



THE
MARQUE



AJS

Newsletter

<https://www.atlantajaguarsociety.org>

February 2025

Next monthly meeting

February 24, 2025

Aldo's, 6690 Roswell Rd NE

Social hour- 6:00 pm, Dinner-7:00 PM

Message From Our President

February 5, 2025

Greetings and Happy New Year! On behalf of the leadership, we thank all for your support and active participation. We look forward to a robust and activity filled schedule in 2025.

I am happy to share The Atlanta Jaguar Society had a rewarding 2024 in support of its membership and Jaguar enthusiast. Membership increased by ten new members. AJS is financially strong.

There were many fun activities and field trips in 2024 like the overnight trip to Madison, GA touring antebellum homes, wine tasting at the Kaya Winery, special events like a Valentine Gala Luncheon, Lake Lanier BBQ outing, back-road mountain tours and the most popular event is the Christmas Gala at the Country Club of Roswell.

AJS held a successful Jaguar special *Jaguar Corral* Judged display event in conjunction with the Rowell Motoring Festival featuring 20 Jaguars. AJS also participated in many areas' car shows including the Gateway Classic Car Caffeine & Chrome, British Car Stamped-Collection @ Savoy Automobile Museum, British Motor Car Fayre, Suwanee British Car show, etc.

Monthly meetings in 2024 provided a forum for members and guest to gather at Aldo's Italian Restaurants in Sandy Springs to share common ideas and interest. Many monthly meetings featured special speakers providing important input on a wide array of subjects. This included information on XJ Airbag recall (2009-2015), Thefts and value of catalytic converters, key aspects on Laser and RF detection equipment, Sandy Springs Police Department providing input on home security and self-protection, considerations for *Concours-Competitive National Judging*, Classic car appraisals and valuation, XKE and Jaguar Conversion to EV power, etc.

AJS is a strong vibrant Jaguar club who works to meet its Mission Statement:

“To be an open forum organization for Jaguar owners and enthusiast to come together to engage in technical discussions and participate in social activities in a friendly environment.”
AJS’ role is to support members and their car needs.

The Leadership for 2025 will continue to meet the needs of its members. The club belongs to its membership. Members continued input; interest is vital to it meeting the club goals. At the December Business Meeting the membership voted on a slate of offices for 2025, this includes.

Title	Person	Email	Telephone
President	Dick Preston	dpreston@atljagursociety.com	678 427 4813
Vice President & CFO	Ted Anderson	ted@tra-cam.com	770 855 2894
Secretary	Sheila Brower	shebrower@bellsouth.net	770 241 5725
Membership Director	Anne Major	acm@hotmail.com	678 266 7736
Activities Director	Rick Duff	rduffincome@gmail.com	770 480 6680
Social media Director	Philip Caroll	consultphilip@att.net	770 366 0206
Technical Director	Ethan Major	ethanbymail@hotmail.com	678 333 8011
Jaguar Corral Director	JP Summers	jp.summers@comcast.net	770 401 6004
IT& Web Host Director	Del Champion	delchampion@yahoo.com	678 557 0513
Historian & Communications	Lew George	lewatl@bellsouth.net	404 401 6102
At Large Directors	Alan Talbott Ray Fry	talbotta@bellsouth.net rpfray@mindspring.com	678 234 1798 404 245 4440

Members are encouraged to reach out to any of the Board members regarding questions and or ways they can assist.

AJS, going forward in 2025:

Looking for fun activities? Review the attached schedule of activities proposed for 2025. Notice will be forwarded to assess the level of interest of an activity date coming close. It is important to know the number of members who are interested as many events require a lot of time to set up to ensure the event meets expectations. Your responses are important, let Rick and or me know your interest.

A. Special Event: The AJS’ first event in 2025 is one of AJS members’ favorite, **Valentine Day Celebration and Luncheon**. This year’s event is on **Sunday, February 16**. This is an open event; we welcome family and friends to join members at the special event. It is important for all attendees to **RSVP as soon as possible for Rick Duff** so table arrangements can be confirmed.

Contact: **RSVP:**

- **Rick Duff** at rduffincome@gmail.com, or text: 770 480 6680
- **Where:** The Village Tavern Inn, Alpharetta, GA, **Time:** 12:00 PM -1:30 PM

Refer to the attached invitation for further information.

B. March 20-23, the International Atlanta Auto Show is being held at the World Congress Center, Bldg. C, Downtown Atlanta. Entrance to this building is off Northside Drive, lower level of the complex. The focus of the event is geared at introducing all that new in the automotive industry. Exotic to Van auto manufacturers will be featuring their latest offerings. This is a large event attracting approximately 100,000 attendees. This is a fun event seeing all the latest in automotives.

As a distinctive feature for Exotic and Classic Car Display:

This event features a collection of thirty cars on display. Exotic and collected cars from European and US automakers will be on display.

Philip Carol of AJS is coordinating this segment of the show. The good news, Philip is inviting AJS to have several Jaguars on display. Members are encouraged to contact Philip about entering their car for display: Email: consultphilip@att.net, or Text/Cell: 770 366 0206. A prompt response is required to be part of this display.

Displaying a car requires the car to be on site for the full three days of the show. All cars will be secured. Displaying is complementary and a wonderful way to show off your Jaguar.

C. April 4-5 Overnight Tour to Chattanooga. AJS is planning our first overnight back road tour to Chattanooga. We will meet up with our Tennessee members Michael and Karen Payne. We will stop for lunch in route, then have a wine tasting social in the afternoon, riverboat dinner cruise and overnight in either a B&B (depending on the number of attendees) or local hotel. Return home on Saturday. Contact Dick Preston for more details: 678 427 4813.

