



THE
MARQUE



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New Direction? Steering Wheel Can Tell You To Turn With Heat And Cold!

Submitted by Ed Chellino

Steering wheels could soon warm up or cool down to tell drivers when to turn left or right. Technology being tested by Jaguar Land Rover should provide extra guidance for motorists, meaning they never have to take their eyes off the road. And the feature will be particularly useful during times of poor visibility, where drivers are struggling to see the road in heavy rain or fog.



The manufacturer's "sensory steering wheel" could minimize the need for motorists to look over at a sat nav, and limit the chance of distracted driving. The system can rapidly warm or cool one side of the steering wheel by up to six degrees C, adjustable by the driver.

JLR said it would be used to "inform drivers where to turn, when to change lane or to warn of an approaching junction" - and could help when the road layout is confusing. The steering wheel could also be used for less urgent notifications like low fuel or points of interest that are coming up.

Concerns are growing over visible or audible signals from sat navs distracting motorists and

causing accidents. "Distraction in vehicle" was listed as contributing to 2,823 road accidents in 2017, according to the Department for Transport - almost eight a day. Unfortunately, those collisions included 459 that were serious and 79 fatalities.

Motorists already face hefty penalties if they are distracted by a mobile phone or sat nav while driving. The offense carries a £200 (\$250) on-the-spot fine and six penalty points [in the U.K.], which can be increased to as much as £1,000 (\$1,250) and a driving ban if the case goes to court.

JLR's steering wheel tech is being developed as part of a research program with Glasgow University, so it hasn't reached the production line yet. Vibrations through the steering wheel have become a common feature on new cars, but JLR said warnings of this kind could be "unnecessarily attention-grabbing".

The company said other technology similar to temperature-based directions could be installed in self-driving cars to indicate when "handover to autonomous control" is complete, so drivers know when it's safe to take their hands off the wheel.

Alexandros Mouzakis, Jaguar Land Rover Electrical Research Senior Manager, said: "Safety is a number one priority for Jaguar Land Rover and we are committed to continuously improving our vehicles with the latest technological developments as well as preparing the business for a self-driving future.

“The ‘sensory steering wheel’ is all part of this vision, with thermal cues able to reduce the amount of time drivers have to take their eyes off the road. Research has shown people readily understand the heating and cooling dynamics to denote directions and the subtlety of temperature change can be perfect for certain feedback that doesn’t require a more intrusive audio or vibration-based cue.”



JAGUAR SOCIETY MEMBERS

All you need to know and more!

By Sheila Brower, Health & Hospitality Director

(Last newsletter Marlene Hart also contributed to this column)

- Walt Brookbank was able to attend our meeting and said his friend was back in town and he was happy about that....glad he was able to be with us!
- Paul & Ellen Immerman joined our meeting
- Don Arsenault also attended for his 3rd visit since becoming a member he said. It was great having some of our members who haven’t been with us for some time be able to join us.
- Ken & Irene Carr were able to attend and they looked great! Nice to see them able to be back with us!
- Ray Fry told me he is going to have cataract surgery Wednesday and in three weeks he will have the surgery on the other eye. He also was proud to tell me that he and Marilyn celebrated 47 years of marriage! Congratulations to you both!!!!
- J.P. Summers said he and his wife, Jenny, went to Switzerland for 8 days and loved it! Maybe we can get him and/or Jenny to bring pictures and speak to us about their trip as J.P. said they loved it there. I didn’t get a report out last month but feel I should report that J.P. told me they had been in Los Angeles to visit their daughter and he was proud to report that she is gainfully employed with a company that manages recording artists. Sounds like they might have an “in” with concerts?
- Erlinda McCabe told me last month that she is selling “stuff” from her home in preparation for selling her home....she was surprised she had so

much “stuff”...I think we can all relate to that comment! This month, she said she might have some people interested in some of her “collectible” items so all is going well for her.

- Steve Unti is hoping to get away this summer to the mountains “if he is lucky.” Jane is doing better as she gets over her heart surgery...continued prayers for her.

THOUGHTS & PRAYERS:

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

July 29th

Aldo’s, 6690 Roswell Rd NE

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



CONFIRMED: THE NEXT JAGUAR XJ WILL BE ELECTRIC-ONLY, AUTOMAKER SAYS

Jaguar sketches out its EV strategy after early success with I-Pace in Europe

Jaguar confirmed late last week that the next-generation Jaguar XJ will be a battery electric model, following up on the I-Pace, which kicked off the Anglo-Indian automaker’s electric car range. The electric XJ, which has not been seen to date in any form, will go on sale next year and will be built at the brand’s Castle Bromwich plant in the U.K. The automaker dropped the news on the same day as the *very last* XJ of the current generation rolled off the assembly line.

We’ll say it again to let it sink in: The last gas-engine XJ rolled off the assembly line just

days ago, and ... that's it for gas-engined XJ sedans.

Jaguar confirmed the next-gen XJ model amid a wider announcement about its electric car plans in the U.K., including the operational launch of a new Battery Assembly Center next year, which will have the capacity to produce 150,000 EV batteries. The all-new battery plant will work with the upgraded Castle Bromwich facility, which will produce the next-generation Modular Longitudinal Architecture, or MLA, that will be used with gasoline, diesel, hybrid and electric models produced by Jaguar and sister company Land Rover.



