

**Reference code:** GB3299-PR

**Title:** Press Release Collection

**Name of creator:** Jaguar Cars Limited

**Dates of creation of material:** August 1945 to 2011

**Level of description:** fonds

**Extent:** 23 boxes

**Administrative history:** The original company was established at Blackpool in Lancashire, on 4 September 1922, as a partnership between William Lyons (1901-1985, knighted 1956) and William Walmsley (1891-1960), trading as the Swallow Side Car Company. 1926, change of name to Swallow Side Car and Coach Building Company. 1928, moved from Blackpool to Foleshill, Coventry. Swallow Coachbuilding was registered as a limited company in 1930. SS Cars Limited was incorporated on 10 October 1933, with a public share issue in January 1934. Walmsley left the company at this point. The sidecar business was devolved to Swallow Sidecars (1935) Limited, which was sold to the Helliwell Group in December 1944. In 1939, Motor Panels (Coventry) Limited was bought by SS Cars Limited but was sold in 1943 to Rubery Owen.

Jaguar Cars Limited was incorporated on 11 November 1937, and in April 1945 became the main operating company, with SS Cars Limited as a subsidiary. In 1952, the company moved to Browns Lane, Allesley, Coventry. In 1954, a subsidiary company was established in the USA, as the Jaguar Cars North American Corporation.

The following companies were taken over by Jaguar Cars Limited: The Daimler Company in May 1960, including its subsidiaries such as Lanchester, Barker and Hooper, which were all bought from the BSA Group; Guy Motors Limited, Wolverhampton, in 1961; Coventry Climax Engines Limited, Coventry, in 1963; Henry Meadows Limited, Wolverhampton, in 1964.

In July 1966, Jaguar Cars Limited and its subsidiary companies merged with the British Motor Corporation (BMC) to form a joint holding company, British Motor Holdings (BMH). In January 1968, BMH merged with Leyland to form British Leyland Motor Corporation which underwent several reorganisations and was de facto nationalised in 1975. Sir William Lyons had retired in May 1972. Jaguar Cars Limited had ceased to exist as an operating company by 1 January 1973 and then became part of British Leyland (UK) Limited, also known as BL UK Limited, later BL Cars Limited. Jaguar became part of BL's Specialist Car Division which in 1978 was re-named Jaguar Rover Triumph. Coventry Climax, Guy and Henry Meadows were assigned to other divisions of the BL group. In 1983, Jaguar was a founder member of the Jaguar Daimler Heritage Trust.

In 1984, BL sold Jaguar (including Daimler) via a public share issue on the London Stock Exchange in a new company, Jaguar Cars plc, which had a subsidiary operating company, Jaguar Cars Limited, and a US subsidiary,

Jaguar Cars Inc. Jaguar had an interest in two joint operations, Venture Pressings Limited together with GKN (1988-1994), and Jaguar Sport together with Tom Walkinshaw (1988-c.1994), with a subsidiary company XJ220 Limited.

In December 1989, Jaguar Cars plc accepted an offer for its shares from the Ford Motor Company, and became a wholly owned subsidiary of Ford. Subsequently, following other acquisitions by Ford including Land Rover in 2000, from 2001 Jaguar, Land Rover, Aston Martin and Volvo were merged to form the Premier Automotive Group (PAG), which was a Ford subsidiary. In 2006, with the closure of the Browns Lane factory, the registered office of Jaguar Cars was moved to Whitley, Coventry. In 2008, Ford sold Jaguar and Land Rover to the Tata Group, which established a wholly-owned subsidiary under the name of Jaguar Land Rover, with headquarters at Gaydon in Warwickshire.

**Scope and content:** Press Releases from 1945 through to 2011. These document all the significant events in Jaguar and its associated companies including Daimler, Guy, Coventry Climax. Over the years, they cover many important launches including: the Mark VII; "Mark I"; E-type; Mark X; Mark II; S-type; 420; XJ6 Series 1, 2 and 3; XJ-S and XJS; XJ40; XJ220; X300; X308; X350; XK and XK8; XF; and the new XJ.

There are extensive organisational and personnel announcements, covering all the management changes as Jaguar ownership progressed through: the British Motor Holdings merger, the British Leyland days, Jaguar Independence under Sir John Egan, the sale to Ford Motor Company, the Premier Automotive Group organisation and, finally, the sale in 2008 to Tata.

There are also releases and photos covering Sir William Lyons' retirement in 1972 and his successor FRW "Lofty" England, the appointment of John Egan, Bill Hayden, Nick Scheele, Jonathan Browning, Wolfgang Reitzle, Ian Callum, Bibiana Boerio, and Ralf Speth.

Also included are some complete press packs (including photos) covering the XJ6 from September 1968, the V12 E-type from March 1971, the Series 3 XJ, XJ40, C-type 40th anniversary in December 1991, the XJ220 in 1991 and the launch of the new Whitley Engineering Centre in May 1988.

Many of the Press releases bear the British Leyland logo and include news on Rover Triumph and Austin Morris products.

Jaguar's Racing successes at Le Mans are documented, as are some of the unsuccessful F1 attempts.

**System of arrangement:** Chronological, with the exception of folders PR/001 and PR/002, which retain the original order, as compiled by the Company before transfer to the Archive.

**Access conditions:** Open

**Conditions governing reproduction:** No restrictions on copying or quotation other than statutory regulations and preservation concerns

**Immediate source of acquisition:** Some items sourced directly from Jaguar's PR department, others of unknown origin

**Archivist's note:** Fonds level description created by L. Thomas, October 2013. Additional description added by G. Gregory, May 2016. Additional descriptions added by J. Shortland 2019.

**PR/001** **Press Releases 1945-1953**

1945-12  
December  
1953  
1 folder

1945

Press release sheets primarily concerned with announcing the specification and prices of Jaguar's cars for 1945, plus a brief article covering some of Jaguar's wartime activity on the Meteor jet aeroplane.

8 October 1945 - photo and brief release showing Jaguar cars on the production line.

1946

22 April 1946 - press release and photos announcing the new miniature catalogue designed to save paper.

31 May 1946 - announcement plus photo of the appointment of Walter Heynes (Jaguar's Chief Engineer) to the Board of Directors.

