderson said Rita had a fall while volunteering at church carrying trays of food. So sorry Rita. She will have to have some dental work. We will keep you in our prayers.

- Ed Chellino is doing a good job spreading the new brochures and getting new members for the club. He also said new members should get name tags, just let him know and he will order them. Nice work Ed.

- Johnnie and Dick’s grandson Robbie is coming to visit them for 3 weeks in June. They are going to see the ocean as Robbie has never seen it. He will love it, I am sure.

- Del Champion went to Memphis, Tennessee 2 weeks ago. Lots to do and see there, I know he had a great time.

- Joel and Mary Ann Blackford are going to a Blacksmith conference in Madison on May 17, 18, 19. But first they will be visiting Charleston, Savannah and Jekyll Island. Sounds like a wonderful trip!

- Jane and Steve Unti’s niece, Juliet will be getting married in Montreal, N.C. They will be going up for the wedding. I love weddings. I am sure they will have a wonderful time.

- Little Miss Bennet accompanied her Mom to the AJS meeting and was so well behaved. She is welcome anytime. Her mom just got back from Tahiti with friends after 2 weeks. She now has her 1974 XKE, which is “Olde English White” in color. Drive it in good health! Congratulations.

THOUGHTS & PRAYERS:

- Ken & Irene Carr were at the meeting and it was great seeing them. I am leaving this in the “thoughts and prayers” as it is so great to see the power of praying for our members!!!! Welcome back Ken & Irene!!!!

- Keep Phillip Slough in your prayers as his wife Layne passed away. Her funeral was March 23 and they had been married 55 years so I know it is a difficult time for him. You might consider giving him a call or send him a card.

- Sheila Brower had surgery on her leg. She is doing well and healing nicely, but needed a little more rest before dealing with our motley group.

Please let me know other members who need us, those who are ill in the hospital or ones that I can send a note letting them know we are thinking of them. Contact me anytime either by phone 770 355-5735 or email: sheilabrower@bellsouth.net .

Thanks and bless you my friends!

Sheila Brower
Director, Health & Hospitality



Next monthly meeting
May 27th
Aldo’s, 6690 Roswell Rd NE
Social hour- 6:00 pm, Dinner-7:00 PM



2021 Jaguar J-Pace Moves Closer To Production With Global Trademark

J-Pace to use Range Rover running gear and powertrains, due 2021



Jaguar is working at top speed on an all-new £80,000-plus SUV for 2021, designed to beat the Porsche Cayenne at its own game. A global trademark filing for the J-Pace moniker suggests that the model is edging closer to production, having been scooped by Autocar last year. It will be the brand's fourth eye-grabbing entry into the gigantic global SUV market in just five years.

Jaguar stands on the edge of a highly profitable, much higher volume future, based on rapidly rising sales of an SUV family that started with the F-Pace just two years ago and will probably account for two-thirds of its total sales in the early 2020s.

Also prominent in this progress will be a quick increase in the number of electrified Jaguars – both hybrids and full EVs. Some of which will draw on the hardware, software and design influences of the revolutionary I-Pace, recently launched.

The company, which promises at least one electrified version of every model by 2020, will keep its mix of performance-oriented saloons, SUVs and sports cars while accepting that burgeoning world demand for soft-roaders is its real passport to higher sales and big profits.

The success of the 2016 F-Pace and the embryo success of the smaller, more affordable E-Pace are the main reasons for current improvements. However, company bosses are well aware that they need to continue producing upper end models like the J-Pace to reinforce

Jaguar's image as the home of substantial, luxurious performance cars. Key models of the near to medium future are next year's all-electric XJ limousine – which is being launched at that time to mark the 50th anniversary of Sir William Lyons' seminal XJ original and the bigger, super-luxury J-Pace.

Jaguar's volumes, decimated in the financial crash of 2008-2009, have been rebuilt rather laboriously to around 150,000-160,000 cars a year, while bullish Land Rover and Range Rover sales have lifted total Jaguar Land Rover (JLR) volume beyond 600,000. Although that total is impressive in some ways, Tata-JLR bosses at one time planned to reach 800,000 sales by now and still have their eyes on an annual group total exceeding one million.

In a sense, the F-Pace of 2016 was the beginning of the rest of Jaguar's life. It has become the marque's most successful model for decades, selling more than 70,000 copies last year, after a similar performance the previous year. There are strong indications that we'll see a plug-in hybrid concept this year, drawing on know-how from the recent Range Rover and Range Rover Sport hybrids. A mid-life refresh is due next year, too, (perhaps the two will coincide) and a full replacement is already timed for late 2022, because this is one model Jaguar wouldn't want to get wrong.

Hopes are even higher for the recently launched, smaller E-Pace, whose BMW rival, the X1, posted sales of around 120,000 last year. In the UK alone, sales of all compact SUVs exceeded 170,000 last year, more than doubling in three years. Jaguar is rightly bullish about further expansion of the class. The one awkward point is that a generous slice of this volume was earned by the Range Rover Evoque, now six years old and still a major force in the market.

