

JAGUAR



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WILL EVER CREATE  
TO SOMETHING THAT  
IS ALIVE"**  
SIR WILLIAM LYONS

If a car can come to life in your hands, awakening your enthusiasm, touching and gratifying all of your senses, then it must be a Jaguar.

Ever since Sir William Lyons built the first example, Jaguar cars have been synonymous with fulfilling excitement by using the most advanced engineering available. That principle still holds true: today's Jaguars incorporate some of the most innovative thinking applied to any road-going car. Besides giving you easy yet rewarding control, Jaguar's advanced designs have another, vitally important benefit: the ability to make the car, the journey and you feel more alive.

4 JAGUAR RANGE 16 VISION 24 INSTINCT 30 INNOVATION 38 POWER 44 SPIRIT 50 MOTIVATION



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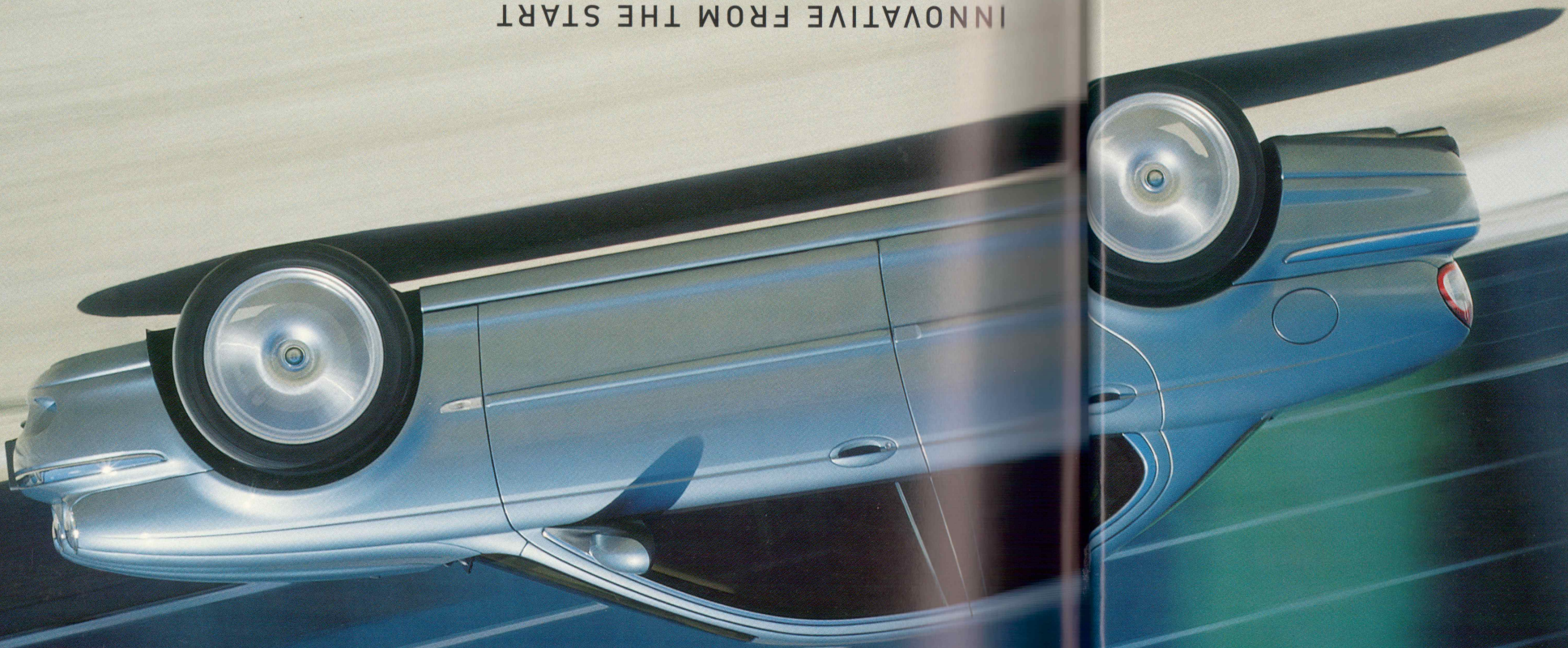
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# X-TYPE



## INNOVATIVE FROM THE START

The first Jaguar ever with four-wheel-drive and the first to offer a diesel engine, the X-TYPE provides advanced ideas within a compact, comfortable and affordable package. Available with 2 litre, 2.5 litre or 3 litre V6 petrol engines and a 2 litre diesel that produces up to 350Nm of torque.

# X-TYPE ESTATE



## PERFORMANCE IN A NEW SHAPE

Another first for the X-TYPE: the first Jaguar performance car that is also an estate. Though impressively functional, with a large load space and hidden storage, the X-TYPE Estate is also singularly beautiful. 2 litre, 2.5 litre or 3 litre V6 petrol engines with four-wheel-drive and the 2 litre diesel provide the authentic Jaguar dynamic driving experience.





»S-TYPE

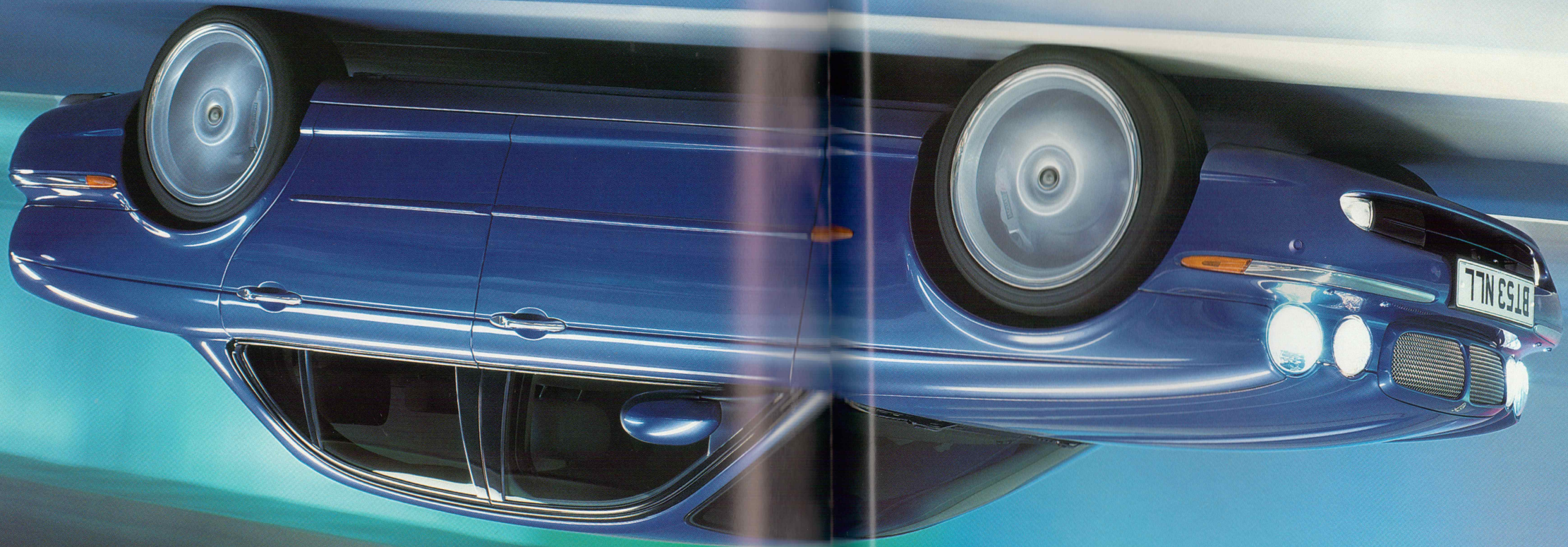
**SENSATIONAL ENERGY AND ELEGANCE**

Its instantly recognisable shape is now purer, sleeker and swifly propelled by a wider range of engines, including a remarkable 2.7 litre V6 twin turbo diesel with six-speed manual or automatic transmissions. The sporting highlight of the S-TYPE range is the S-TYPE R, with extraordinary power from its supercharged 4.2 litre V8. Inside, a new aluminium fascia graces R and Sport models enhancing its sporting pedigree.



