



THE  
MARQUE



AJS

Newsletter

<https://www.atlantajaguarsociety.org>

April 2025

**Next monthly meeting**

**April 28, 2025**

**Aldo's, 6690 Roswell Rd NE  
Social hour- 6:00 pm, Dinner-7:00 PM**

**Message From Our President**

April 28, 2025

**Greetings**

AJS has been on the go with a lot of activities this past spring. There are multiple fun activities and informative events that are planned this spring and summer. Hope you can join others and share in the fun. Jaguar North America continues to be in flux regarding the US Market, referring to the reprint of a recent article included in this news update. Let us all remember to stay connected with other members and the ways others in the club can assist.

**Monthly Meetings:**

**Looking back:** March's Monthly meeting had a wonderful turn-out to hear James Strickland share his adventures with touring Europe in his 1967 XKE for five weeks, five thousand miles through five countries'. This must have been a true dream adventure. Thank you, James' for the grand tour and sharing your experiences.

**Special Note,** James is inviting AJS members to come to his home/garage and see the fabulous collection of very rare -low serial number Jaguars **on Saturday, May 3, 2025, at 11:00 -12 AM.** Be sure to bring a hat as cars will be on displayed outside, Luncheon to follow at a nearby restaurant. Additional details to follow later in this news update.

**Monday, April 28<sup>th</sup> Monthly Meeting,** we will meet at Aldo's in Sandy Springs, social at 6, dinner at 7 pm. AJS is fortunate to feature **Hugh & Marie Williams**, a member of AJS who recently retired from the USA Foreign Service. They will share insights about the Foreign Service and its support of US Foreign Policy and an overview of life in the foreign service. A true life of personal commitment for its service representatives. This is an important topic to help us understand certain elements of how this organization supports our Nation.

## **Upcoming Activities:**

**Saturday, May 3, 2025, 11:00 to 12:30:** James Strickland an avid collector and restorer of Jaguars, has invited members of the Atlanta Jaguar Society to visit his home & garage to view a wonderful collection of low serial number Jaguar Cars, part of his overall collection. Cars will be displayed around the rear-patio area outside. Attendees are suggested to bring a hat to guard against too much sun.

Park in the Cul de sac is suggested. **An RSVP is appreciated; contact RICK DUFF at 770 480 6680, [rduffincome@gmail.com](mailto:rduffincome@gmail.com).** A luncheon will follow at a nearby restaurant.

**Where: Lake Fjord Subdivision**, East Cobb County. This is off Lower Roswell Rd., East End, near the Chattahoochee Nature Reserve and the Chattahoochee River.

**Street: 4962 Leifs Landing**

**Marietta, GA 30068**

**Tel: 770 371 8313**

**Interested in more fun activities after Lunch?** James shared the *Roswell Arts Festival* is taking place on the same day at the Olde Town Square at the intersection of Upper Roswell Road and Hwy 9 Atlanta /Roswell Rd. This should be a fun activity taking in all the latest art and spring fair like activities.

**Afterwards, Avalon** is sponsoring a special festival in recognition of the **Kentucky Derby race** at 7 PM. Street Festivals begin late in the afternoon and with a big screen viewing of the Kentucky Races. Grab your derby hat and toast to the races. The event is slated to be a festive social gathering.

**Saturday, June 7<sup>th</sup>, 2025: AJS Annual Lake Lanier Gathering and BBQ Cook Out** at Dick & Johnnie Preston's home at:  
9440 Lantern Lane  
Gainesville, GA 30505  
678 427 4812  
[dpreston@atljaguarsociety.com](mailto:dpreston@atljaguarsociety.com)

This event has been a popular activity for multiple years, and we hope you will join others for this fun gathering of AJS friends. There will be lots of activities to participate in and or sit back and enjoy the season and share good times with all other AJS friends.

Refer to the accompanying **Invitation** attached to this news update. Additional information will be posted as we get closer to June.

## **Recent AJS Activities:**

**Chattanooga Road Trip April 4-6:** This adventure featured fun backroads tour North Georgia over to Lafayette, GA then on to Chattanooga. We arrived safely at the Mayor's Mansion Inn on the grounds of the University of Tennessee-Chattanooga. The Inn was an 1885 Mansion restored and has been converted to a high-end B&B. Accommodations were delightful with each room decorated in Southern charm with a classic setting. Staff were exceptional and the Inn, a fully restored landmark, was full of antiques and is worthy of another stay. A special dinner was arranged and served to us in the dining room upon arrival. Later in the evening, all traveled to the Southern Bell River boat for a beautiful two-hour sunset cruise on the Tennessee River. On Saturday, all met for a four-course breakfast served at the Inn.