D. April 19, AJS is invited to tour James Strickland's Jaguar collection at his home in Marietta. Refreshments and snacks provided by AJS. Optional luncheon after the tour.

Details on for other events will be posted under separate notification. Review the attached proposed schedule of activities for 2025 and let Rick Duff know your availability and interest.

Monthly Meetings:

AJS will continue to hold monthly meetings on the last Monday of each month. Members are asked to let Rick Duff, the Activity Director, know key subjects and, or speakers you feel would be of interest to AJS attendees.

Location for monthly meetings:

Several members have suggested AJS consider moving our meetings to a new site or possibly switching periodically to multiple locations. This is under evaluation.

Key considerations to making a move include convenient location, having a separate meeting room, no use fees for the facility, no minimum bill per individual or group, individual checks for each attendee, Quiet space to accommodate speaker presentations, availability of a space for reoccurring meetings, staff availability to serve groups, AV services, reasonable prices per meal, etc.

We have evaluated multiple restaurants in proximity to Aldo's, none have shown them to be compatible with the criteria listed. Efforts will continue to explore our options.

A meeting has been held with the owner of Aldo's where AJS shared concerns. AJS also discussed ways AJS might help Aldo's to better serve our needs. We have received a positive response to concerns. Leadership welcomes and appreciates your input.

Technical Information:

Ethan Major, Technical Director researched news on Jaguar Ltd, Coventry, England, and their introduction to a new line of Electric Vehicles. Attached is a collection of recent announcements. Members are requested to forward articles and or news they come across to Ethan Major, email ethanmajor@gmail.com Your input is appreciated and will be distributed to other club members.

Tech Article: Battery Chargers and Battery Maintenance-How They Work

The attached article will help all to understand auto battery performance, especially in the cold months, which is often the source of an annoyance. Understanding how a battery works, and proper charging will help to ensure the engine will crank when needed.

Jaguar North America-JCNA's will hold the **2025 International Jaguar Festival** on September 27-29, 2025. The event is sponsored by JCNA in conjunction with NGJC, assisted by AJS. The event will be held at the National recognized SAVOY Automobile Museum, Cartersville, GA.

This is a significant event featuring the premier Jaguar cars from across the USA attending for Judging, local back road tours, sporting events, Jaguar Car Club Displays, Concours d'Elegance, banquet, festive social events, numerous vendors display, and so much more. Mark your calendar for this event to be part of the premier Jaguar event for 2025, display your Jaguar, attend for a day or be part of the entire event. More details to follow.

Interesting in selling or buying Jaguar related items, contact Dick Preston and we post them on the next newsletter.

Blessings and I'll see you at the Valentine Celebration on February 16th at 12:00PM.

Dick Preston, President



Special Notice



AJS Valentine's Luncheon

Greetings and Blessings to all!

You are invited to join other AJS members, family, friends, guest and prospective members to be part of one of AJS' favorite gatherings - ***Valentine's Day Luncheon***

Location:

The Village Tavern Grill
11555 Rainwater Dr
Alpharetta, GA

Date: ***Sunday, February 16th, 2025***

Time: ***12:00 PM to 2:00 PM***

Dress: ***Sunday Casual with a flair for Valentine's Day***

RSVP Rick Duff, Activities Director, Text: 770 480 6680 or email: rduffincome@gmail.com so AJS can establish seating requirements. This is one of AJS favorite gatherings. A special thank you to Alan Talbott for planning this event.

Respectfully,

D Preston

Dick Preston, President

dpreston@atljaguarsociety.com

678 427 4813



*Happy
Valentine's Day*



Atlanta Jaguar Society proposed a schedule of activities 2025.

The following information is provided as a guide for upcoming activities, subject to change.

Dated: 1-27-25

Month	Date	Activity	Location	Status
January	27	Monthly Mtng Guest Speaker- Strategic Investment Strategies for 2025	Aldo's	
February	16	Valentine Luncheon And Celebration	Village Tavern Inn Alpharetta, GA	AJS Sponsored
	24	Monthly Meeting	Aldo's	Mthly Meeting
	20-23	Atlanta International Car Show Philip Carol is featuring a thirty car spl showing. (consider your car being entered!)	World Congress Center, Atlanta.	Optional
March	7 8 9	Amelia Concours tours and spl events Club Car Show Concours D'Elegance show	Amelia Island, FL	Optional Event
	15	St Patrick's Day Celebration -AJS	TBD	Optional
	31	AJS Monthly Meeting	Aldo's	Mthly Meeting
April	4-5	Chattanooga/Lookout Mtn back Road Tour and overnight, River Boat Dinner Cruise	Chattanooga, TN	Optional Event
	19	Jaguar Collection Tour at James Stricklands Garage	Marietta, GA	AJS Sponsored
	25-27	HRS Walter Mitty	Michelin-Road Atlanta	Optional Event
	28	AJS Monthly Meeting	TBD	
May	10	Fainting Goat Winery & backroads Tour	Jasper, GA	
	18	British Motor Car Day	Suwanee, GA	AJS Encouraged
	25	AJS Monthly Meeting at Forest Farms - Creative Metal Sculpture Plant	Roswell, GA	AJS Sponsored