Aerospace construction techniques and an all aluminium body make the XJ far lighter than its size and extensive equipment suggest. The result is a sumptuously comfortable car that performs and handles with sports car agility – whether in standard or the new long wheelbase versions. Engine choices range from the 3 litre XJ6 to the amazing 400bhp supercharged XJR.

## ULTIMATE LUXURY WITH SPORTS CAR AGILITY



New in 2004 is a 3.5 litre V8 Sport model, offering a unique blend of performance, style and value. Three new Sovereign models have also been added with a host of luxury treatments available to you as standard.

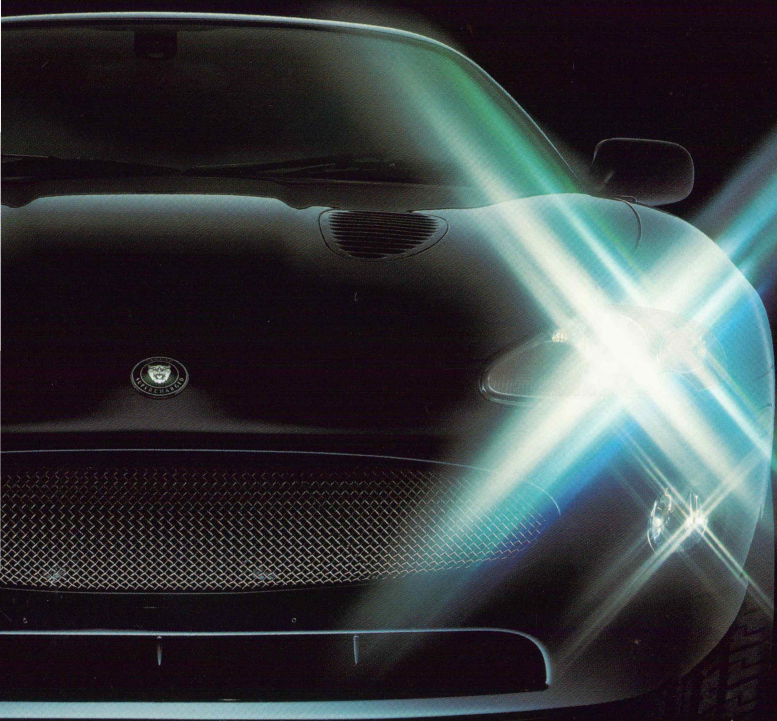


## THE POWER TO SEDUCE

One of the most beautiful and distinctive shapes ever to grace the road, the XK Coupé and Convertible offer the rare attraction of unstinting luxury with true performance, culminating in the supercharged XKR. Advanced chassis engineering, including Computer Active Technology Suspension (CATS) and Dynamic Stability Control (DSC), provide a ride that is as enjoyable as it is rewarding.



►XK



## THE INSPIRED APPLICATION OF INTELLIGENCE

If you could set a price for it, foresight would be prized as one of the most valuable faculties. This ability to see further into the future is a talent consistently associated with Jaguar cars. It's helped us create some of the most memorable, alluring shapes, to build legendary engines and to pioneer engineering that provides progress not in steps, but in leaps.

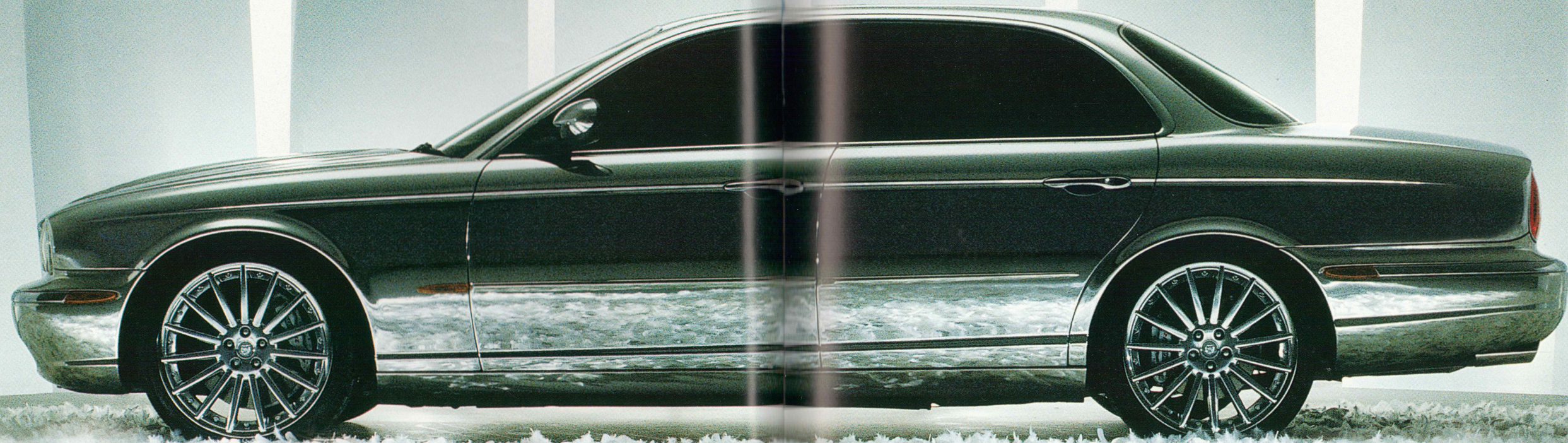
Today Jaguar can draw on vast research and development resources, exploring more advances, in more technical directions, than ever before. Yet just as important as this vital intelligence, is the inspiration with which it's applied to the latest range of Jaguar cars; the foresight to create models which you will desire today and still delight in, tomorrow.