Michael and Karen Payne, Chattanooga Members of AJS scoped out and directed a magnificent tour on both the East and West Side to the Tennessee River, North of Chattanooga. There were many delightful

twisty roads and vistas of the landscape along the riversides. We dined for lunch at the Highlands subdivision restaurant overlooking the mountains north of Chattanooga.

Grand accommodation, great food, and a wonderful time sharing with other AJS members made the event an incredibly positive memory. Special thanks to Karen & Michael Payne's for their warm southern hospitality and supporting AJS for a grand weekend, Bravo! Well done!!

Pictures of the event are posted on AJS' Facebook page.

## **Respectful Acknowledgement on the Loss of Ray Fry.**

Ray, one of AJS longest members was called home in April after a prolonged illness. Services were held on Saturday, April 12<sup>th</sup> in Lawrenceville. Marilyn, his loving wife of over 40 years, is doing well but as one expects feeling the loss of her life-long love and partner. Ray had two grown children and five grandchildren. Brad who lives in Salt Lake, UT is now the caretaker of Ray's beautiful 1987 XJ6. Thanks to the AJS members attending Ray's services, the family appreciated our participation. Ray, a wonderful man whose personality was always engaging had a strong passion for the Jaguar marque and devoted member of AJS. Ray served in many leadership roles over the years and was our Concours' Director for many years. We will miss Ray but know he is well and his XJ6 will be lovingly cared for by Brad.

Cards and notes are appreciated as well as a donation in memory of Ray to:

Ms. Marilyn Fry  
1143 Ives Court, NE  
Brookhaven, GA 30319  
404 843 1764

## **Jaguar North America News**

### **Jaguar Land Rover Halts All US Vehicle Exports!**

This is not good news, but the good news JLR currently does not offer any new Jaguars Cars, pending the O1 Full EV Sedan later this year. The impact will be for Land Rover sales.

The Following is a Newsletter Reprinted from Jaguar News information.

JLR's North American market share makes this disruption especially critical to future revenue.



BY [ANDREAS TSAOUSIS](#)

APRIL 7, 2025, AT 07:39

The 25% tariff imposed on imported cars on April 2 was an unexpected move by Donald Trump. Now, all automakers are rearranging their plans, taking into consideration the new reality in the US. JLR, which is reinventing Jaguar, will pause shipments until it can formulate a plan.

On April 2, the US government imposed a 25% tariff on all imported cars and parts. While the move had been rumored for weeks, its official announcement by President [Donald Trump](#) still sent ripples through the auto industry—understandably so, given that America is the world's second-largest car market.

As other countries are trying to figure things out with some, like Canada, responding in kind, automakers are scrambling to readjust to this new reality. Giant groups like GM and Stellantis may have enough

flexibility to minimize their losses, but smaller manufactures such as [Jaguar Land Rover](#) cannot afford this luxury. As a result, the Tata-owned British automaker announced that its pausing shipment of new cars to the United States for this month.

### **JLR Cannot Afford to Lose the US – And It Needs to Think Fast**

“The USA is an important market for JLR’s luxury brands,” a company spokesperson stated to [Bloomberg](#) in an email. “We are enacting our short-term actions including a shipment pause in April, as we develop our mid to longer-term plans.”

### **More: [2026 Jaguar Type 01 – Here’s Everything We Know About The \\$130,000 Electric Sedan](#)**

According to JLR’s latest annual report, North America accounted for almost a quarter of the 430,000 vehicles it sold between March 2023 and March 2024. Having posted a 17% drop in quarterly profit in January, this development could not have come at a worse time for the British carmaker – thus, temporarily halting shipments until the management can lay out a cohesive strategy under the new circumstances seems like a wise decision.

The timing is also bad because, for the past few months, [Jaguar](#) had managed to make headlines with its controversial reinvention from a premium brand to a luxury one that, instead of Mercedes, [BMW](#) and Audi, will rival the likes of [Bentley](#) both in opulence and in pricing. Or at least that is the plan.

### **If Jaguar’s Rebranding Succeeds, Tariffs Will not Matter.**

#### Jaguar Type 00 Concept



How it will pan out is an entirely different matter, and something no one can predict at this moment. Sure, the brand made big waves in social media and the automotive press with its divisive campaign that was followed by [the Type 00 concept](#) which was launched in Miami on December 2. However, moving up to such rarefied air is anything but easy and a historical name is not a guarantee for success – especially

when you intentionally alienate your existing, mostly conservative, clientele in favor of a new, fancier, and much wealthier one.

Despite the campaign causing much controversy and even called “woke”, the concept itself was generally well received as a bold step in establishing a new distinct identity. It’s the [2026 Type 00 production car](#) though, an electric sedan with many styling cues from the concept that’s expected to start at \$130k, which will prove whether Jag’s up market move was the right decision or not.