Page 2 of 2		AJS Proposed Activities-2025		
Month	Date	Activity	Location	Sponsorship
June	7	AJS Lake Lanier BBQ gathering- Preston's Home	Cummin/Gainesville, GA	AJS Sponsored
	12	Highlands Motor Festival-Concours	Highlands, NC	Optional event
	30	AJS Monthly Meeting	TBD	
July	19	Tech Session -Wheel Blemish Repair,	TBD	AJS Sponsored
	28	AJS Monthly Meeting	TBD	
August	25	AJS Monthly Meeting	TBD	
September	6	British Car Fayre	Norcross, GA	AJS Sponsored
	27-29	Jaguar International JCNA Concours & Jaguar Display & Festival-SAVOY Auto Museum-by NGJC with support by AJS	Savoy Auto Museum Cartersville, GA	AJS Sponsored
	29	AJS Monthly Meeting	TBD	
October	11	Roswell Motor Festival and Jaguar Car Corral showing	Roswell, GA	AJS Sponsored
	17-19	Chattanooga Motor Car Festival and Antique Car Road Race	Chattanooga, TN	TBD
	27	AJS Monthly Meeting	TBD	
	10/31- 11-2	Hilton Head Concours	Hilton Head, NC	Optional
November	24	AJS Monthly Meeting	TBD	
December	13	AJS Christmas Gala-Country Club Roswell	Roswell, GA	AJS Sponsored
		Note activities changed based on schedules and club interest		
		Information provided for activities is by Rick Duff, Director of Activities and Dick Preston, President		
		NOTE: Keeping current on all upcoming auto events, log into: www.southeastwheelevent.com	SEMA provides a listing of auto show events in the SE	
		No Monthly meeting in December		

The following article is a reprint from Hagerty Driver Club magazine – January 2025

Maintenance and Tech

Battery Chargers and Maintainers: How They Work

Kyle Smith

23 January 2025

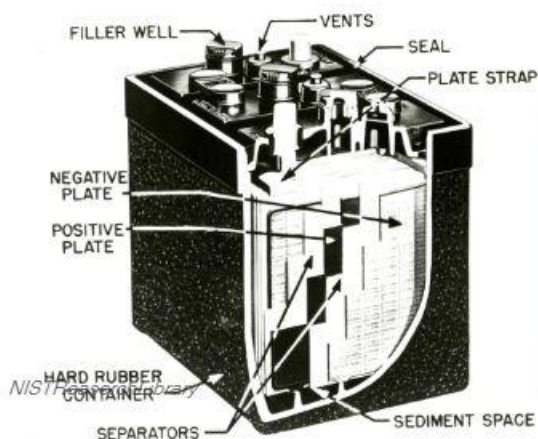


It's storage season for those of us in the Snow Belt, and that means great debates are raging online regarding the "proper" way to store a car. I have multiple vehicles in storage right now, each in a different sort of storage, from the 1985 Corvette lounging in my heated garage with a slim black umbilical cord running from its battery into the nearest outlet, to my poor Corvair sitting inside a concrete-floor steel building in nearly sub-zero temps with zero life support.

One item often discussed in storage conversations is a battery maintainer, trickle charger, or battery chargers. Because the batteries of our cars are designed to be used rather than to sit in storage, it makes sense that storage causes problems. Luckily, products exist to address them. But what are those problems and what, exactly, is a battery maintainer or charger doing to help reduce their effects?

Batteries have existed in multiple forms for centuries, but regardless of voltage, they all work in about the same way. So let's dive into what batteries are, what problems arise when they sit, and how we can solve them.

How Batteries Work



Lead-acid batteries often ship dry and the user has to fill the acid properly themselves. *Kyle Smith*

NISTResearchLibrary

There are three main pieces to a simple battery: Anode, cathode, and electrolyte. The anode and cathode are the terminals, and the electrolyte is a chemical solution or material that allows subatomic ions to move between them. This electrolyte can be free-flowing, as in a traditional lead-acid battery, which will audibly slosh when you move it around, or held in place, as in an absorbed glass mat (AGM) style. When electrons and ions are moving from the cathode to the anode through the electrolyte, the battery is storing potential chemical energy, or charging. That energy is released when a load is placed on the terminals, and the chemical reaction switches direction, flowing from the anode to the cathode.

It's a pretty simple operation that we have had a long time to figure out—the first car batteries were made in the 1800s, after all. Like most consumer-grade products, however, modern batteries are a compromise. Given unlimited money and access to exotic materials, it might be possible for a company to build a battery that has little to no problems, but it couldn't be produced at a price point that would make both buyer and seller happy. Therefore, we consumers get batteries that are designed to hit a specific price and perform best in a specific scenario—regular use with multiple charge and discharge cycles per day or week. Doing significantly more or less than that can invite issues.

The Problem

What happens when a battery is charged and then left to sit alone in the corner? Curious about the real details of the problem, I reached out to Carson Clarke, who works in product development for Deltran USA, the company that makes the Battery Tender line of products, to help me understand better what is happening inside the plastic case.

The charge and discharge cycle is less important than maintaining a minimum voltage, Clarke said. If a battery sits in a fully discharged state for too long, sulfate crystals will build up on the anode or cathode plates (sulfation), and the battery will never recover to 100 percent of its rated capacity. The longer it sits in a sulfate-coated state, the higher the odds that it will never fully accept a charge again and will need to be replaced. If you're dealing with a battery that has sulfated, you may fully charge it only to find that, when you disconnect the charger, the voltage drops instantly and the battery will no longer start whatever vehicle it is in. This is commonly referred to as ghost voltage, and no battery is immune to it.

“Lead-acid and absorbed glass mat batteries are like each other in that the only real difference is the charge voltage and float [maintenance] voltages differ slightly for each,” Clarke clarified for me in an email. “Lithium has its own set of preferred charge voltages, but there are many more characteristic differences in lithium.”