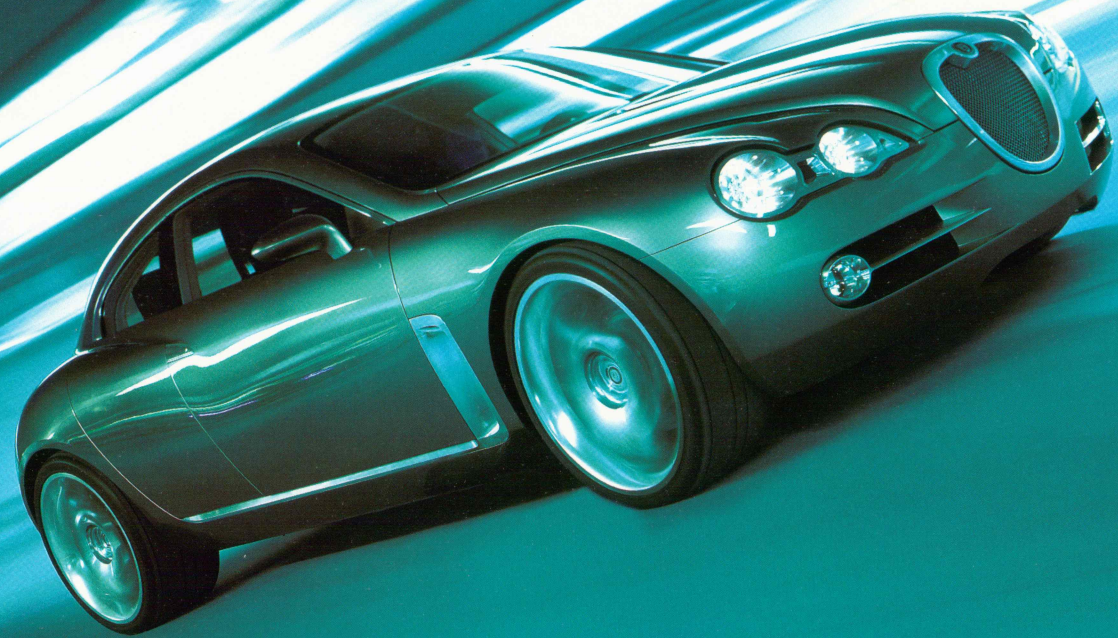
VISION

INCREASING SOPHISTICATION IN LUXURY CARS INEVITABLY ADDS WEIGHT, COMPROMISING PERFORMANCE, ECONOMY AND HANDLING. EXCEPT FOR THE ALUMINIUM XJ.

ITS ALL ALUMINIUM BODY, BONDED BY 3,200 RIVETS AND 120 METRES OF AEROSPACE EPOXY ADHESIVE, IS 60% MORE RIGID AND 40% LIGHTER THAN ITS PREDECESSOR.

This liberating lightness reduces inertia and unleashes the XJ's full performance potential, endowing it with the rapid and responsive reactions of a sports car. It feels alive and eager – but is still a well-mannered and refined luxury saloon.





The RD6 concept car displays Jaguar's unflinching passion for pushing conventions, not least in its power unit: a diesel, for a performance coupe. A tuned version of the twin turbo 2.7 litre currently available in the S-TYPE, the engine block is made from CGI – Compacted Graphite Iron. Lighter and stronger than cast iron, it provides performance and handling benefits; advantages which are already appreciated in the S-TYPE.



An intelligent solution that recognises the way people use their cars and that for some owners, the car is as much a place of work as a source of pleasure. This is the rear seat of the aluminium XJ with twin rear LCD screens, a multimedia information and entertainment system and JaguarVoice, allowing control simply by the spoken word. But it's not a concept – it can be enjoyed now, in both the standard and long wheelbase versions.

# ► INSTINCT

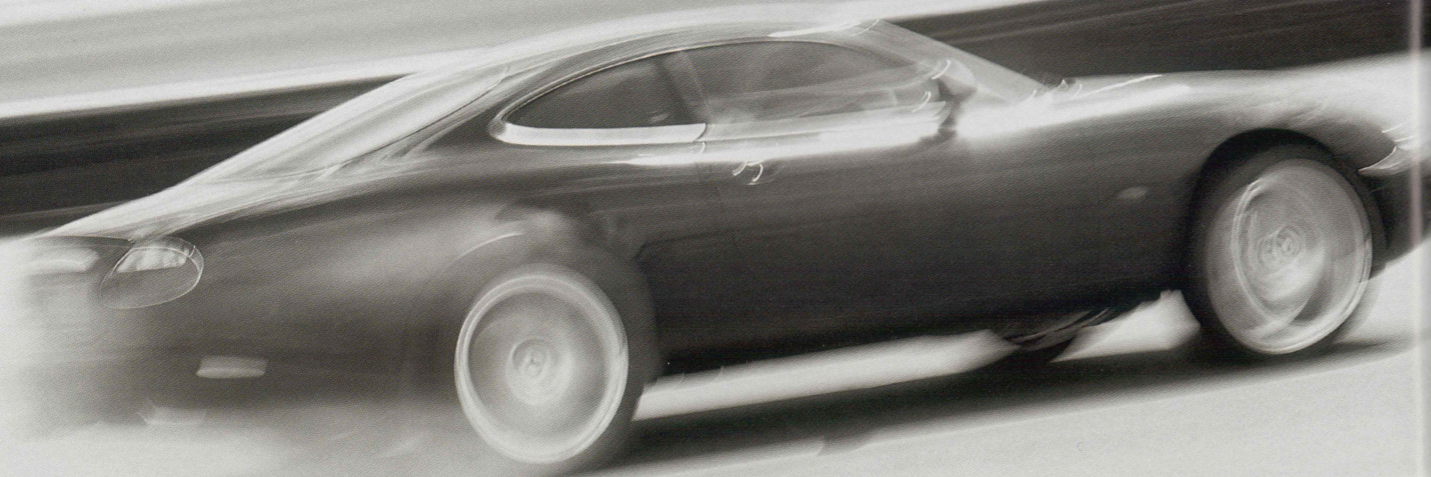
## THE REASSURANCE OF AN INSTANT RESPONSE

It's a subtle yet complex blend: the nuances of mechanical engineering, advanced electronics and tactile feedback that make Jaguar cars feel alive. It's also a key part of the Jaguar philosophy; that in return for your driving input, you should be rewarded with consistently satisfying sensations. Enough to make you feel involved and stimulated.

Jaguar's knowledge of fine-tuning chassis response goes back many years, to the era of multiple Le Mans victories, and extends to the futuristic technologies of CATS (Computer Active Technology Suspension) and Dynamic Stability Control (DSC). The emphasis on driver involvement is still at the forefront. The difference is that with today's Jaguar range, the demands on you are less heroic, more gratifyingly intuitive.

