



THE
MARQUE



AJS

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From the President

By Judy Scarborough, President

I'm sure all of you will agree that there is no place as beautiful as Atlanta in April. I "perk up" when I see the azaleas and dogwoods, and the sun shining, and all the different shades of new green leaves.

Did anyone participate in the recent Caffeine and Octane gathering where Jaguars were the featured marque? If so, would like to tell us about it? Or have you attended a car show or rally, and would you like to tell us about it? Do you belong to an organization that has had an interesting speaker recently, and do you think we would enjoy hearing that speaker? It is increasingly difficult to find speakers for our monthly meetings, so we could use your help to get ideas. Please contact Don Hart and he will follow-up. It would be helpful if the topic is car-related, but some other topics may also interest members. It's your club and we want you to be involved.

In a few weeks it will be Mother's Day, so don't forget Mom, or memories of Mom.

See below for the third profile of Women In The Auto Industry!

And don't forget our monthly meeting Monday, May 28th at Aldo's.

WOMEN IN THE AUTO INDUSTRY #3 DENISE McCLUGGAGE

Many members will recognize the name Denise McCluggage as the Senior Contributing Editor at Autoweek magazine. In fact, she founded the magazine in the late 1960s, and

remained Senior Contributing Editor until her death in May 2015 at the age of 88. She is also the only journalist to be inducted in the Automotive Hall of Fame.

Denise was well into amateur auto racing in her 20s, and in her late 20s began racing professionally. She won a race at Sebring in 1961 and in the Monte Carlo Rally in 1964. During that time she was also working as a sports journalist at the New York Herald Tribune. She tired of racing in the late 1960s, and concentrated on journalism full-time.

She was an inspiration to all fellow automotive journalists and will forever remain a shining example for girls the world over who wonder if a woman really can "make it in a man's world."

Yea, Denise!!!



JAGUAR SOCIETY MEMBERS

All you need to know and more!

By Sheila Brower, Health & Hospitality Director

Sheila Brower was in the hospital recently. She had a stint put in her leg.

Bless you my friends!

Sheila Brower
Health & Hospitality Director



Jaguar XJ50 Celebrates Sedan's Half-Century, Just Before A New XJ Debuts

Lew George, AJS Newsletter Editor

Last-of-the-line model marks the end of one of the longest chapters in Jag history

For decades, owning a Jaguar meant owning an XJ sedan, and to celebrate 50 years of its flagship the British automaker is launching a special edition run. Debuting at the Beijing auto show this week, the Jaguar XJ50 will be offered solely in long-wheelbase form with a choice of a supercharged 3.0-liter V6, good for 340 hp, or a supercharged 5.0-liter V8 churning out 470 hp. The V6 version will be offered in rear-wheel-drive or all-wheel-drive form, while the V8 will be offered solely in rear-wheel drive.



Jaguar has designed unique front and rear bumpers for this sedan, as well as special 20-inch wheels with a gloss black diamond-turned finish. The XJ50 will also be easy to spot by the gloss black grille, and (of course) special badging denoting this model. The 50th anniversary XJ will also be offered in just four different colors: Rosello red, Santorini black, Loire blue and Fuji white. In the cabin, the special edition model will feature a XJ50 logo on the center armrest, in addition to sill plates with the XJ50 logo.

"The XJ Series 1 started the distinctive dynasty in 1968, and for eight generations the luxury sedan has been turning heads around the world," the automaker said. "Whether transporting VIPs and politicians, or acting as the preferred vehicle for business leaders and royalty, the XJ has been a mainstay on roads for five decades."

The current-generation XJ has been on sale since 2009; the model is not only in its last months of production, but in its last months as a sedan powered by an internal combustion engine. The all-new 2019 XJ model is expected to be an

electric car in a five-door hatchback bodystyle -- quite different from what we've become used to. The new model will debut later this year and go on sale in 2019, aiming to deliver an asymmetric response to traditional segment leaders like the Mercedes-Benz S-Class, the BMW 7-Series and the Audi A8.



The XJ has always lagged behind the two main German sedans, and the debut of Lexus and other luxury brands in the 1980s and 1990s certainly never improved the XJ's market share. The new model, therefore, will be a something very different, but we don't yet know just how different. In the meantime, enjoy the last few months of gas-engined XJs in the marketplace. New ones, that is.

"Spanning half a century, the Jaguar XJ remains true to its heritage with a wonderful balance of beautiful design, intelligent performance and indulgent luxury that ensures it stands out from the crowd," said Ian Callum, Jaguar director of design. "This is a car worth celebrating and the XJ50 pays homage to a giant within the Jaguar brand that we believe is one of the world's most stylish sporting saloons."



What's A New Headquarters Worth?

Lew George, AJS Newsletter Editor

For Jaguar Land Rover, it symbolizes boom times and move from the margins, and the promise of more to come

Jaguar Land Rover's spanking new North American headquarters won't make your F-Type

go faster, and it won't make your Discovery ramp steeper grades, but it might help keep both machines happy. It could mean more Jaguars and Land Rovers to choose from going forward. It almost certainly means that both brands, after decades struggling near the fringe of the American luxury car market, will be around for the long haul.



The \$30 million, 144,000-square-foot building on a 12-acre campus in Mahwah, New Jersey, not far from JLR's previous HQ in the heart of its strongest regional market, delivers all the trendy workplace concepts, right down to the chef-prepared, locally sourced food in the cafeteria. Probably more important, it provides a lift and a cultural shift that matches JLR's steady sales climb over the last decade.

"I wouldn't say it's 'prosperity,' per se, but a sign of our vision and our ambition for the market," says North American CEO Joe Eberhardt. "Clearly, at 21 percent of JLR's global volume, North America is one of the most important regions for the business, and we'd been in an outdated facility, and it wasn't exactly the basis for a modern, collaborative, fast-paced work environment.