Compared to flooded lead-acid chemistry, lithium-ion brings a host of benefits. A lithium-ion battery weighs less than a flooded lead-acid one of similar capacity, holds a charge more effectively, and provides full power all the way down to 20 percent charge before tapering off. Lithium also holds a charge much more effectively in storage, discharging slower than the 5 percent per month most lead-acid batteries lose.

The root of the problem is that a battery will naturally discharge even if fully charged and completely disconnected from a load or draw. For cars like my '85 Corvette or '65 Corvair, which regularly sit parked for months at a time, each long storage stretch could be taking capacity out of the battery in small increments that I won't notice until it's too late and I'm left with a car that only clicks and dims the dash when I turn the key. Both of those cars use relatively old-school lead-acid batteries. Batteries with newer chemistry don't eliminate the problem, though.

The Solution

Automotive batteries, regardless of chemistry, want to have a certain level of charge at all times, and even when left alone they will slowly discharge. What's the best way to keep them from fully discharging and potentially sulfating? One option is to start the engine regularly and allow the car's charging system to top up the battery before letting the car sit dormant for another stretch of time. This can be hard on an engine, though, as most who use this method fail to let the car and its fluids warm up to operating temperature, thus allowing condensation to form inside the engine and exhaust that can silently wreak havoc on those systems. As a rule of thumb, don't run a car you aren't planning to drive for fewer than 10 minutes.





An external battery maintainer, also commonly called a trickle charger, charges the battery in order to keep its voltage in the ideal window, and it allows the battery to naturally discharge a bit, which keeps the electrons and ions flowing properly. This small amount of charging does not require a large amount of current, though, hence why most battery maintainers are called “trickle chargers.” They are essentially lower amperage chargers, since the battery does not need a large amount of energy to be topped up.

The amperage level of a charger should be regarded as its “speed,” dictating how quickly it will bring your battery back to 100 percent. The larger the battery, the more amperage you would need to charge and maintain it. Batteries are rated by their capacity in “amp hours.” To put that in simple math terms, if you took a 100AH battery that was 50 percent discharged and placed it on a 10-amp charger, it would take roughly five hours to reach full capacity.

If you are curious, like I was, Clarke also clarified that there is no need or reason to disconnect the battery from the car or chassis when you’ve connected a maintenance charger. Battery Tender products, along with similar options from brands like Noco and Schumacher, also have protections built in to prevent any issues with starting a car while the maintainer is still connected. Be sure to do your research on which models of maintenance chargers are available and match your needs to the features of the appropriate product. Some have easier disconnects or voltage sensing that make them all but foolproof.

Additionally, Clarke pointed out that once connected, a battery maintainer is often best left alone. “Connect it and forget it is what we design our products to do. We recommend keeping the charger on the battery for as long as it is not in use; however, it is recommended to check the connections every few weeks to make sure the battery is still fully connected and receiving its charge.”

Is This Really That Big of a Deal?