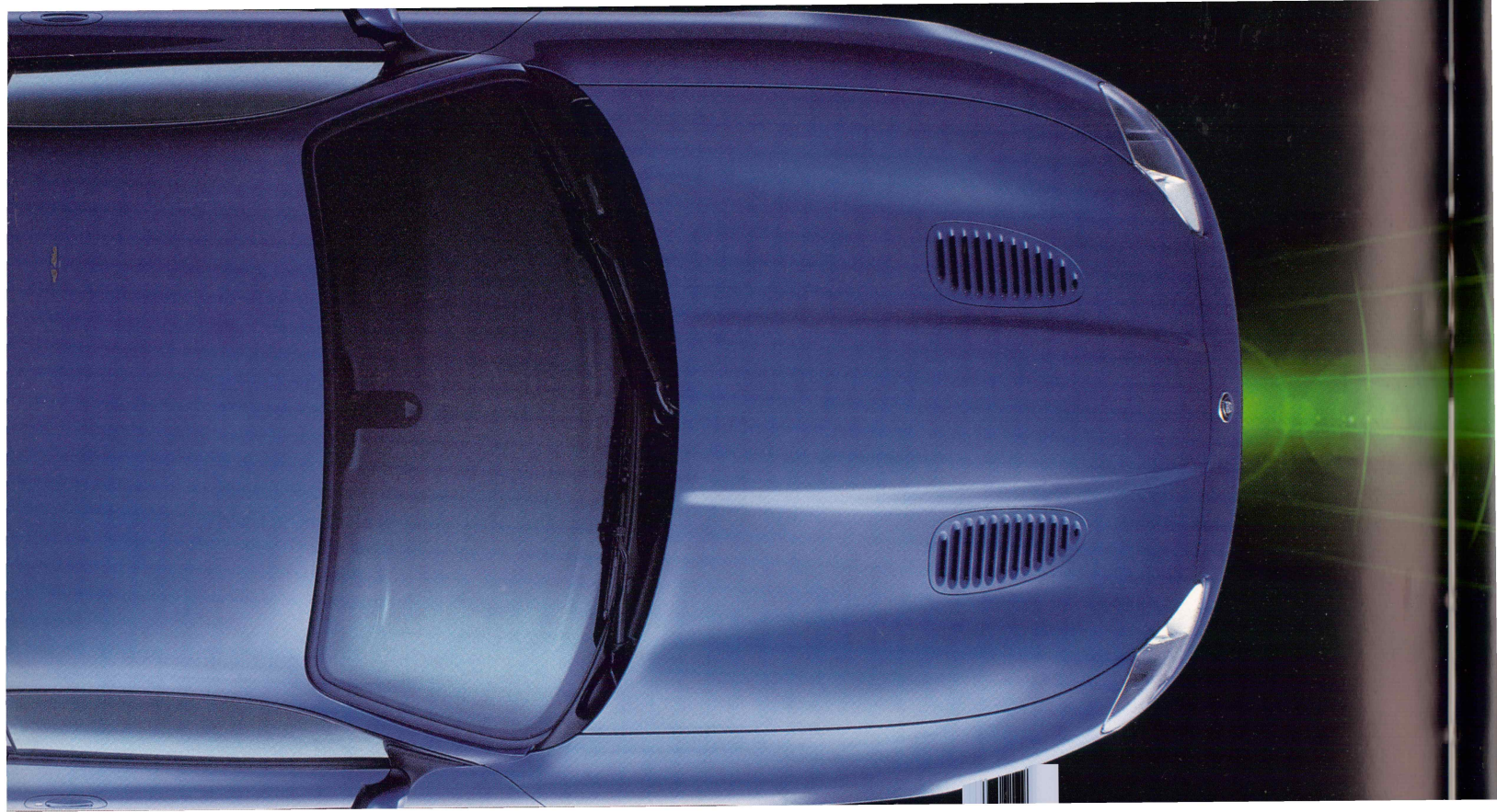


BEAUTIFULLY BALANCED: THE JAGUAR XK DISPLAYS NATURAL CONTROL, AUGMENTED BY CATS (COMPUTER ACTIVE TECHNOLOGY SUSPENSION) AND DYNAMIC STABILITY CONTROL (DSC), WHICH PROVIDE VIRTUALLY UNDETECTABLE INTERVENTION TO HELP YOU KEEP TO YOUR CHOSEN CORNERING LINE.

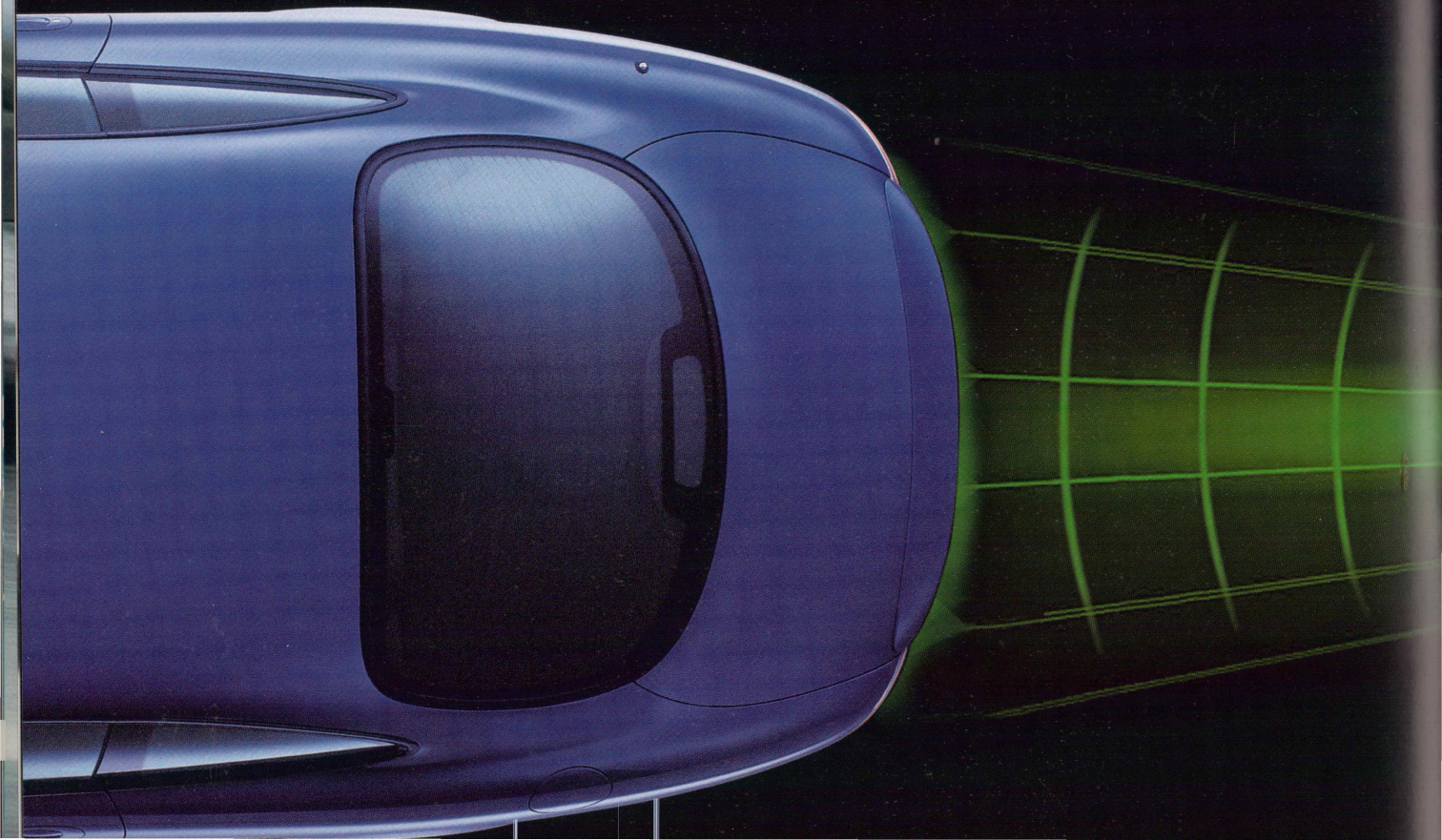


The latest Jaguar XJ feels almost unfeasibly athletic and agile for a big car. The secret is in its light but strong aluminium body and the sophisticated, self-levelling air suspension system. The air dampers soak up bumps and imperfections to provide a true luxury car ride, yet also keep the tyres firmly in contact with the road, for optimum grip and positive handling.





ACC (Adaptive Cruise Control) uses radar sensing to check your distance from the vehicle in front, uses the information to automatically adjust the throttle and brakes to help maintain a comfortable gap. The system is currently available for the S-TYPE, XJ and XK.