"Part of what we're trying to do with the new building is change that and align it with where the business is going, in terms of customer experiences and how the brands are positioned, and to deliver that, you need to attract the best people, right? We need the right balance between

experience, drive, and younger employees who embrace technology and the digital world. You don't get that in a building that is not reflective of the expectations of those employees or the brand."



JLR's search for a new headquarters began more than three years ago, when Eberhardt and associates pondered the prospect of following longtime neighbor Mercedes-Benz NA out of greater New York City for another locale entirely. They quickly decided to stay put in the region Jaguar has called home almost since its cars arrived in quantity in the States in the 1950s ("We concluded that we'd lose more experience than what we'd gain in attracting new talent," Eberhardt says.) The company located an existing building that was previously North American HQ for Sharp Electronics and set a developer to work spending most of the \$30 million.

The facade was redone in the Arches theme JLR has urged its dealers to adapt as they've spent some \$1.5 billion upgrading their own stores over the last decade. Inside, the goal was "collaborative, agile space with no big offices, and no barriers," Eberhardt says. Yet there's more in there than the psychological lift of shiny floors, minimalist furniture, great Wi-Fi and avocado toast.

"We can do things we couldn't do before," Eberhardt says. "We built a completely new training academy, for technical training and proficiency training for sales consultants, arts people, and service managers. We have a full shop and engineering operation for next-generation cars -- body, light, electrical and suspension engineers on site, linked directly to the U.K. It's a genuine bridge between our retailers and the technical center.

"And we're not selling water filters or staplers. We're a car company, and we wanted it

to be obvious, and that's why we took the unusual step of building a showroom with 14 spaces and a gift shop and turntables. I think that's why people confuse it for a dealership. In the first week, people were showing up and asking if they could buy a car here. We've already considered the possibility of having a rep from a local dealer on site."



North America is once again JLR's biggest market, but that hasn't always been the case. If you're wondering about Jaguar's previous peak in the United States, it wasn't the heady days of the 1950s, or the Swinging Sixties and peak E-Type. Through most of its 70 years in North America, Jaguar has hovered between a minuscule .04 and .2 percent of the new car market (or a fraction of 1 percent). The previous peak was 2002, when Ford-owned Jaguar Cars North America sold 61,204 cars, for a .4 percent market share.

Yet that was largely on the strength of the newly launched compact X-Type sedan, and the X-Type also sowed the seeds of Jaguar's next dive. By 2007, as the Great Recession settled in, sales had fallen back to 15,683. Land Rover sold 49,550 dogs that year, for a combined share of .31 percent. The next year, as recession deepened, Ford divested itself of both brands.

And things started to change. In the decade since, Jaguar sales have increased 336 percent in North America. Land Rover sales have increased 171 percent, while JLR as a whole is up 181 percent. Across the globe, it's the same story: a 245 percent increase in Jag sales over the last decade, 207 percent for LR, and 217 percent combined.

There are many reasons for that, including the times, vastly improved product and offerings more suited to American tastes. There's also that vision and ambition, driven by the Indian conglomerate Tata and its U.S.-educated

chairman Rattan Tata, which purchased both Jaguar and Land Rover from Ford in 2008, combined them into a single company and basically launched the upward trend.



"Yeah, I think JLR in its present form could not have happened without Tata," Eberhardt says. "They gave the company the opportunity to develop the way we have over the past 10 years. It was a courageous decision to spend the money Tata did and form this new company during the deepest recession in recent memory, when the market was falling 40, 50 percent. And it was really tough the first two years, but they doubled down and kept the company afloat and provided us a platform to grow.

"For that, we were able to build an HQ and a phenomenal success story. The last eight years, we're completely self-funded. There's no further external investments from Tata, but without that initial seed capital and that initial help we wouldn't be here."



Jaguar J-Pace: A bigger Jag Crossover Is Coming

Lew George, AJS Newsletter Editor

With the Porsche Cayenne in its sights, Jag preps the J-Pace

It looks like Jaguar's got another street-minded crossover in the works, one with the Porsche Cayenne in its sights. According to Autocar, the bigger Jaguar crossover will be called "J-Pace" and will borrow parts and pieces from Land Rover's bins. As for the sheetmetal, designer Ian Callum will be penning an all-new shell for Jag's fourth crossover in half a decade.

The J-Pace will probably roll off assembly lines beginning in 2021 and use running gear that'll be familiar to Jag Land Rover buyers: Think supercharged V6 and diesel options, along with a 5.0-liter supercharged V8-powered SVR (like the F-Pace SVR pictured above) version to compete with the Cayenne Turbo S and BMW X5M.



We'll keep you posted as we learn more and get a better idea of J-Pace prices and powertrains. While Jaguar is jumping feet first into crossover wars, it also looks like the company will double down on electrifying its vehicles. That makes sense, considering Jag already promised an electrified version of each of its models by 2020, but the all-electric XJ is still due in 2019. We imagine the electric XJ will use technology and parts developed for the I-Pace electric crossover that debuted at the Geneva motor show earlier this year.



With the push for electrification and crossovers, Jaguar's beautiful F-Type might not be long for the world. Of course, there's always an argument for a hot sports car sitting atop a brand's lineup to keep people aspiring to climb the product ladder.





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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
TBD - British Motor Car Day (Roswell)
- May –
- June – 16th - Pig Roast, Erlinda McCabe
- July – 7th – Party-Rick Duff
- August – 25th – Lake Party
- September –
- October – TBD – AJS Concours d'Elegance
- November – 3rd -5th - Hilton Head Concours
- December – 9th – AJS Christmas Party



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