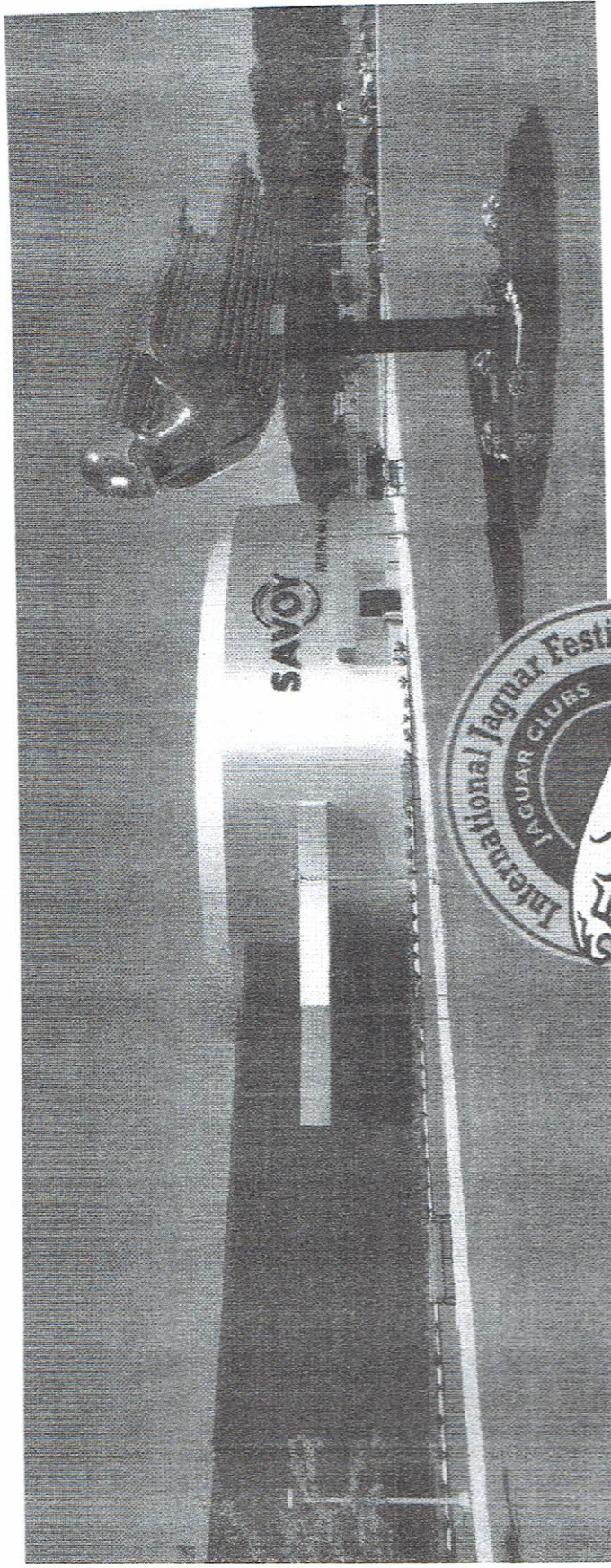


It's highly dependent on specific situations. I personally view maintainers and Battery Tenders as cheap insurance to keep my cars and their parts in the condition that I expect them to be in. Many vintage car owners might not need to be so preventative in their upkeep, especially if they drive their cars regularly. Use is the simplest solution, but if weather, restoration, or other responsibilities conspire to keep you from driving for a bit, a maintainer will help ensure your ride is ready when you are.

2025 JCNA International Jaguar Festival

September 27 – 29, 2025

Savoy Automobile Museum, Cartersville, Georgia



Hosted by



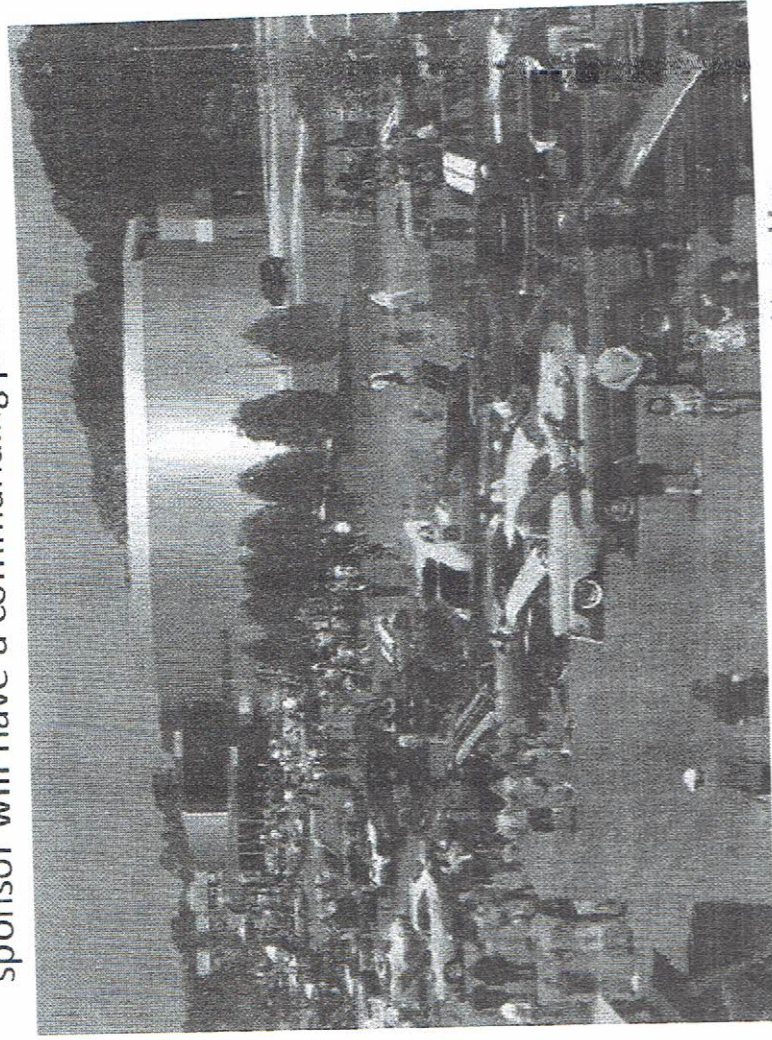
- Concours d'Elegance • Scenic Drive • Rally • Slalom

Festival Overview

The following events are available for sponsorship. We will be accepting co-sponsors if warranted.

and have refreshments during the Festival. The sponsor will have a commanding presence.

- **Concours:** The Concours d'Elegance will be held on-site at a beautiful lawn setting with pavilion.
- **Rally:** A photo style competition through the North Georgia Mountains ending with lunch.
- **Scenic Drive:** A fun drive through the North Georgia Mountains ending with lunch.
- **Slalom:** Always a fun event to see how fast vintage cars maneuver around a figure eight. Very large unencumbered area.
- **Awards Banquet:** The final night of the program. Guest speaker, awards and entertainment..
- **Hospitality Room:** A large room is set aside off of the hotel lobby, for registration and to relax