11 September 1946 - the appointment of Mr FRW England (later known as "Lofty") as Service Manager for Jaguar is announced.

26 September 1946 - a press release reflecting the success of a mass Management and Trades Union meeting which agreed new negotiating and related procedures which had a positive and immediate effect on production efficiency.

1947

3 February 1947 - Jaguar announced that there had been a serious fire doing £100,000 of damage but production was continuing.

17 March 1947 - Jaguar announced price increases reflecting their increased costs.

7 May 1947 - Jaguar issued a press release denying rumours that they had ceased to accept any further orders for new cars.

17 December 1947 - Jaguar announced the export-only availability of Drophead Coupe versions of the 2.5 and 3.5 saloons, reflecting demand from the USA primarily.

1948

21 January 1948 - Jaguar announced that it was setting up a production facility in Belgium in conjunction with Vanden Plas.

25 February 1948 - a low-key announcement of an increase in prices.

3 March 1948 - press release outlining the Jaguars to be displayed at the Geneva Motor Show

5 March 1948 - announcement that William Lyons would be visiting America for 4-5 weeks in order to set up a Jaguar Sales and Service network.

26 April 1948 - William Lyons returns from a successful trip to America.

8 June 1948 - a brief history of Jaguar was issued for the benefit of an overseas press delegation visit to the Jaguar works.

1 October 1948 - Jaguar announced its first all-new post war model, the Mark V, initially for export only.

22 October 1948 - Jaguar announced its new sports car to be shown at Earls Court. The XK 120 was announced with the new 3.4 litre 6-cylinder engine and a 2-litre version dubbed the XK 100. The latter never reached production.

1949

13 January 1949 - Jaguar announced that it would show a full range of their new cars at the New York Motor Show, reflecting the importance placed on the US market for Jaguar Exports.

15 February 1949 - a follow-up press release trumpets Jaguar's success at the show, with its stand widely accepted as the best there.

21 March 1949 - press release announcing a wildcat strike by 40 members of the Sheet Metal Workers' Union.

18 May 1949 - letter inviting various members of the home and overseas press to attend Jaguar's record breaking attempt using the new XK 120 sports car at Jabbeke in Belgium.

30 May 1949 - Schedule of events issued to visiting participants at the Jabbeke Event.

2 June 1949 - Jaguar press release announcing the record breaking success of the XK 120 in achieving 132.6mph at Jabbeke.

1 September 1949 - Jaguar announced its product range for 1950 of Mark V saloons and dropheads, plus the XK 120 sports car. It is interesting to note that the 2 litre XK 100 is also listed at the same price even though it was never produced.

29 September 1949 - press release announcing the engagement of Patricia Lyons to Ian Appleyard.

#### 1950

17 February 1950 - press release detailing the huge demand for the XK 120 in the USA following its record breaking success, plus the high demand for Jaguar's other sedans and convertibles. The release also points out that Jaguar senior executives, including William Lyons himself, would be present throughout the Show.

25 April 1950 - Jaguar announced that a standard XK 120 finished in 4th place in the Mille Miglia and was the highest placed British car.

7 September 1950 - press release announcing the Jaguar exhibits at the forthcoming Earls Court Motor Show. It does NOT mention the Mark VII.

7 November 1950 - the first reference to the new Mark VII shown at Earls Court.

8 December 1950 - press release announcing the acclaim for the new Mark VII which went on display in the Waldorf Astoria hotel in New York immediately after the Earls Court show. Over 500 orders were taken.

19 December 1950 - Jaguar announced the acquisition of new factory premises, at Browns Lane.

#### 1951

20 February 1951 - Press Release announcing that Jaguar would launch a fixed head version of the XK 120 the Geneva Show on March 8th. Also included are a 2 page brochure and a reprint of a contemporary Motor road test.

2 March 1951 - Press Release with performance highlights of the new XK 120 Fixedhead plus a summary of Jaguar's race and rally successes of cars featuring the new XK engine.

17 May 1951 - announcement that Jaguar has commenced the move to its new plant at Browns Lane. The first phase would be completed by end August and the second and final phase by late Autumn.

20 June 1951 - Jaguar announced that three special lightweight XK 120s would be entered for Le Mans on June 23.

21 August 1951 - Jaguar won the Liege-Rome-Liege trial and also took the team prize.

24 September 1951 - the first Jaguar News Bulletin publishes summarizing key events during the prior months.

8 October 1951 - Jaguar News Bulletin No.2.

6 November 1951 - Jaguar new Bulletin No.3.

#### 1952

4 January 1952 - Jaguar News Bulletin No. 6.

15 February 1952 - Jaguar New Bulletin No.7.

25 April 1952 - Jaguar announced that it would enter a C-type in the Mille Miglia on 4 May, driven by Stirling Moss.  
23 May 1952 - Jaguar announces price rises reflecting the increasing cost of labour and raw materials.  
28 May 1952 - Press Release announcing outstanding Jaguar successes in three American Sports Car Races where XK 120s finished 1-2-3 in each race.  
30 June 1952 - Stirling Moss won the Grand Prix de Rheims in an XK 120 C-type.  
1 October 1952 - Press Release announcing that Jaguar dealers were clamouring for more cars.  
29 October 1952 - Mortimer Morris –Goodall was appointed as Jaguar Competitions Manager, allowing FRW England to concentrate on Jaguar's service activities.  
28 November 1952 - reprint of a speech given by William Lyons to a convention of Jaguar Suppliers.

1953

2 January 1953 - Jaguar announced that following the expansion of their sales organisation in the USA, Mr Johannes Eerdmans was appointed Chief Executive North American sales, based in New York.  
28 January 1953 - Jaguar announced that in November 1952 it was the highest dollar earner of all imported makes into the USA.  
27 February 1953 - Jaguar announced that in response to overwhelming customer demand Borg Warner automatic transmission would be fitted to all the Mark VII saloons destined for America only.  
1 April 1953 - Jaguar announced a new model, the XK 120 Drophead Coupe combining the comfort and luxury of the fixedhead car with the convertible roof. It would be displayed for the first time at the New York Show on 4 April.  
3 July 1953 - Jaguar announced that "NUB 120", the famous Ex-Ian Appleyard XK 120, was to be retired from active competition and displayed in the Jaguar Museum.  
22 September 1953 - press release announcing that a Jaguar XK 120 achieved a speed of 148.4 mph at Jabbeke, the highest speed ever recorded by a standard production car.