The E-Pace's success is certain to cause some sales cannibalization.

The I-Pace – Jaguar's first electric car and launched at the Geneva motor show – has already won big plaudits for looks, proportions and the boldness of its concept. It is being made in Graz, Austria, by Magna Steyr at greater cost than in one of Jaguar's own plants, but the company regards it as proof of its credentials as a

leading user of new technology and is happy to invest.

The best guidance on I-Pace volumes is that it will be “somewhere either side of F-Type”, which sounds like 10,000-15,000 cars a year, although company insiders are honestly unsure how it will go. Given the combined expense of the model’s new, stand-alone electric architecture and Magna’s manufacturing, this looks like being Jaguar’s least profitable model, although JLR CEO Ralf Speth insists it’ll be a money-maker “at the anticipated volumes”. Some say it could eventually be made in China, where manufacturing electric cars has recently become easier.

The fourth SUV in Jaguar’s frame, the J-Pace, will be a sleek and luxurious all-aluminum model for the early 2020s. It’s likely to use a developed version of the Range Rover aluminum architecture, although it will be longer, lower, probably more spacious in the rear and much more on-road biased. It will employ Range Rover running gear and powertrains, and plug into a rising demand for super-luxury SUVs. Jaguar bosses will expect it to sell especially well in China, where well-heeled owners are chauffeur-driven.

JAG’S SALOON CHALLENGE

Jaguar needs saloons. They’ve been a backbone since the heyday of company founder Lyons but not enough people are buying them now. Last year, the compact XE, launched in 2015 to fight the BMW 3 Series and Audi A4, made barely 19,000 sales in Europe (around 25,000 in the previous year) against 170,000 for the leading Mercedes C-Class. The mid-sized XF, recently refreshed and with the Sportbrake (station wagon) to help, does little better.

Replacements are nonetheless planned for both cars in the early 2020s, mostly because special long-wheelbase versions of both have recently gone on sale in China and Jaguar is prepared to bet the resultant volume will make them viable.

Big Jaguar saloon news is an electric XJ (as scooped by Autocar earlier this year), due to be shown this year and on sale in 2020. The car is believed to be a second application for the twin-electric-motor architecture introduced with the I-

Pace, with all the benefits in smoothness and cabin space we’ve already seen. Jaguar wants the new XJ to be seen as revolutionary – as several of its predecessors were in their time – in a category diminished by the rising success of luxurious SUVs.

JAG’S SPORTS CAR DECISION

Jaguar faces potentially agonizing decisions over sports cars. Should it drop them or give them more prominence? There are strong arguments for both courses, and Jaguar bosses are trying to decide the correct direction. Even before Tata bought JLR in 2008, it was clear there was going to be a brand-new Jaguar sports car. Ratan Tata, with fond memories of XK120s, was in favour from the beginning.

The result was the 2013 F-Type convertible, which looked terrific although industry pundits have since criticized its price structure, the time it took JLR to add coupé (2014) and the lack of a small-engine version until 2017. Sales run at currently about 10,000 a year.

The argument in favour of sports cars goes thus: Jaguar needs its image builder, just as Porsche (which still calls itself a sports car company) uses its minority 911 and 718 models to create an image for its SUVs and saloons. The F-Type should be raced, replaced and enhanced to add luster to the brand. These arguments work in favour of a Jaguar XK coupé, another candidate for electric I-Pace and XJ architecture that could be priced just under the Bentley Continental GT.

The anti-sports-car argument is that the F-Type is a modest earner, as all sporty cars now are. Its structure is expensive because it shares little with other production models. It doesn’t sell well in China, and even US sales run at about only 4000 units a year.

The good news is that Jaguar now seems to have its model building blocks in place for the next few years, and they are starting to be effective. Since the F-Pace, Jaguar has started earning solid profits, with more and better in prospect from the E-Pace. The company’s managers can now give more concentration to image enhancers (like the I-Pace, XJ, J-Pace and possibly XK) it has always needed to maintain a special place in the world.



The Jaguar XJ Will Be Reinvented



The Jaguar XJ will be reinvented as an electric car for its next generation. The XJ is Jaguar's flagship model and debate has raged within the company over exactly what sort of vehicle the XJ should be in the future, and even if it should exist at all.

Autocar has learned that the decision has been taken to replace it, despite the tougher market for luxury saloons in the face of the rising popularity of luxury SUVs. However, it is being replaced not with a like-for-like model but with one that reinvents the very idea of a luxury saloon as an electric car and can act as a high-tech flagship for Jaguar. As well as aiming for the success Tesla enjoys with its larger models, the new XJ will be pitched as a cutting-edge alternative to luxury saloons such as the BMW 7 Series and Mercedes-Benz S-Class.