Hosted by

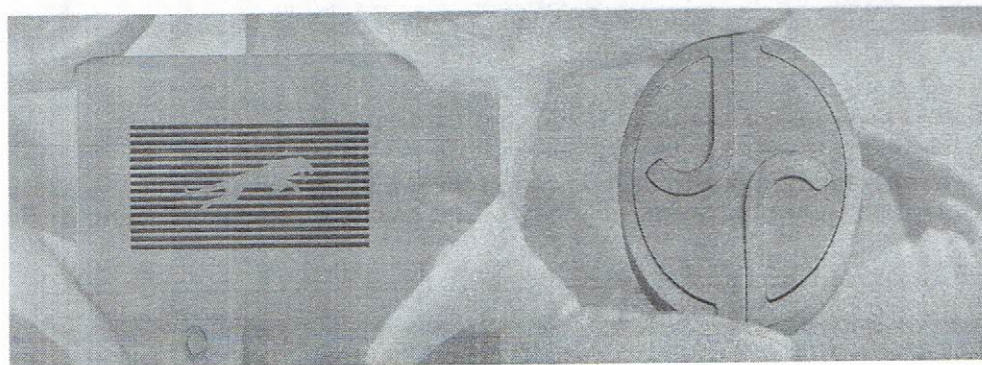
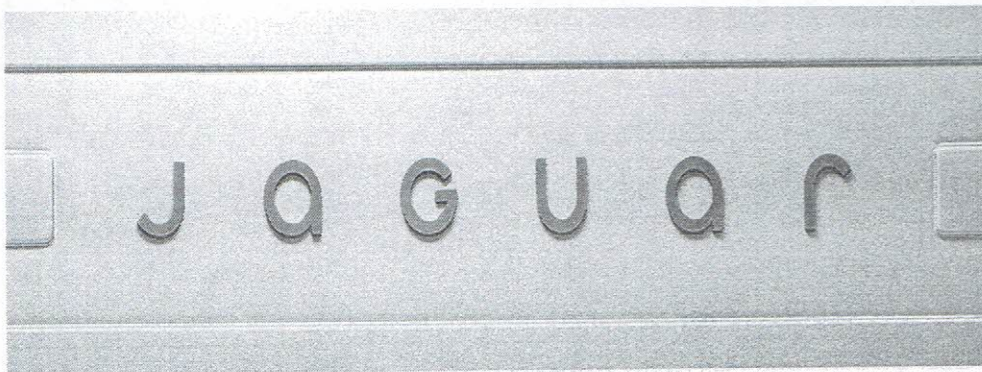




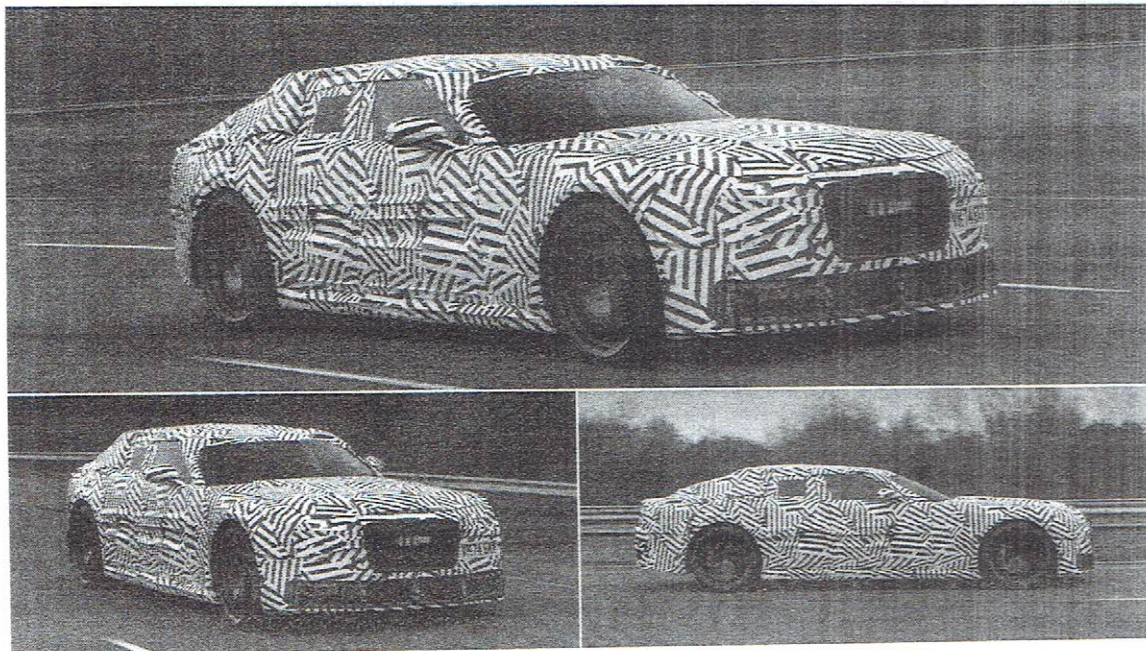
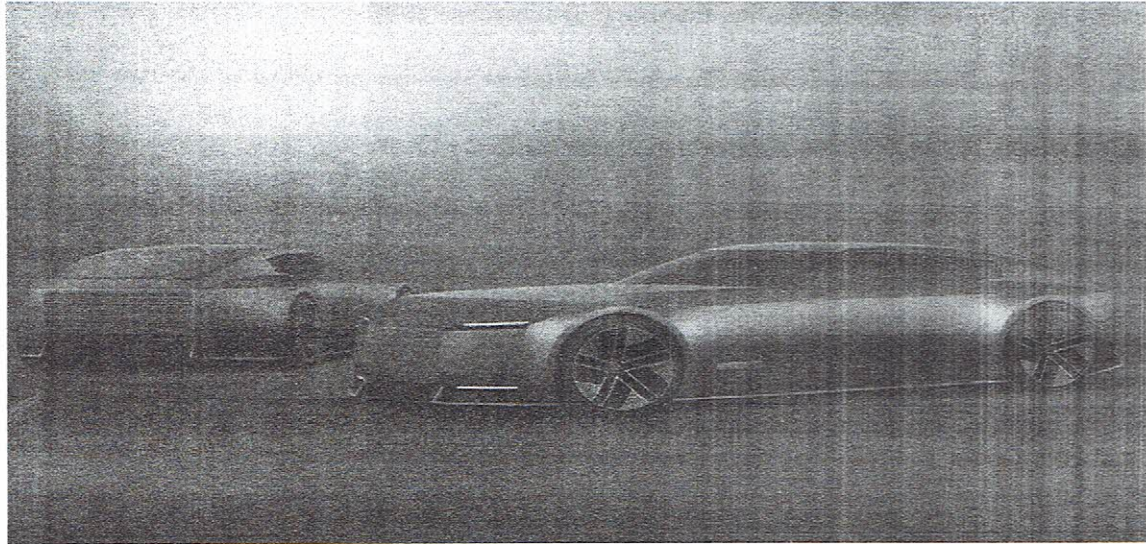
Author: Ethan Major, Technical Director