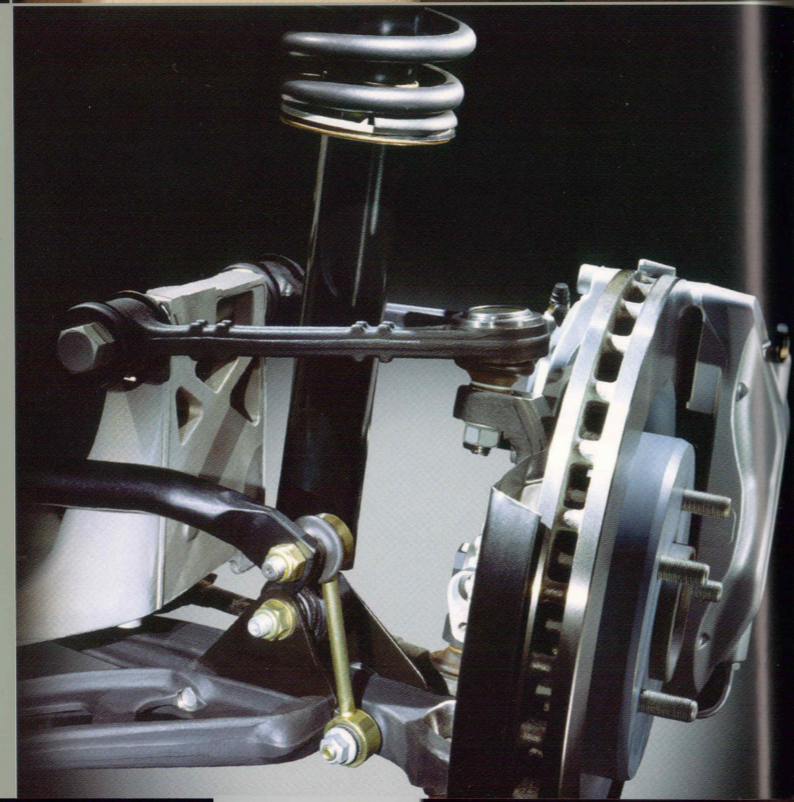




ASL, the Automatic Speed Limiter, prevents you exceeding your pre-set speed, such as the legal limit, unless you use kickdown or switch off the system. In addition ASL incorporates cruise control.

JaguarVoice controls the DVD-based navigation system, climate control, audio and telephone by your spoken command, keeping your hands safely on the wheel and your eyes on the road.

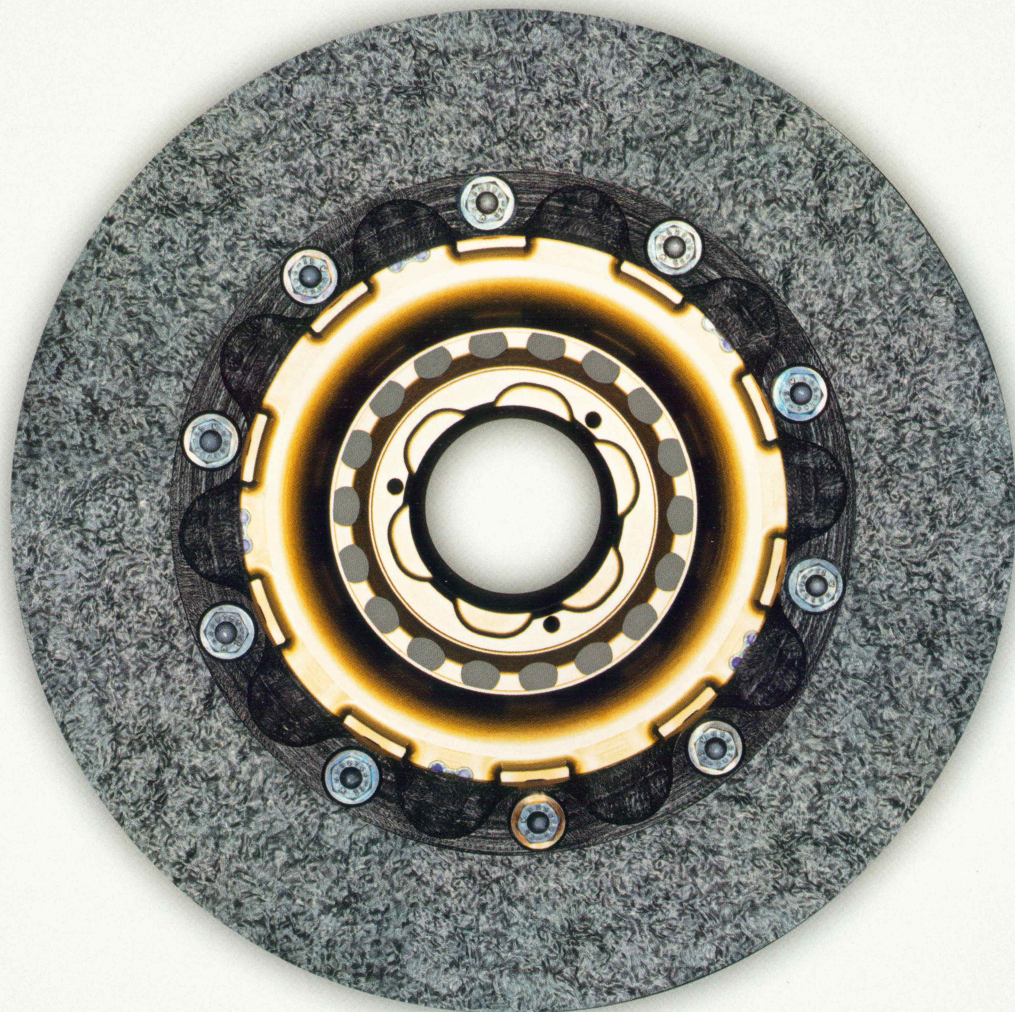
Computer Active Technology Suspension (CATS) monitors road conditions and your driving style, automatically adjusting damper settings to enhance high-speed stability, ride quality and cornering. At the same time, DSC (Dynamic Stability Control) helps prevent understeer or oversteer by, if necessary, individually braking each wheel. It also controls traction on varying road surfaces, for example where one rear wheel is on ice and the other on tarmac.



Unique to Jaguar, A.R.T.S. (Adaptive Restraint Technology System) uses a comprehensive system of sensors to determine crash severity and initiate the appropriate level of airbag and seatbelt pre-tensioner protection in mere milliseconds. A.R.T.S. includes ultrasonic and seat sensors to detect the presence, position and even the size of the front seat passenger, for optimum airbag deployment.



This example of industrial art is actually a ceramic brake disc from the current Jaguar R5 Formula One car. Providing immense stopping power, it is the latest version of braking technology that Jaguar pioneered half a century ago. The new ceramic brake disc is lighter than its metallic counterpart, wears down less and offers consistent retardation irrespective of whether conditions are hot or cold.



FORMULA ONE IS THE PINNACLE OF WORLD MOTOR SPORT, AN ARENA WHERE INTENSE COMPETITION STIMULATES RAPID DEVELOPMENT OF THE MOST ADVANCED TECHNOLOGY. WHAT MAKES IT PARTICULARLY APPROPRIATE FOR JAGUAR TO COMPETE IN, ARE THE BENEFITS FROM THE TECHNICAL INTERCHANGE BETWEEN RACE AND ROAD ENGINEERS, AND ENJOYING THE WORLDWIDE EXPOSURE OF THE JAGUAR NAME TO MILLIONS OF ARDENT ENTHUSIASTS.