### **More: [Jaguar Boss Says They’re Not Trying To Be Woke, But Are Okay With Losing Old Customers.](#)**

Irrespective of their brave statements, we bet the powers that be at Coventry are holding their fingers crossed that the car will prove a success. The troubled automaker doesn’t seem to have a plan B to fall back on if this strategy turns out to be a flop, and with foreign luxury brands already in deep trouble in China, where they used to thrive, the US is simply a market Jaguar can’t afford to lose any ground in.

### **Land Rover Might Face Much More Serious Issues Than Jag**

The silver lining in this cloud is that, since Jaguar is targeting wealthier clients, an increase in price should not really affect it that much as buyers in this segment do not mind spending an extra \$20-40k (or more) if they like the product. Thus, Trump’s tariffs will not be a problem if the Type 00 turns out to be as good as Jag’s execs promise.

[Land Rover](#), on the other hand, could find itself in a far tougher spot. Sure, the Range Rover-badged models carry enough prestige and high MSRPs that price hikes likely will not faze their buyers. But shoppers eyeing more utilitarian offerings like the [Defender](#) tend to be more price-sensitive, giving the brand a much steeper hill to climb than Jaguar.

## **Personal safety news**

### **Article from the website: Kim Komando Tech Info**

How to completely disable your iPhone and, or iPad if stolen or lost.

If your smartphone was ever lost or stolen, what can you do to Lock it remotely, call your carrier or use a tracking app.

Your IMEI (International Mobile Equipment Identity) is like a Social Security number for your phone. Every phone has one, and it is not tied to your phone number or SIM card.

Why does this matter? Let us say someone steals your phone and jams in a shiny new SIM. They think they are slick. But your carrier can use your IMEI to block the hardware itself from the entire mobile network. Boom! The phone is now a \$900 coaster.

It does not give you the device back. Think of it as your phone's self-destruct button, minus the explosions. Those cost extra.

Find your IMEI.

This part is easy. Just open your phone app and dial: \*#06#

That is star, pound, zero, six, pound. You do not even have to press call. Your IMEI number will pop right up on your screen. You can use this IMEI # to block any future use of the item even if a new SIMs card is installed. Grab a pen or take a screenshot. Email it to yourself. Save it in a secure notes app.

Etch it into a cursed amulet you hang above your door. Whatever works.

Just do not only store it on your phone keep a copy of the IMEI Code number!



## *AJS – Lake Lanier Summer BBQ Gathering*

### **You're Invited**

Come and fellowship with Fellow AJS members at this annual BBQ & Cookout.

### ***RSVP IS REQUIRED***

**Date & Time:** **Saturday, June 7<sup>th</sup>, 2025, Time 4:30 PM until evening?**

**Dess code:** Casual dress/slacks, shorts, or whatever is most comfortable, it's summertime you know!

**Food and Beverages:**

- **Main Course:** AJS provides BBQ, tea, soft drinks, water, etc.
- **Share a favorite condiment, desert, etc\*\*:** Here is a guideline on what to bring:
  - **If your last Name is A to G, consider an appetizer, cold or hot, dips.**
  - **If your last Name is H to R, consider a vegetable/fruit/dips.**
  - **If your last Name is S to Z consider a dessert. What is your favorite?**
- **\*\*Let us know if you have something else so we can coordinate.**
- **BYOB:** Selected beverages may be provided by AJS, Alternative spirit beverages are welcomed, **mark your container or be ready to share!** Coolers and ice provided.
  - **Donations for the event will be appreciated!**

**Activities:**

- **Fellowship** with fellow AJS friends and other car enthusiasts.  
Jaguar cars welcomed or cruise-in with another marque.
- **Enjoy time** under the Pavilion or the deck overlooking the lake, a dip in the pool or maybe Lake Lanier, sit by the waterfalls and enjoy the flowing water.
  - Play a little Pool Golf! How is your chip shot?
- **Enjoy Fishing?** Fishing Rods and fish bait available.
- **Boating\*:** Note: (**\*These activities are selected at one's own RISK**)
  - Deck Boat tours on Lake Lanier
  - Jet Ski (holds 3 Riders), do you need to fulfill the "Need for Speed". A suggestion is to bring a swimming suit if you choose to go out on the Jet Ski.

**Where:**

Dick and Johnnie Preston  
9440 Lantern Lane  
Gainesville, GA 30506

**RSVP- Text or Call to:**

Johnnie's Cell 678 333 6898 or call H: 678 513 8525, Email: [jpres01@gmail.com](mailto:jpres01@gmail.com)  
Dick Preston's: Cell 678 427 4813 or email: [dpres01@gmail.com](mailto:dpres01@gmail.com)