The following information is secured from research presenting information on the future direction for Jaguar Ltd, Coventry, England. December 2025

As many of you have likely heard, Jaguar's latest prototype unveiled at the December Miami art show, Type 00, has recently caused quite a stir online. Most of the public's reaction to this new car has been quite negative to say the least, especially from Jaguar enthusiasts like us. Beginning with the pastel reimagining of Jaguar's iconic logos, using a graphics code they are calling "strikethrough", now losing much of the aggressiveness in the defining leaper and dropping the iconic Jaguar snarling face for a medallion with the letters JR. Additionally, this same "strikethrough", a rounded bubbly font, is now used within the Jaguar name itself featuring a mix of both capital and lowercase letters. All of which have been presented in a gold hue on white or pastel backdrops.



Enthusiasts were just as upset about the car itself as the rigid brutalist architecture of this new prototype seemingly casts the beloved elegant feline curvature of old Jaguar to the wayside. While it conjures none of the emotions the 1961 E-types did at the Geneva Motor Show, as JLR exterior designer Tino Segui sees it, "the Type 00 commands attention, like all the best Jaguars of the past".



However, this new prototype is likely a vast exaggeration of what to expect with the new Jaguar, much like many other concept cars of the past like the Buick Cielo or Pontiac

Rageous. Evidence of this can be seen in released pre-production images of the actual new luxury Jaguar EV sedan in camouflage being tested on the roads of Coventry.

The only known technical details so far are that it will sport a 430-mile range with the capacity to go two hundred miles in only 15 minutes on a “fast-charger”. Underneath, it will have multi-link suspension and an e-motor front and rear giving it all-wheel drive. While we may not love the new direction JLR is going with our beloved Jaguar, we will always cherish the petrol times of old and share that love with other automotive enthusiasts, old and new alike, in preserving the heritage of this beloved marque. The brand is very much still alive, and with hints at a possible two-door sports coupe in development, I am hopeful for the future.

– Ethan Major, AJS Technical Director

News Shorts

The view from the mothership

By Fred Hammond

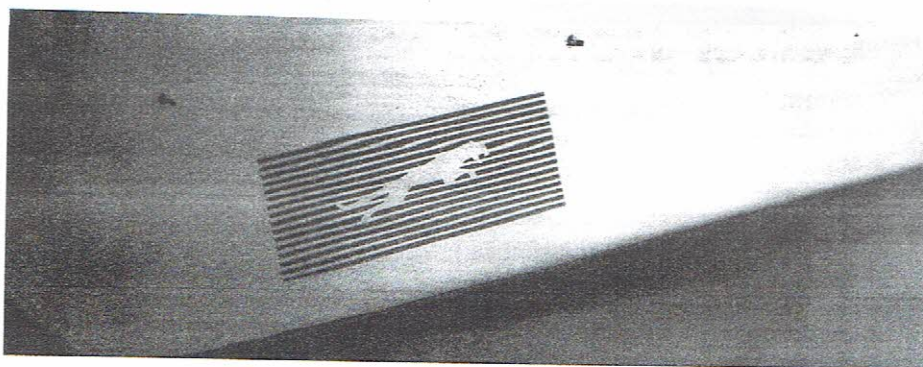
Before I update the status of Jaguar and Jaguar Land Rover (JLR), I want to wish JCNA a happy and prosperous 70th birthday! As the JLR-designated JCNA Board of Directors member for the last 10 years, I can tell you that while the pandemic hit JCNA hard financially, the board is hard at work to ensure a bright future for all its members. The headwinds are strong, but the board is on it... so, to the next 70 years!!!

As for the state of JLR, to quote (or to paraphrase) Mark Twain, the reports of its demise have been greatly exaggerated!

The new CEO of JLR, Adrian Mardell, is most definitely 'of the body.' His rise to the top at JLR could hardly be called 'meteoric,' as he has been with the company for 32 years, nine months and four days!

It's fair to say Mardell's appointment as CEO was as much a surprise as the departure of his predecessor, Thierry Bolloré, who left after a little more than two years. The impact on the company staff has also been positive. "Mardell's really united the company and the workforce," said one staff member. "He's one of us and is giving us all a clear vision about what's expected to get where we need to go," another said.

JLR's Reimagine plan is still in place, and the best news is that there is black on the balance sheet again for the first time in a long time. Please make no mistake; we have plenty of challenges ahead, not the least of which is to earn enough money to reinvest in the business to ensure a future for the Jaguar brand and the development of future cars.



The Jaguar reinvention is still a work in progress, as is working on Jaguar's reputation for so-so quality that continues to hang on like onion breath.

In addition, JLR's relationship with software giant Nvidia will bear fruit with the next generation of platforms, JEA (Jaguar Electrified Architecture) and EMA (Electrified Modular Architecture). The JEA will be used for the three all-new Jaguars we'll see from next year, with a Jaguar four-door GT to be the first of three new models due next year.