"The future of mobility is electric and, as a visionary British company, we are committed to making our next generation of zero-emission vehicles in the U.K.," said Ralf Speth, chief executive officer of Jaguar Land Rover. "We are co-locating our electric vehicle manufacture, Electronic Drive Units and battery assembly to create a powerhouse of electrification in the Midlands."

Rumors about an all-electric XJ sedan had circulated for a couple of years, along with talk of a switch to a wagon bodystyle for the Jaguar flagship (yes, really), but this is the first official confirmation of plans for an EV model.

This decision makes plenty of sense: The XJ has played a distant fifth or sixth fiddle to German and Japanese luxu barges when it comes to annual sales, so Jaguar can fully afford for its flagship luxury model to go battery electric at this point – it doesn't have to make *that* many EV sedans to eclipse current sales levels. The last decade has also seen the limited viability of large electric luxury sedans, confirming some measure of a business case for the segment -- the market has shown it will buy large EV sedans if they come with a Tesla badge, at the bare minimum.

Taking the EV route with the XJ also makes sense from a standpoint of aiming for the audience of the next decade, when a number of luxury automakers are expected to field electric sedans. With China mandating a transition by edict to New Energy Vehicles in the next two decades, demand for electric sedans is guaranteed to exist in the Middle Kingdom, at the very least.

"Convenience and affordability are the two key enablers to drive the uptake of electric vehicles to the levels that we all need," Speth added. "Charging should be as easy as refueling a conventional vehicle. Affordability will only be achieved if we make batteries here in the U.K., close to vehicle production, to avoid the cost and safety risk of importing from abroad. The U.K. has the raw materials, scientific research in our universities and an existing supplier base to put the U.K. at the leading edge of mobility and job creation."

The switch to a BEV-only XJ model, whatever bodystyle it ends up adopting, is nevertheless an important bet for Jaguar Land Rover, which is going through another period of financial issues since being detached from Ford's Premier Automotive Group in the late 2000s. Now owned by India-based industrial giant Tata, Jaguar Land Rover endured a particularly rocky 2018, losing \$3.9 billion in a series of mostly internal re-evaluations of the value of its business. Slowing growth in China hasn't helped, and neither did the industry's continued turn away from diesel, something JLR bet heavily on in 2015, the same year the VW diesel crisis erupted.



Harrah's Cherokee Trip

By Alan Talbott, Activities Director

Our trip to Cherokee, NC started with AJS meeting Saturday morning at 10:00 on June 22nd.

We drove to Franklin, NC for lunch and pulled into Frogtown Market a little after 12:00. This small, unpretentious restaurant turned out some excellent food. I don't think there was one complaint about food which is unusual in itself.

Rick Duff joined us at Frogtown as he was late leaving Atlanta.



On to Harrah's in Cherokee which is about 40 minutes from Franklin. We arrived there about 2:30 to scope out the palace we would spend the evening. Harrah's turned out to be a very well done facility with, shopping, restaurants and of course a large gambling area. After a quick look around we headed to the Hampton Inn to regroup before dinner.

Back to Harrah's at 5:00 for an early dinner at Brio's. They did an outstanding job of serving our group and the food again was excellent.

We hit the floor; well not literally we didn't have that much to drink, around 7:00 with everyone spreading out to take their chances at the various gaming venues. Dabney Talbott won a few bucks on the slots and don't know about the rest of the folks but I do know Rick Duff was the bigger dollar winner for the evening. I'm standing next to him when we go again. Great evening!

Harrah's was surprisingly, at least to me, very well done. Marlene Hart was spot on with her assessment for the area and casino so thanks to her for the idea. It ain't Vegas but it is very good and close to the ATL. As far as I'm concerned we will be making another tour here in the near future with a looser schedule with more time available to see the shops and museums. For those that couldn't make it, hopefully you can join us for the next trip.



Frasier Dante Tour **& Tech Session**

Tentative Schedule:

Saturday, August 3
Meet and Greet about 10:30 AM
10997 Alpharetta Hwy
Roswell, GA 30076
Phone: (770) 641-8354



Jaguar's Hybridized, Electrically **Supercharged, Turbocharged Inline-** **Six Engine Comes Out Of Nowhere**

Submitted by Ed Chellino

The latest addition to the automaker's Ingenium engine family is a high-tech 3.0-liter six.

We knew Jaguar Land Rover was planning on adding an inline-six engine to its budding family of modern Ingenium engines, which until now has consisted entirely of four-cylinder gas and diesel options. This turbocharged engine is supported by a 48-volt electrical system, which powers an electric supercharger and an electric motor.

Jaguar Land Rover says the electric supercharger sharpens the engine's throttle response, as it can spin up to its 65,000-rpm peak within half a second. That masks any turbo lag that might crop up from the turbocharger between the time the driver presses the gas pedal and the engine responds. The hybrid bits and 48-volt system enable extended periods of fuel-saving engine-off scenarios when, say, the vehicle is stopped at a red light or in traffic.

For now, the new engine is available only in a special-edition Land Rover Range Rover Sport HST model in the U.K. But look for the powerful new engine to make its way into other Land Rover, Range Rover, and Jaguar products around the world soon. More details, including performance estimates and fuel economy benefits, likely will land closer to the six-cylinder's arrival in North America.

Keeping your Jaguar on the road



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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 – Frasier 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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