►POWER



## PERFORMANCE, EXHILARATION AND EFFORTLESS CONTROL

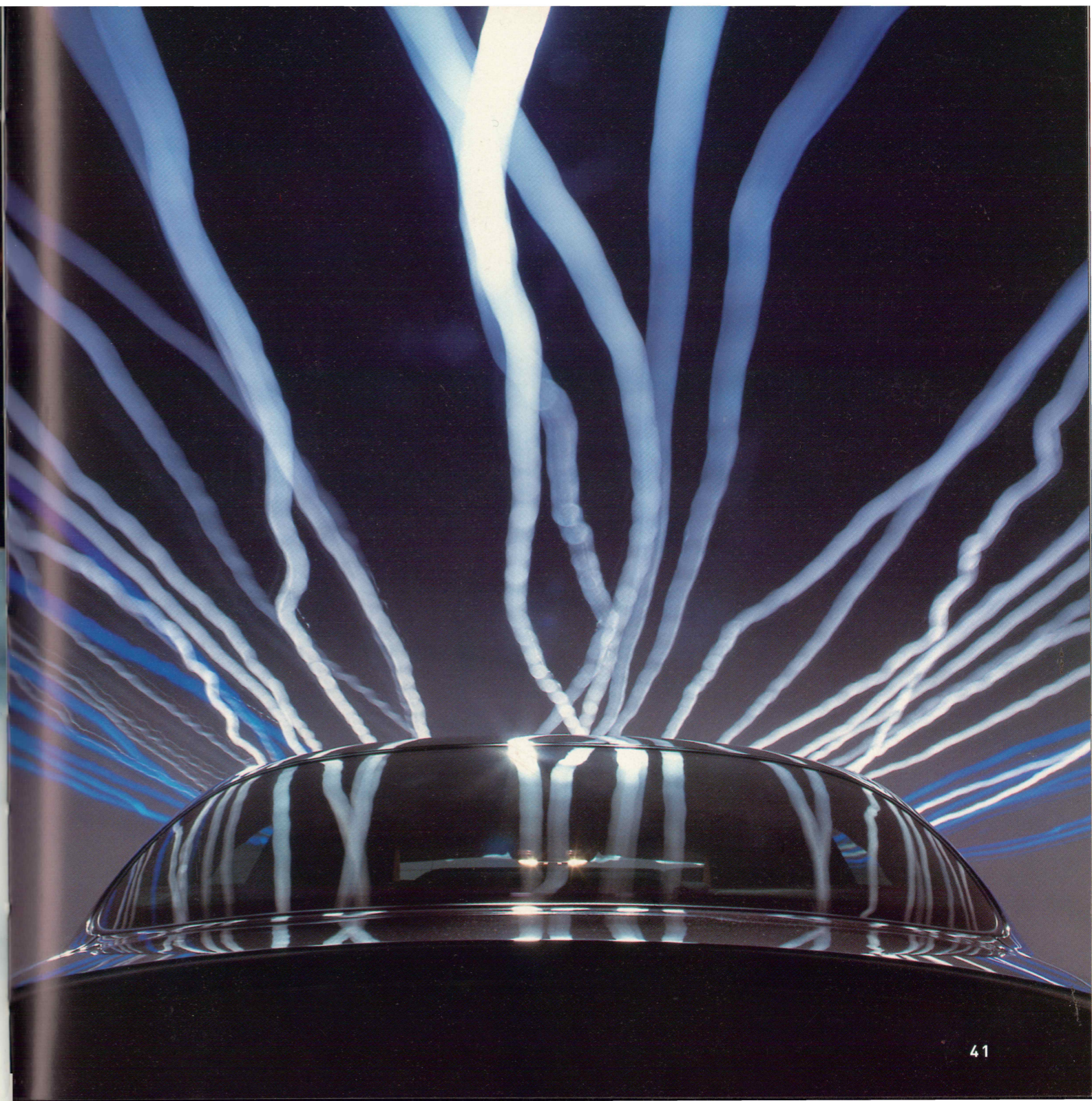
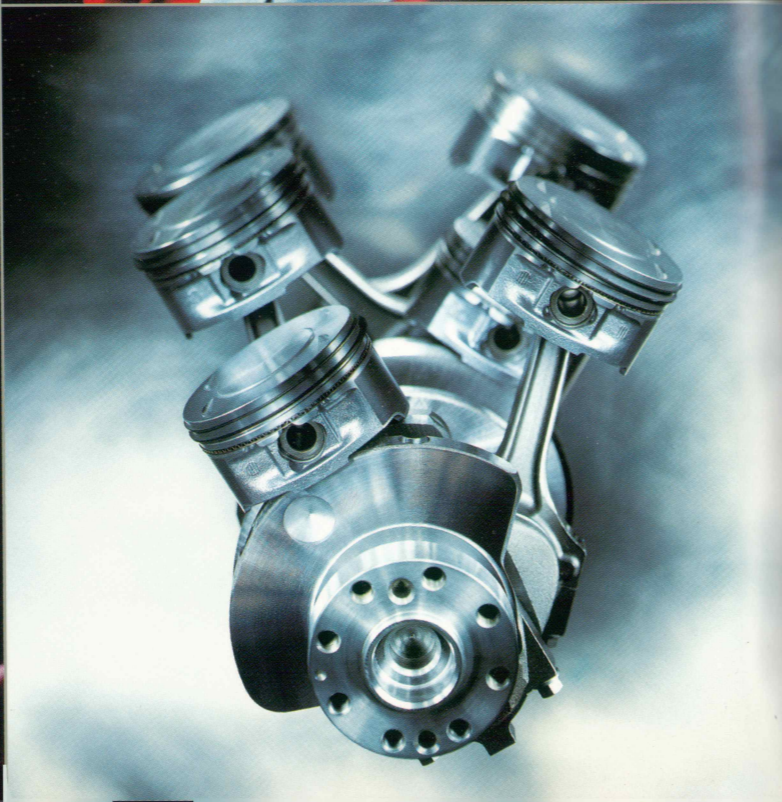
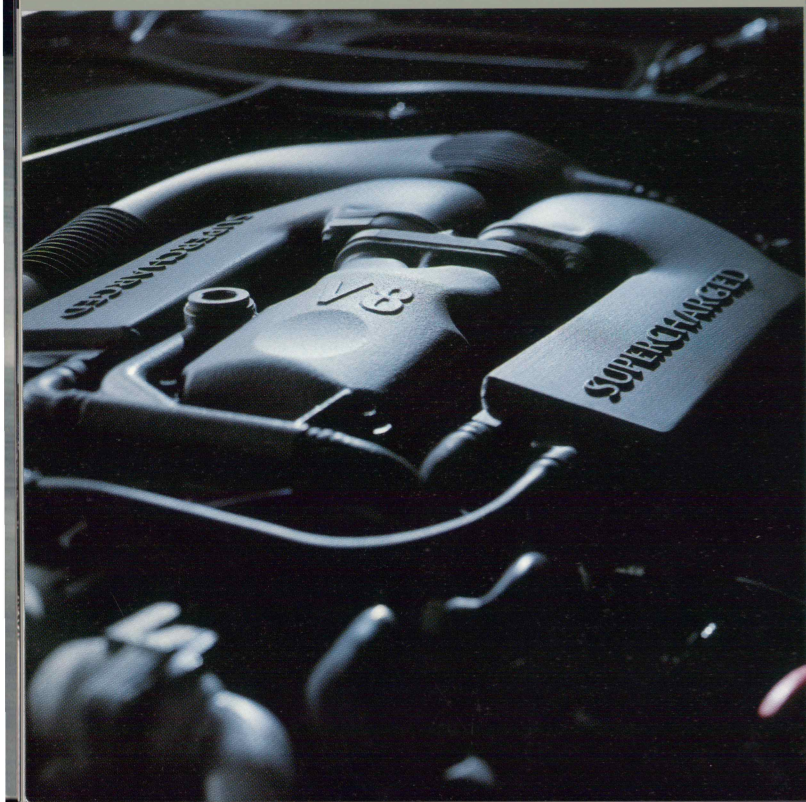
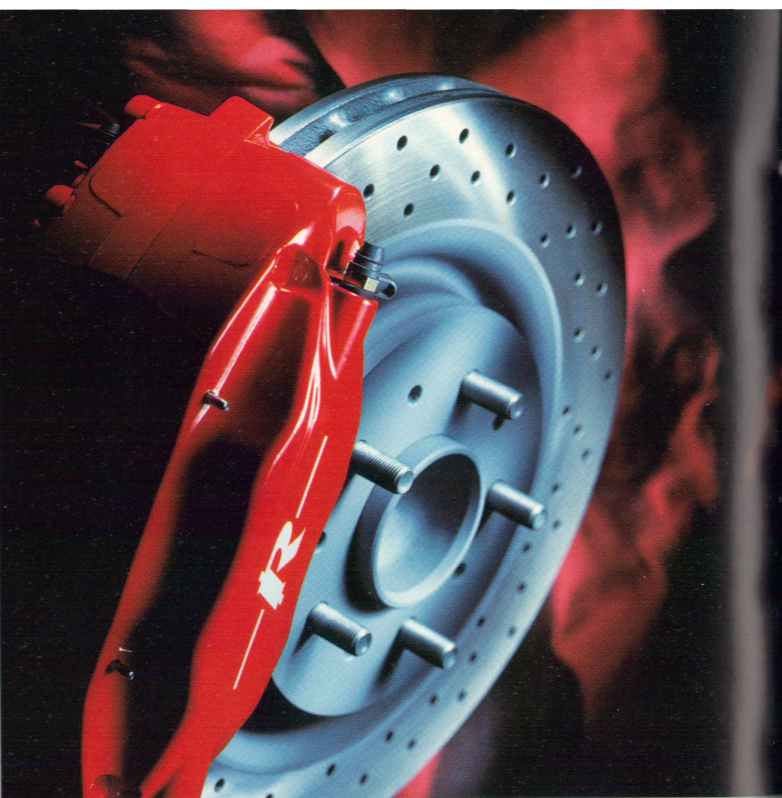
Ask anyone even remotely interested in cars what they associate with Jaguar and very soon you'll hear the word performance. Ask an enthusiast and their response will be the same – but even more emphatic. Performance is a quality found throughout the Jaguar range: the excitement of abundant power balanced by the means to control it easily and intuitively.