**PR/002 Press Releases 1954-1961**

13 January      1 folder  
1954-15 May  
1961

1954

13 January 1954 - Jaguar announced the availability of a Laycock de Normanville overdrive on the Mark VII.  
3 March 1954 - Jaguar announced the creation of a wholly owned American subsidiary named Jaguar Cars North American Corporation. Johannes Eerdmans was elected President of the new corporation.  
28 June 1954 - Jaguar announced the extension of its North American organisation with the setting up of a branch office in Los Angeles.  
17 September 1954 - Press release announcing the new Mark VII M with greater power, improved specification and a carryover price.  
24 September 1954 - Press release announcing Jaguar's programme for 1955 including the new Mark VII M saloon and the new XK 140 Sports Car replacing the XK 120. Reference is also made to the D-type replacing the C-type as Jaguar's competition sports car.  
4 October 1954 - Press Release dedicated to the new D-type sports car.  
12 November 1954 - Press release announcing the huge success of the launch of the new Jaguars in North America. Sales of over \$20 million were confidently predicted.

1955

7 January 1955 - William Lyons visited New York to officially open the new Jaguar showrooms on Park Avenue.

31 January 1955 - Jaguar announced that Mike Hawthorn had signed up to drive Jaguars in major races during 1955.

2 March 1955 - Press release attaching a copy of the front page of Daytona's leading newspaper where Jaguar shattered the sports car record at the Speed Trials with a D-type reaching 164.136 mph.

4 June 1955 - Jaguar announced the Works Le Mans Team of three D-types, backed up by Belgian and American entries.

17 June 1954 - Jaguar issued a formal defence of Mike Hawthorn's driving during the Le Mans race where the tragic accident occurred.

15 June 1955 - press release confirming that a Jaguar D-type driven by Mike Hawthorn and Ivor Bueb was victorious in the Le Mans race. Jaguar's 3rd win.

September 28 1955 - Jaguar release the specification of its new smaller monocoque saloon, the 2.4 Litre. The same release also confirms the continued availability, unchanged, of the Mark VII and XK 140 model ranges.

7 November 1955 - press release announcing that the first full colour film of the 1955 Le Mans Race was shown at the Royal Empire Society, arranged by the BRDC.

12 December 1955 - Jaguar announced their continued participation in selected Sports Car races for 1956 including Le Mans. Mike Hawthorn would be retained for the 1956 season.

1956

4 January 1956 - Jaguar announced that Stirling Moss would NOT be driving for 1956, as the No.1 driver position was already assigned to Mike Hawthorn.

28 February 1956 - Jaguar Press release reporting that Jaguar was voted the "world's most representative sports car" in a US magazine poll. Also in a separate poll in Road and Track magazine, Jaguar was chosen as the most popular sports car in the USA.

27 March 1956 - Press release announcing that the Queen and Duke of Edinburgh had visited the Jaguar factory on 23 March and the itinerary is included. NB: William Lyons is now referred to as Sir William, following the 1956 New Year's Honours List.

5 April 1956 - Jaguar announces that production is increasing, with more workers being hired, reflecting the success of its new 2.4 Litre model.

2 May 1956 - Press release announcing the smash hit of the 2.4 Litre model in North America, which was calling for its allocation to be doubled.

25 June 1956 - Photo of John Surtees taking delivery of a new 2.4 Litre Jaguar.

19 July 1956 - Resume of Jaguar racing successes to date.

11 October 1956 - Press release announcing the Jaguar programme for 1956.

The main changes are the new Mark VIII saloon and the availability of automatic transmission on the XK 140 Fixed Head and Drophead Coupes.

13 October 1956 - Press release announcing that Jaguar will withdraw from the field of International Motor Sport for the 1957 season. Attached to this release is a resume of Jaguar's considerable racing and rallying success.

28 November 1956 - Jaguar announce a 4 day week reflecting the need to cut back production for the home and continental markets following petrol restrictions.

1957

21 January 1957 - Press Release announcing the new D-type-based XKSS model. A specification sheet is attached.

22 January 1957 - Jaguar announces the resumption of 5 day working, thanks to strong demand from the USA.

22 February 1957 - Press Release announcing that any vehicles or components damaged in the fire on the 12th February would be totally destroyed to prevent any items from being sold to the public.

26 February 1957 - Press release announcing the new 3.4 Litre Jaguar to supplement the existing 2.4 Litre version.

4 April 1957 - Press release announcing that Jaguar had won the Design Medal of Honour in the USA. A photo of the medal is included.

6 April 1957 - Press release announcing that Jaguar was back to pre-fire production levels and reassuring customers that delivery delays would be minimal.

22 May 1957 - Press release announcing the new Jaguar XK 150 Drophead Coupe and Fixed Head coupe, replacing the XK 140 versions. Prices and specifications are included.

4 June 1957 - Jaguar announce that the new factory extension necessary, following the fire on 12 February, has been completed in record time.

3 July 1957 - Press release announcing 3 outstanding racing achievements by privateers in 1957. Winning: Le Mans in June for the fifth time in seven years, Monza 500 miles, Elkhart Lake in the USA. In all races the victorious cars were Jaguar D-types.

30 August 1957 - Jaguar announces its range for 1958. The most significant change being the availability of 4 wheel disc brakes on the 2.4 Litre and 3.4 Litre models.

#### 1958

12 February 1958 - Press release on the "Anniversary" of the Jaguar fire, confirming Jaguar's astonishing recovery from the setback including exceeding the previous year's production and export figures.

19 March 1958 - Jaguar announced the XK 150 Open Two-Seater model, delayed following the fire in February 1957. This model was initially for export only and saw the introduction for the first time of an 'S' version with 3 carburettors.