A virtue will be made of its alternative positioning, similar to how buyers may shop between an S-Class and a Range Rover when buying a luxury model, despite the different body styles. Turning the XJ into an electric car is a bold move, but the model has always been an innovative one for Jaguar, not least its two most recent iterations. The X350-generation XJ, launched in 2004, was the first aluminum car from Jaguar and the X351, introduced in 2010 and still on sale now, completely broke away from the design themes that had largely followed the XJ since its 1968 launch. Reinventing the model as an EV, Jaguar argues, is the best way of keeping it relevant as the industry experiences an unprecedented level of change related to electrification.

The all-new XJ is being developed alongside a new, more car-like Range Rover model, dubbed 'Road Rover' internally. It will not use that name for production but will be a Range Rover due to the huge cachet of that brand.

Despite its close relationship to a model from Jaguar's sister company Land Rover, the XJ will retain a sleek saloon profile, albeit with a switch from a four-door layout to a five-door.

Design work on the car has now been completed by design boss Ian Callum and his team. The design is understood to have been well received inside the company and united it in the belief that this reinvented XJ will be a true flagship for the firm, ushering in a new design language for the brand.

Callum told Autocar in September that there was "consensus" within the company that the XJ, a car he considers very personal to him, should remain Jaguar's flagship in preference to a large SUV, such as the rumored J-Pace.

Without referencing the XJ directly, he added that the very idea of the saloon needed to be reinvented in the face of electrification, the rise of the SUV and the unexpected acceptance of hatchbacks in the US due to Tesla.

Jaguar will launch its first electric car, the I-Pace. That model will have a significant technology transfer with the XJ. The I-Pace will help position Jaguar as an electric car maker in the eyes of the world and the firm will be keen to maintain that momentum. To that end, the electric XJ's arrival couldn't be better timed. The I-Pace will be the first premium electric car with a credibly large driving range on sale without a Tesla badge, and the XJ will quickly turn that into a range of Jaguar electric cars.

The XJ has always found favour in the UK without ever mounting a serious challenge to the S-Class globally, but the next-generation car will be tasked with making huge strides in China and the US, particularly California. That's because Jaguar senses a once-in-a-generation opportunity to reinvent both the brand and the technology that underpins it, exploiting the company's smaller size and creative design and engineering base to steal a march on bigger rivals.

The versatile architecture used for the XJ and its Land Rover sibling will be a new aluminum one that will not only underpin electric cars but also traditional piston engines to support more hybrid models. It is understood the XJ will not go down the hybrid route initially – if ever – to avoid diluting the impact around its reinvention.

The electric technology will support twin motors and all-wheel drive. It will be backed with the chassis technology needed to create a supremely luxurious drive and also a sporty one, Jaguar being keen to keep the XJ's role as the sportiest car in its segment. To that end, the electric drivetrain will enable strong performance figures and torque vectoring. A range well in excess of 300 miles is expected.



Jaguar I-Pace Wins Multiple Awards!



SNG Barratt Press Release

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SCHEDULE:

Registration

9:00am to 10:00am

Car Show

10:00am to 2:00pm

Parade of Cars

2:00pm



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Event Schedule for 2019

Caffeine & Octane – First Sunday of every month – 7am-11am, Perimeter Mall

February – 16th - Valentine Brunch

March – 8-10 – Amelia Island Concours
30th – Andersonville Overnighter

April – 27-29 – Walter Mitty Road Atlanta

May – 27th – Monthly Meeting, Aldo's

June – 9th – British Motorcar Day
22-23 Harrah's Casino Cherokee, NC

July –

August — 3rd – Fraiser Dante Tech Session
24th – Lake Party

September – 8th Atlanta British Car Fayre

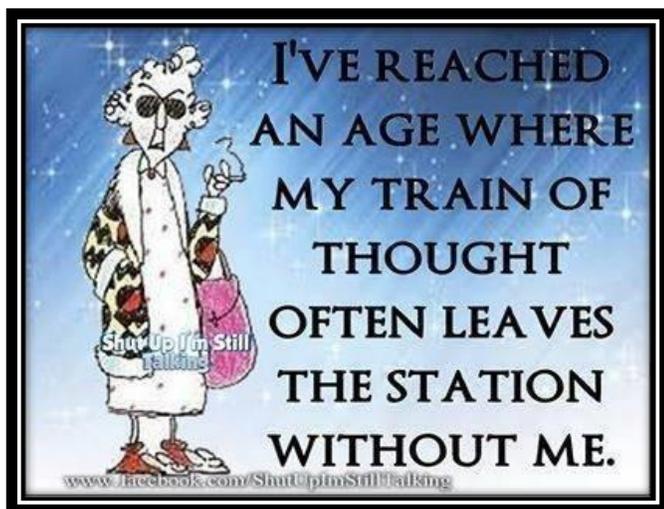
October – 5th – AJS Concours Dinner
6th – AJS Concours d'Elegance
?? – Fall Driving Tour

November – Calloway Christmas Overnighter??

December 8th - 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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