Jaguar engines and transmissions are engineered to deliver power smoothly and progressively, with a refinement that often belies their sheer accelerative urge. Recent advances, particularly in fuel delivery technology, mean that Jaguar's new diesel engines share these virtues, with the extra attractions of greater fuel economy and a longer range per gallon. Which in turn, means more opportunities to enjoy Jaguar power.

The most powerful Jaguar production engine ever is the supercharged 4.2 litre V8, currently available in the S-TYPE, XJ and XK models. With 400bhp, it's a force to be reckoned with, yet is also a pussycat; 80% of its 553Nm torque is produced from only 2,000rpm, for easy control without temperament.

R Performance models feature Brembo brakes, which act on a large brake disc area for smooth highly effective braking. As Jaguar's F1 race team engineers will confirm, stopping fast can contribute as much to your progress, as accelerating fast.

Aerodynamic efficiency also makes a significant contribution to performance. Besides reducing wind resistance, it improves high-speed stability, for easier and more relaxing driving. In the hands of Jaguar's designers, it has the added benefit of sculpting exceptionally beautiful cars.



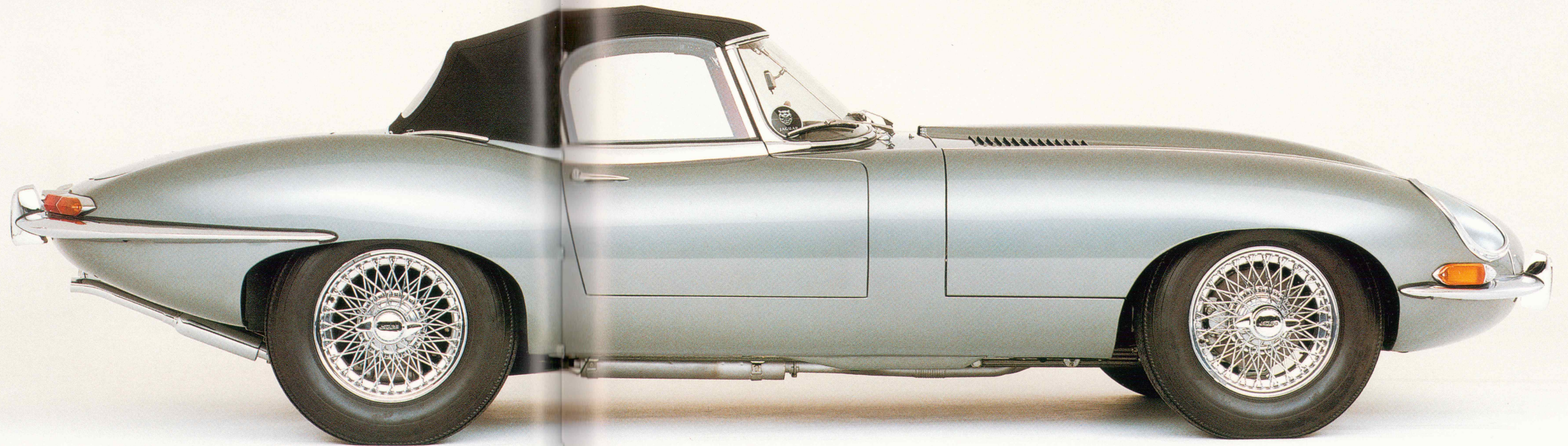
Traction<sup>4</sup> four-wheel-drive, standard on the 2.5 litre and 3 litre X-TYPE, makes progress smooth and assured even on difficult surfaces and demanding road conditions. It normally distributes power in a 40%/60% front/rear split. But the moment it senses a difference in grip between the front and rear wheels, the drive is redistributed to achieve maximum traction.



## THE UNIQUE ESSENCE AND ENERGY OF JAGUAR

Most aspects of a car are quantifiable – engine size, overall dimensions, boot capacity. Yet there are other areas which are hard to define but nevertheless just as important in contributing to your ownership experience. Such as the 'Jaguarness' of Jaguar. It sets us apart from any other manufacturer and its presence can be felt and enjoyed during every drive.

The spirit of Jaguar is the pedigree and inspiration that constantly urges us forward. It allows us to draw on generations of knowledge and fuels the imagination of our young, talented designers. It's a combination of many elements, some of which are so widely celebrated that they've become almost mythical – our Le Mans heritage, for example. Their value is not in encouraging us to look back, but in stimulating us to look forward; helping us enhance our range through appropriate innovations and create cars which perpetuate our spirit: beautiful, fast and tangibly Jaguar.