15 May 1958 - Jaguar announced that due to supplier strike action they would have to lay off around 300 workers.

12 June 1958 - Press release announcing that Jaguar would not have a works Le Mans team again, and that any private entrants would be running 3 year old cars and therefore not the hot favourites.

29 August 1958 - Press Release announcing availability of the new Mark IX saloon for the 1959 season with the 3.8 litre engine replacing the 3.4 litre unit, power steering as standard, and four wheel disc brakes. The Mark VIII will continue for the time being.

6 October 1958 - Prices are announced for the Mark IX and other 1959 models.

20 October 1959 - Note to Basil Cardew at the Daily Express outlining Jaguar's remarkable recovery from the effects of the fire, with production and exports both running at record levels.

#### 1959

12 January 1959 - Press release announcing the 1958 was a record year for sales, production and exports.

12 February 1959 - Press release announcing that Jaguar was purchasing outright the Browns Lane site, hitherto leased from the Ministry of Supply.

30 August 1959 - Jaguar announced that for the year August 1958 to 31 July 1959, Jaguar production reached a record level of over 20,000 units, with over half being exported, and exports to America rose by 20%.

30 September 1959 - Press release announcing the new Mark II Jaguar range including availability of the 3.8 litre engine. This engine also became available in the XK 150 for the first time.



11 December 1959 - Jaguar announced a cooperative venture with Leyland Motors to sell Leyland Trucks in the USA, with the new organisation run as a subsidiary of Jaguar Cars Inc. in the US.

1960

2 February 1960 - Tabulated results of Jaguar, Aston Martin and Lister Jaguar racing activities since 1951.

21 March 1960 - Jaguar announced the death of Alice Fenton, who had worked for Jaguar for 35 years and was a close personal associate of Sir William Lyons.

6 April 1960 - Press release denying any official Jaguar racing comeback in the wake of speculation following the announcement by Briggs Cunningham that two Jaguars would be entered in the Le Mans 24-Hour Race.

8 April 1960 - Jaguar announced that a new 3.8 Litre Mark II would be exhibited at the New York Show, finished in white, with all the chrome embellishment plated in real gold.

10 May 1960 - Jaguar announced the Nigerian Government had ordered 40 Mark IX Jaguars finished in the Nigerian colours of green and white, to be used in the celebration of Nigerian Independence later that year.

26 May 1960 - Press release announcing that Jaguar was to purchase the Daimler Company including the Radford Works in Coventry.

18 June 1960 - Press release announcing the formal completion of the purchase of Daimler by Jaguar, and confirming that the Daimler marque would continue to be developed and sold worldwide.

28 July 1960 - Jaguar announced continued high demand for its cars in the USA following the signing of the 1961 contract with US dealers.

14 September 1960 - The new Daimler Fleetline bus is introduced.

26 September 1960 - Jaguar announced that privately owned and entered Jaguars finished 1st and 2nd in the Tour de France Motor Rally. This was Jaguar's second consecutive victory in this punishing event.

29 September 1960 - Jaguar announced its 1961 range with minor changes including power steering availability on the Mark II and new range of metallic colours.

17 October 1960 - Press release announcing that Jaguar would display a gold-plated, sectioned 3.4 XK engine on its Earls Court stand.

11 November 1960 - Jaguar announced that it in the first ten months of 1960 it produced more cars than in the whole of 1959.

12 December 1960 - An official press release damping down speculation concerning the racing future of a new Jaguar Super Sports car, as yet unannounced. Jaguar firmly denied any intention to re-enter racing.

1961

25 January 1961 - Jaguar announced the complete integration of the Daimler and Jaguar organisation and personnel.

24 February 1961 - Jaguar issued a pre-announcement of the new E-type which would be officially unveiled at the Geneva Show on March 15th.

**PR/003** **Press Releases 1955-1959**

This folder contains spare and duplicate Jaguar Press releases for the 1955-1959 period, and duplicate the holdings of PR/001 and PR/002.

17 December 1955-7  
September 1959

**PR/004** **Press Releases 1961-1962**

Significant releases in this file include:  
1961

9 June 1961-  
11 July 1962

9 June 1961 - Photo of the Daimlers used at the wedding of the Duke of Kent to Miss Katherine Worsley.  
28 June 1962 - Photo of Lord Brabazon with his new Daimler Majestic Major, registration number FLY1  
14 July 1961 - Press release and photos announcing that the first 54 Jaguar E-types destined for the home market were released to Jaguar Dealers at a mass handover. Previously all production had been destined for export.  
28 July 1961 - Press release announcing that the 1960/1 financial year broke all previous production records.  
31 July 1961 - Photo of John Surtees taking delivery of his new E-type.  
8 September 1961 - Release and photo announcing the completion of the new Jaguar Engineering block at Browns Lane.  
25 September 1961 - Press release announcing Jaguar wins in 3 major events: the Tour de France for the third year in succession, The German Touring Car Championship, and the Touring Car Race at the Oulton Park Gold Cup event in the UK.  
10 June 1961 - Press release announcing the new Mark X saloon, to be revealed at the October Earls Court Show.  
10 October 1961 - Jaguar announced the purchase of Guy Motors.  
20 October 1961 - Jaguar announced a \$63 million order from its North American distributors, doubling previous demand.  
24 October 1961 - Photo of Earls Court showing the crowds packed on the stand to view the new Mark X and E-type.  
8 November 1961 - Press release announcing that Jaguar, Daimler and Guy would be represented at the Scottish Motor Show.  
21 November 1961 - Photo of the marriage of Mary Lyons and Guy Rimmell.  
28 November 1961 - Photos of Innes Ireland taking delivery of his Jaguar E-type.  
8 December 1961 - Photos of E-types on transporters on their way to the USA.