The future for Jaguar is clear, though, with Mardell revealing the brief given to the development team. "The team was asked to develop four words that describe the emotion and what the Jaguar brand stands for. The response was 'exuberant,' 'unique,' 'fearless' and 'progressive.'

Armed with those four words, the designers went to work and produced 18 full-sized clay models. Massimo Frascella's (JLR design director) design won. That design language is set to be used across the three decidedly new yet different Jaguar models.

Insiders have spoken of a genuinely groundbreaking design for the new cars. Still, everything – including a new Jaguar logo – will be kept tightly under wraps until late this year with the first production car, a four-door GT, is set to be revealed later this year

and to go on sale in 2025, with two other crossovers to follow.

The new Jaguars will be built at Solihull, but where will that leave Jaguar's traditional home at Castle Bromwich? It will still be part of JLR but will be used solely as a stamping facility. It may also be used for JLR's Special Vehicle Operations performance arm.

Here in North America, much has been made of the rationalization of Jaguar dealers. Despite what some have heard, I can unequivocally state that all Jaguar and Land Rover dealers will continue to perform warranty work. They have yet to be told not to work on older cars, nor have parts become unavailable. Contact JLR's Consumer Response Center immediately if any dealer tells you that.

Also, for the first time since the pandemic, the JLR North American Archives is now again open three days a week – I am here Tuesdays, Wednesdays and Thursdays. And, while we no longer issue Heritage Certificates (that was taken over by Jaguar Heritage Trust in 2018), we still have access to all chassis information going back to 1921 and the Swallow sidecar! If you have a question, please call and leave a message. I will get back to you as soon as possible! You can contact me at (201) 818-8144 or fred.hammond740@gmail.com.

Drive safe and drive happy! 🍷

News Shorts

The view from the mothership

By Fred Hammond

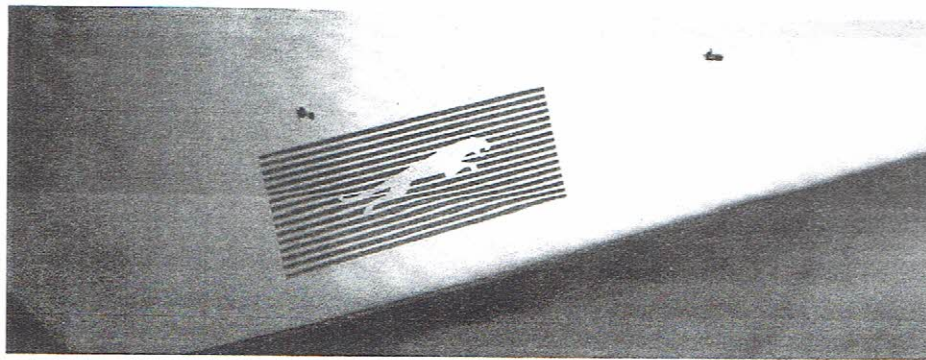
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It's fair to say Mardell's appointment as CEO was as much a surprise as the departure of his predecessor, Thierry Bolloré, who left after a little more than two years. The impact on the company staff has also been positive. "Mardell's really united the company and the workforce," said one staff member. "He's one of us and is giving us all a clear vision about what's expected to get where we need to go," another said.

JLR's Reimagine plan is still in place, and the best news is that there is black on the balance sheet again for the first time in a long time. Please make no mistake; we have plenty of challenges ahead, not the least of which is to earn enough money to reinvest in the business to ensure a future for the Jaguar brand and the development of future cars.



The Jaguar reinvention is still a work in progress, as is working on Jaguar's reputation for so-so quality that continues to hang on like onion breath.

In addition, JLR's relationship with software giant Nvidia will bear fruit with the next generation of platforms, JEA (Jaguar Electrified Architecture) and EMA (Electrified Modular Architecture). The JEA will be used for the three all-new Jaguars we'll see from next year, with a Jaguar four-door GT to be the first of three new models due next year.

The future for Jaguar is clear, though, with Mardell revealing the brief given to the development team. "The team was asked to develop four words that describe the emotion and what the Jaguar brand stands for. The response was 'exuberant,' 'unique,' 'fearless' and 'progressive.'

Armed with those four words, the designers went to work and produced 18 full-sized clay models. Massimo Frascella's (JLR design director) design won. That design language is set to be used across the three decidedly new yet different Jaguar models.

Insiders have spoken of a genuinely groundbreaking design for the new cars. Still, everything – including a new Jaguar logo – will be kept tightly under wraps until late this year with the first production car, a four-door GT, is set to be revealed later this year

and to go on sale in 2025, with two other crossovers to follow.

The new Jaguars will be built at Solihull, but where will that leave Jaguar's traditional home at Castle Bromwich? It will still be part of JLR but will be used solely as a stamping facility. It may also be used for JLR's Special Vehicle Operations performance arm.

Here in North America, much has been made of the rationalization of Jaguar dealers. Despite what some have heard, I can unequivocally state that all Jaguar and Land Rover dealers will continue to perform warranty work. They have yet to be told not to work on older cars, nor have parts become unavailable. Contact JLR's Consumer Response Center immediately if any dealer tells you that.

Also, for the first time since the pandemic, the JLR North American Archives is now again open three days a week – I am here Tuesdays, Wednesdays and Thursdays. And, while we no longer issue Heritage Certificates (that was taken over by Jaguar Heritage Trust in 2018), we still have access to all chassis information going back to 1921 and the Swallow sidecar! If you have a question, please call and leave a message. I will get back to you as soon as possible! You can contact me at (201) 818-8144 or fred.hammond740@gmail.com.

Drive safe and drive happy! 🚗