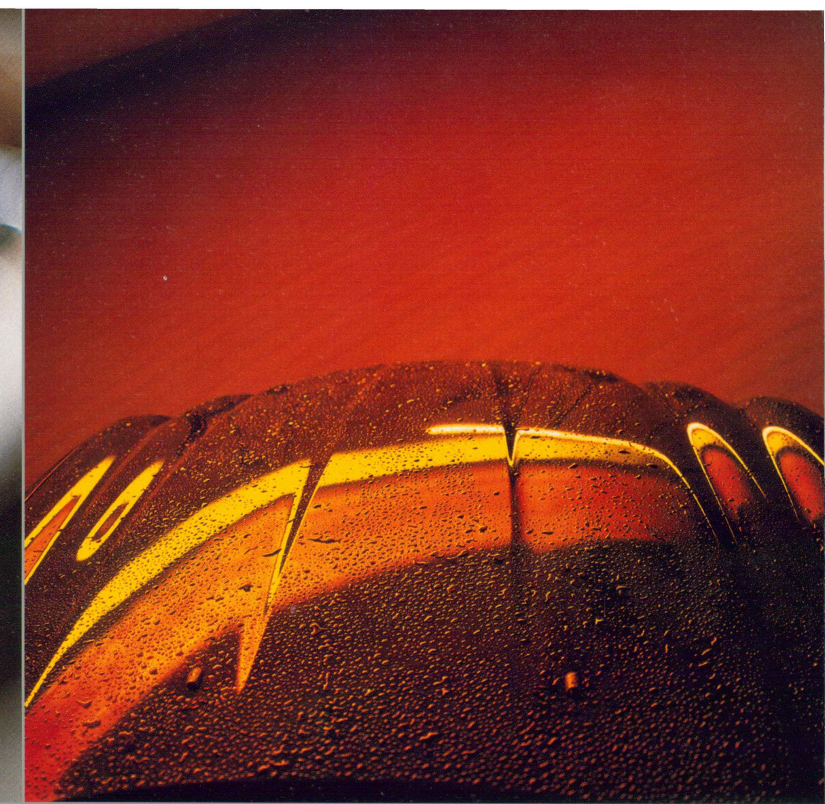
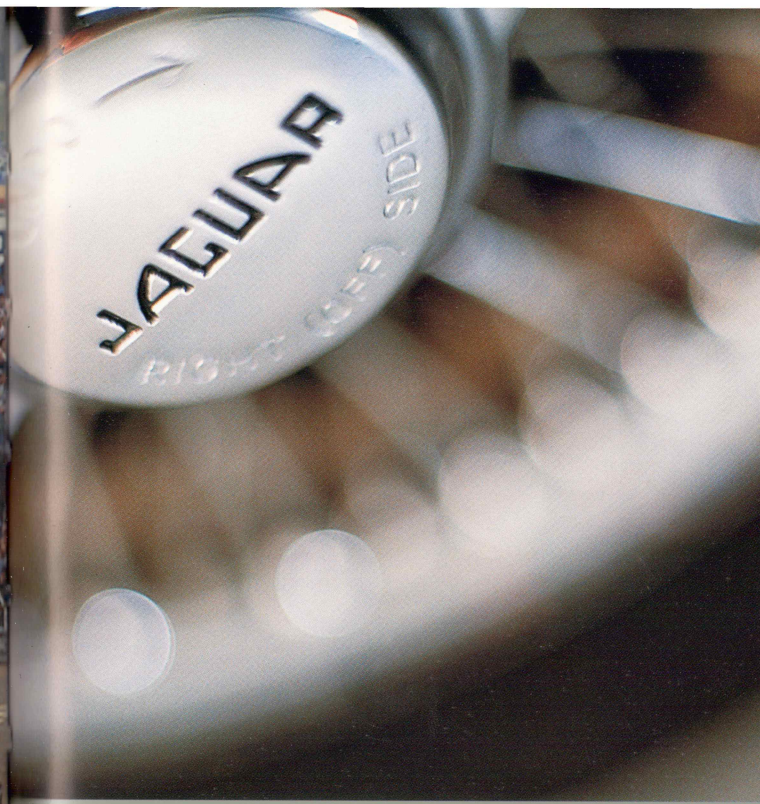
► SPIRIT



R PERFORMANCE IS THE ULTIMATE EXPRESSION OF JAGUAR'S SPIRIT, DEDICATED TO THE MOST POWERFUL AND FASTEST CARS IN OUR S-TYPE, XJ AND XK MODEL RANGES AND FEATURING UNIQUE SPORTS-THEMED MECHANICAL, AND EXTERIOR AND INTERIOR EQUIPMENT.

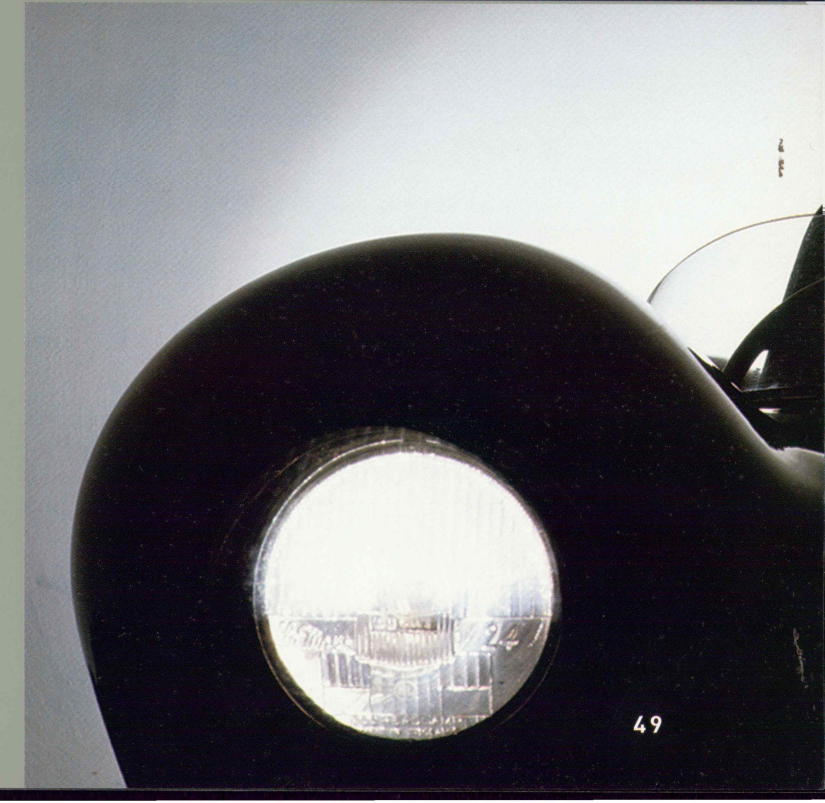


The Jaguar XKR is the zenith of the R Performance range. A genuine super car, capable of 0-60mph in 5.2 seconds and with sufficient power to potentially go far beyond its electronically limited 155mph. The power is easily managed by the advanced six-speed electronic automatic transmission.



For proof that racing improves the breed, you only have to drive one of today's Jaguars. Our road cars have always been inspired and improved by competition success; as already mentioned, having proven disc brakes in endurance racing, they were soon adopted on production Jaguars – and the rest of the world followed.

Having been frequent visitors to the podium at Le Mans and become familiar with the taste of success, Jaguar is now benefiting from the leading-edge technology of Formula One. There is a healthy interchange of ideas, with its own spirit of competition and rivalry, between our production engineers and those of our F1 team.





# JAGUAR

Born to perform

JAGUAR-DANMARK A/S



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