1962

22 January 1962 - Photos of a Mark X being loaded onto the SS Saxonia for export to the USA.  
6 March 1962 - Photo of a batch of new Mark X saloons for delivery to home market dealers. This is accompanied by a press release emphasising Jaguar's disapproval of the Black Market dealing in new E-types and Mark X's.  
13 April 1962 - Press release announcing the integration of Daimler And Guy commercial vehicle home sales activities to improve efficiency and maximise sales.  
27 April 1962 - Pictures of the 100,000 mile Jaguar Mark II engine following the successful completion of the BP durability trial.  
1 May 1962 - Picture of the Mark X saloon on display at the World Fair in Seattle, USA.  
8 May 1962 - Publicity photo of the full range of Jaguar Daimler and Guy products laid on for inspection as part of the 9th International Automobile Technical Congress held in London.  
13 May 1962 - Press release announcing that Jaguar 3.8 Mark II saloons took the first four places in the Touring Car race at Silverstone. This was Jaguar's 14th consecutive win at Silverstone.  
4 June 1962 - Jaguar announced that Britax seat belts would be available as an option on all Jaguar cars.  
11 July 1962 - Photos of the Mark X on display at the Rhodesian Trade Fair.

**PR/005** **Press Releases 1962-1963**

Significant releases in this file include:

20 June            1 folder  
1962-27 June  
1963

1962

20 June 1962 - Press announcement that privately owned and entered Jaguar 3.8-litre Mark IIs finished 1st and 2nd in the German 6-hour Touring car race at Nurburgring.

29 September 1962 - Manila envelope and cover letter containing press announcements of the Jaguar and Daimler ranges for 1963. The significant news was the introduction of the new Daimler 2 ½ litre V8 saloon, based on the Mark II body, but with the unique Daimler V8 powertrain.

16 October 1962 - Two photos: one depicting the handover of a Daimler Limousine to the assistant to the Governor of Malacca, and the other showing the E-type on the UK stand at the California State Fair.

31 October 1962 - Jaguar announced an extension of its new car warranty from 6 to 12 months or 12,500 miles.

28 December 1962 - Press release announcing that 1962 had been a record year for Jaguar exports, with an increase of 28% versus prior year.

1963

2 January 1963 - Jaguar announced that they had received a Royal warrant from Her Majesty Queen Elizabeth the Queen Mother.

10 January 1963 - Black Folder containing photos and press releases in French for the Brussels Show in January. The announcements cover Jaguar, Daimler and Guy.

22 January 1963 - Press release announcing that Jaguar was represented at the Lord Mayor of London's Export Achievement Luncheon, including a photo of the commemorative medallion.

7 March 1963 - Jaguar announced that it had acquired Coventry Climax Engines Ltd. There is a press announcement plus a sheaf of telex copies.

8 March 1963 - A maroon coloured folder containing the 1963 model year announcement for the Geneva Show in German. There is also an identical folder in French.

14 March 1963 - Photos and press releases announcing that Four World Records for speed and endurance had been achieved at Monza by a 3.8-litre Mark II Jaguar.

Undated March 1963 - Two photos of the Jaguar stand at the 1963 New York Show.

19 April 1963 - Press release announcing the appointment of Mr John Morgan to the position of Assistant Export Sales Manager.

Undated June 1963 - Jaguar announce the creation of the post of Industrial Relations Manager for the first time, the appointee being Mr H.E. Adey.

17 June 1963 - Jaguar announced its third successive victory in the 6-hour Touring Car race at Nurburgring, with a privately entered Jaguar 3.8-litre Mark II.

**PR/006** **Press Releases 1963-1965**

1 July 1963- 1 folder  
3 November  
1965

Significant releases in this file include:

1963

1 July 1963 - Jaguar announced a win at the Berlin Avus circuit for Peter Lindner's E-type driven by Peter Nocker.

23 August 1963 - Jaguar announced that the year ended July 31 1963 was another record year for Jaguar exports, including a 45% rise in Europe.

26 September 1963 - Press Release announcing the prices for new S-type 3.4-litre and 3.8-litre which would sell alongside the existing Mark II range.

22 October 1963 - Jaguar announced that Mr John Morgan would become the new Export Sales Manager.

29 November 1963 - Announcement by Coventry Climax that they would continue to produce racing engines for 1964.

1964

1 January 1964 - Jim Clark and Colin Chapman paid a visit to the Coventry Climax factory.

6 January 1964 - Jaguar announced that Coventry Climax had received the Dewar Trophy for outstanding Technical Achievement.

15 January 1964 - Jaguar announced the Harry Mundy would be joining Jaguar as part of the newly created Power Units Development Department, as Chief Development Engineer – Power Units.

24 March 1963 - Jaguar announced that it had won an American popularity poll held by Car and Driver, where the E-type was selected as the best all-round car of 1964.

4 April 1964 - Photo of Johannes Eerdmans accepting the trophy from David E Davis, editor of Car and Driver, in front of the new S-type at the New York Show.

20 April 1964 - Johannes Eerdmans, President of Jaguar Cars Ltd in the USA, was elected as the new President of the British-American Chamber of Commerce.

10 July 1964 - Press release and photo of an E-type being loaded onto the American nuclear ship, N.S. Savannah.

28 September 1964 - Manila envelope containing the letter announcing the 4.2-litre versions of the E-type and Mark X models.

29 October 1964 - Jaguar announced that it had acquired Briggs Cunningham's Jaguar distributor's organisation in the USA, in order to strengthen Jaguar's sales and service facilities in the USA.

1965

1 January 1965 - Jaguar announced that it had acquired Henry Meadows Ltd.

13 January 1965 - Press announcement plus letter copies (some in French) outlining the vehicles to be shown on the Jaguar stand at Brussels, plus flimsies of Jaguar Competition successes for press usage.

Undated (but probably January 1965) - Publicity photographs of the Jaguar stand at the 1965 Brussels Motor Show

16 April 1965 - Photos and press release announcing the opening of new state-of-the-art headquarters for the Jaguar importer in Denmark, Messrs. E. Sommer of Copenhagen.

3 May 1965 - Photo and press release announcing the setting up of a joint Company to be called Jaguar-Cummins Ltd to manufacture the Cummins V6 and V8 diesels.

August 1965 - Press releases, in English and German, for the Frankfurt Show, stating that the Jaguar and Daimler ranges would continue largely unchanged for the 1966 model year.

September 1965 - Press release similar to the above outlining the 1966 range.

October 1965 - Press release for the Earls Court Motor Show, detailing the minor changes, including availability of Air Conditioning on the Mark X.

20 October 1965 - Press announcement as a "Show Surprise" of the new Jaguar Mark X based limousine version.

November 1965 - Press Release plus manila envelope of photos for the Scottish Motor Show. This includes Daimler Bus and Guy Commercial products.

**PR/007** **Press Releases 1966**

6 January 1966-23 1 folder

Significant releases in this file include:

January - Press release announcing that, to celebrate 60 years of progress by the British Motor Industry, the Jaguar stand at the Brussels Show would feature an 1897 Daimler 2-seater and a 1934 SS1 2-door saloon. December 1966

January - Press releases in Flemish and French outlining the Jaguar stand presence at the 18 January Brussels Show

1 February 1966 - Jaguar announced the formation of a new Company 'Jaguar Export Ltd' recognising the increasing volume of business overseas.

26 February 1966 - Letter announcing that the new Jaguar E-type 2+2 would be publicly announced on 7 March and displayed at the Geneva Show on 10 March.

17 February 1966 - Jaguar announced that Guy Motors had taken £5 million worth of orders in the last six months.

18 February 1966 - The death of Bill Rankin was announced.

7 March 1966 - Press release outlining the Jaguar Group products at the Geneva Show with the new 2+2 E-type being the highlight.

25 March 1966 - Jaguar announced that Prince Philip would launch the new 2+2 E-type in Los Angeles as part of his tour of the USA.

**PR/008** **Press Releases April-November 1965**

28 April 1965-4 November 1965 1 melanex pocket

Significant releases in this file include:

19 May 1965 - Press release plus photo announcing orders for 24 more Fleetline buses.

18 June 1965 - Following the retirement of Mr GJ Long, the Daimler and Jaguar Home Sales organisations are to be merged under Mr DA Currie of Jaguar.

1 July 1965 - Press release announcing £2 million worth of Daimler bus orders, including vehicles for Midland Red and Birmingham City Transport.

1 July 1965 - Mr C.M. Simpson, Daimler Chief Engineer, retired after 47 years.

8 July 1965 - Coventry announced the purchase of 22 more Daimler Fleetline double-deckers.

2 September 1965 - 48 more Daimler Fleetline orders are announced.

30 September 1965 - Middlesbrough Corporation placed its fourth repeat Daimler Fleetline order.

7 October 1965 - 40 Daimler Fleetlines were ordered for Portugal.

October 1965 - Press release confirming that the Daimler range of cars would continue unchanged for 1966.

**PR/009** **Press Releases April-October 1965**

21 April 1965-28 October 1965 1 melanex pocket

This file contains a number of Guy News Service sheets for 1965, announcing various contracts and events relating to the Guy Commercial Vehicle Business.

**PR/010** **Coventry Climax Press Releases 1965**

24 May 1965 1 melanex pocket

This file contains Coventry Climax news sheets announcing the new 4 valve per cylinder layout for the 1965 1 ½ litre V8 Grand Prix Engine.

**PR/011** **Press Releases 1967**

11 January 1967- December 1967 1 folder

Significant releases in this file include:

11 January 1967 - An article plus one photo, concerning the visit to Browns Lane of a group of 40 Jaguar and Daimler dealers from France.

12 January 1967 - Press release plus small brochure and photo concerning the use of the new Meadows gearbox in the Seamaster 34 Craft.

30 January 1967 - Press release plus photo announcing the new mobile Jaguar Service School for Europe.

3 February 1967 - Press release plus one photo announcing the Jaguar Group Products to be shown at the sixth Tripoli International Trade Fair in Libya.

7 March 1967 - Press release and photo announcing the opening of the new Jaguar Group Apprentices Training School at Wolverhampton.

17 March 1967 - Press release clarifying how the new 'Star' rating system for petrol relates to Jaguar engines and compression ratios.

5 April 1967 - Press release and photo announcing that at the New York Show, it was announced that Jaguar had won an award for the 3.8-litre Mark II as the most popular medium-sized saloon.

10 April 1967 - Jaguar announced that their sales in the USA were continuing to increase over 1966.

19 April 1967 - Jaguar announced that it had won the Queen's Award to Industry for export achievements.

June 1967 - Press release and photos announcing the opening of the new Scottish Guy and Daimler service and spares depot.

23 June 1967 - Press release and photo announcing that Jaguar S-types were now being used by the Police Training School at Hendon.

27 June 1967 - Press release and photo of the presentation to Jaguar of the Queen's Award to Industry by the Lord Lieutenant of Warwickshire, Lord Willoughby de Broke.

25 August 1967 - Press release issued by British Motor Holdings announcing the setting up of a Joint Operation for selling BMC and Jaguar Cars in North America. It would be called British Motor Holdings (USA) and be headed by Graham Whitehead.

August 1967 - Press release plus photos announcing the model range for the 1968 season, and in particular the new 240 and 340 models and the simplifications to the S-type.

26 September 1967 - Press releases in German, French, and Italian outlining the Jaguar Models for the 1968 season and in particular the introduction of the Jaguar 240 and 340 to replace the Mark II 2.4 and 3.4-litre saloons.

18 October 1967 - Press release and photos. The releases concern Jaguar's revised 1968 model line-up, including the new 240 and 340 models, plus publicity shots of Sir William Lyons with Viscount Watkinson of Woking the Minister of Transport who opened the show.

23 October 1967 - Jaguar announced the Police versions of the new 240 and 340 saloons, photo included.

November 1967 - Press release and photos announcing the Jaguar presence at the Scottish Motor Show including Daimler PSV and Guy products.

13 November 1967 - Press release and photos announcing the 1968 Model Year programme for North America.

20 November 1967 - Press announcement outlining Jaguar's response to the devaluation of the British £ sterling. It also includes a draft response to the Transport White Paper.

December 1967 - Press Release from Henry Meadows, concerning their transmission display at the upcoming 1968 International Boat Show.

**PR/012** **Press Releases January-July 1968**

1 January 1968-19 July 1968 1 folder

Significant releases in this file include:

1 January 1968 - Press release announcing that Sir William Lyons would relinquish the title of Managing Director, while remaining as Chairman and Chief Executive of Jaguar Cars Ltd, and that Mr FRW England and Mr RW Grice would be appointed as joint Managing Directors (previously they were both Deputy Managing Directors).

3 January 1968 - Press release plus photo, covering the Henry Meadows presence at the January 1968 International Boat Show.  
11 January 1968 - Press release plus photo, showcasing the use of Henry Meadows' sourced transmission in a new ocean racer, 'La Maloria'.  
19 January 1968 - Press release announcing that British Motor Holdings (of which Jaguar was a member) and the Leyland Motor Corporation were joining forces to form the British Leyland Motor Corporation.  
1 February 1968 - Announcement of the appointment of Mr L Rosenthal as Director of Manufacturing.  
March 1968 - Press release in English, German, and French to coincide with the Geneva Show. Jaguar announced an increase in Sales in Switzerland in 1967.  
1 April 1968 - Jaguar announced record sales for Jaguar in North America in the first quarter of the year. The release also includes various show-related photos.

**PR/013**    **Press Releases October-December 1968**

30 October    1 folder  
1968-30  
December  
1968

Significant releases in this file include:  
October 1968 - Press release plus photos announcing the revised Series 2 E-type. An all model price list is included.  
30 October 1968 - Reprint of a Coventry Evening Telegraph article plus photos concerning the use of a restored Italian-owned 1.5 Litre SS Jaguar saloon as part of the Turin show XJ6 launch display.  
12 November 1968- Photo plus caption of a visit of overseas service attaches, led by HRH Prince Michael of Kent, to the Jaguar Allesley and Radford factories.  
21 November 1968 - Press release plus photo, concerning the E-type displayed on the Queen Elizabeth liner during her final year of service between Southampton and New York.  
29 November 1968 - Press release plus photo of the retirement of Mr A. Whittaker, former Deputy Chairman of Jaguar.  
29 December 1968 - Press release plus photo announcing the appointment of Mr FRW England as a new Deputy Chairman, replacing Mr A. Whittaker.  
30 December 1968 - Press release plus photos announcing the full compliance of the new Jaguar XJ6 with all the latest US federal safety and emissions laws.  
December 1968 - Meadows press release announcing the Meadow TMP marine gearboxes at the 1969 International Boat show.

**PR/014**    **Press Releases January-June 1969**

9 January    1 folder  
1969-10 June  
1969

Significant releases in this file include:  
9 January 1969 - Meadows release plus photo announcing that the Boat Show winner the Nicholson 43 yacht featured a Meadows TMP box.  
15 January 1969 - Jaguar press release detailing the cars to be shown at the Brussels Motor Show including a stand photo and performance figures.  
11 February 1969 - Press release and photos of the Henly's Jaguar XJ6 bearing the registration number "XJ6".  
24 February 1969 - Jaguar announced that for the first time ever it was to start night-shifts in order to meet demand for its cars, including the new XJ6.  
27 February 1969 - Press release and photos announcing the Jaguar XJ6 had won the Car of the Year award from Car Magazine.  
11 April 1969 - Press release announcing that Jaguar was accelerating its export drive to New York following a recent USA dock strike.

15 April 1969 - Press release, photos and other related materials (including Sir William Lyons' acceptance speech) concerning The XJ6 winning the Don Safety Trophy.

22 May 1969 - Jaguar announced that South African assembly was running at a record level, ahead of the introduction of the new XJ6.

5 May 1969 - Press release announcing that the RAF had chosen an E-type as their ground transport in the New York-London air race.

23 May 1969 - Press article reprint and photo of the Volkswagen Directors' visit to British Leyland factories including Browns Lane.

4 June 1969 - Press release and photos showing the temporary fitment of wire mesh front grilles to the XJ6 following a supplier strike.

10 June 1969 - Press release and photos extolling the virtues of weight saving and comfort of the new design of seats used in the XJ6.

Undated - 2 publicity photos of the XJ6

Undated - Photos of Prince Michael of Kent with a new XJ6 (presumed to be taking delivery of his new car).

**PR/015** **Press Releases July-December 1969**

1 July 1969- 1 folder  
29 December  
1969

Significant releases in this file include:

1 July 1969 - Announcement that JP Morgan, Director of Jaguar Export Sales, was also appointed Export Sales Director for Standard Triumph International.

7 July 1969 - Jaguar announced that exports now represented 64% of total production up by 21.6% versus the previous year.

10 July 1969 - Press release and photos of the first "containerised" Jaguars being shipped to Australia.

26 September 1969 - Jaguar announced that they would concentrate on three model ranges: the XJ, E-type and 420G, marking the demise of the Jaguar 240 (the last of the Mark II derived models). Includes photos of the remaining model ranges.

26 September 1969 - Press release detailing the cars to be displayed at the 1969 London Motor Show. Includes a photo of Lord Stokes and Sir Gerald Nabarro, who ordered two of the newly announced Daimler Sovereign saloons.

19 October 1969 - Press release announcing Jaguar plans to increase USA sales on the back of the new XJ6 introduction, which was delayed until early 1970 due to supply shortages.

29 October 1969 - Press release and photo of the Confederation of British Industries (CBI) delegation to Jaguar Cars.

10 November 1969 - Text of speech by FRW England at a Jaguar Luncheon in Glasgow during the Scottish Motor Show. Also included is a press release detailing the cars to be shown on the stands?

29 December 1969 - Press release announcing that Prince Michael of Kent had taken delivery of his new XJ6. Photos are missing.

Undated - Announcement by Jaguar of a new express spare parts delivery service for the UK. The Vehicle off Road (VOR) system will operate door to door.

**PR/016** **Press Releases 1970**

1 January 1970- 1 folder  
1970-31  
December  
1970

Significant releases in this file include:

1 January 1970 - Press announcement of the retirement of Mr. J. Beardsley (Works Director at the Radford plant), and his replacement - Mr JW Ashworth.

4 January 1970 - Jaguar XJ6 voted "Best all round Car in Australia", and winner of "Best Luxury personal Car".

8 January 1970 - The Preliminary Results for the Financial year ended 30 September 1969 for British Leyland were published.



13 January 1970 - Press release announcing an expected doubling in output, from 1000 to 2000 Jaguars, in South Africa in 1970, following the launch of the XJ6.

6 February 1970 - Press release and photos of the Jaguar New York Show cars being sent by container to the USA.

25 February 1970 - Press release reprinting Lord Stokes remarks on the poor state of the British Motor Trade following his annual statement at the BLMC AGM.

5 March 1970 - Press release announcing the introduction of the new Borg Warner Model 12 automatic transmission on the 4.2-litre versions of the XJ6 and Sovereign saloons.

16 April 1970 - Press release for two Jaguars used in Italy to support the launch of two films - "Il Dr. Prof Tersilli" and "La Collina Degli Stivali".

17 April 1970 - George Brown MP takes delivery of his new XJ6 (including photos).

21 May 1970 - Press release and photos of the retirement of Johannes Eerdmans, Jaguar's USA Chief.

28 May 1970 - Jaguar announced that the Ministry of Defence had ordered 2000 Jaguar XK engines for use in Scorpion and Scimitar armoured vehicles built by Alvis.

15 June 1970 - Article plus photos concerning the opening of a new Mike Hawthorn Memorial Pavilion in Farnham, featuring a line-up of Jaguars as tribute.

30 June 1970 - Press release and photos announcing that there would be a Jaguar Cavalcade of XK-engine sports cars at the British Grand Prix at Brands Hatch on 18 July, celebrating 21 years of the XK Engine.

4 August 1970 - Press release for the AP Trophy meeting at Silverstone, on the 15 August, celebrating Jaguar's 21 year association with the venue and the race.

28 September 1970 - Press release announcing Jaguar's 1971 programme, including minor changes and upgrades to existing models and the phasing out of the 420G range.

13 October 1970 - Press release announcing new Philips-sourced radios and cassette players for the 1971 models.

19 October 1970 - Jaguar announced that 1970 was an all-time record year for Jaguar with over 30,000 Jaguar and Daimler cars produced.

31 December 1970 - Jaguar announced that exports were up by 12%.

**PR/017** **Press Releases 1967**

September 1967 1 folder

The folder contains information on the 1968 Model Year programmes, including pro-forma Press Advertisements for use by Dealers and Distributors. Also included is a letter concerning the implications of the USA Federal Safety and Emissions standards.

**PR/019** **Press Releases 1971**

2 March 1971-15 December 1971 1 folder

Significant releases in this file include:

2 March 1971 - Press release announcing that Walter Hassan received the OBE, awarded in the New Year's Honours List.

29 March 1971 - Official Jaguar press release for the Series 3 E-type V12. In English, Italian, French, and German.

4 April 1971 - Press release announcing that the XJ6 had won two more accolades as "Car of the Year" in both America and Australia.

6 April 1971 - Photos and press release for the visit of the Lord Mayor of London to Coventry and the Jaguar factory; and Paddy Hopkirk taking delivery of his new XJ6.

15 April 1971 - Photo and press release of HRH Prince Michael of Kent taking delivery of his new Series 3 E-type.

10 May 1971 - Photos and press release of the Jaguar Driver's Club SS Register rally and concourse event at Woburn Green High Wycombe.

1 June 1971 - Photos and press release of the Jaguar Driver's Club XK day held at Mallory Park.

25 June 1971 - Press release and photos of the new V12 E-type alongside the new supersonic "Jaguar" tactical strike aircraft.

25 June 1971 - Photos and press release of the Jaguar display at Harrods featuring the new V12 E-type plus cutaway V12 engine, and an XK 120 sports car.

8 July 1971 - Press release and photos announcing that the XJ6 would commence CKD production in New Zealand.

15 July 1971 - Press release announcing that exports of the XJ6 to the USA in the first 6 months of 1971 have exceeded the total exports in 1970, with 1745 units shipped versus 1519 for the whole of 1970. Jaguar also announced that it had produced 1000 engines per week for the first time ever.

31 August 1971 - Jaguar announced that over 50,000 XJ saloons have been produced, with 56% exported.

4 September 1971 - Press release plus photos, announcing that Sir William Lyons was 70 years old.

8 October 1971 - Photos and press release for the first showing of the new E-type Series 3 V12 at a European Show, at the Paris Salon.

October 1971 - Press release for the UK Show debut of the V12 E-type at the Earls Court Show, together with a summary of the 1972 model programme for Jaguar.

4 November 1971 - Press release plus photo announcing that Jaguar would be celebrating the 20th anniversary of Ian Appleyard's RAC rally win in 1951 in the XK 120 NUB 120.

1 December 1971 – Press release, specification, and publicity photograph pertaining to the release of film footage showing XJ13 at MIRA.

Undated photo of Joseph Lowrey presenting the 'Road Test Car of the Year' award for the XJ6 to "Lofty" England.

**PR/020** **Press Releases January-April 1972**

13 January 1972 to 28 April 1972 1 folder

Significant releases in this file include:

13 January 1972 - Press release and photos of Jaguar at the Brussels Show.

31 January 1972 - Press release and photos of the new "containerised" shipping system for Jaguars to Canada.

4 February 1972 - Press release and numerous photos (taken at different stages in Sir William's Life) announcing the retirement of Sir William Lyons as Chairman of Jaguar Cars. He would remain as President of the Company, a non-executive and advisory role. His successor from 3 March was announced as Mr FRW England.

1 March 1972 - The official announcement that Mr FRW England would take over as Chairman and Chief Executive of Jaguar Cars.

8 March 1972 - Press release plus photos, announcing detail improvements, particularly in ventilation, on the Series 3 E-type.

31 March 1972 - Press release plus photos of the specially converted XJ6 convertible used by the Queen for her tour of Mauritius.

28 April 1972 - Press announcement of the retirement of Mr RW Grice from the Jaguar Board of Directors.

**PR/021**    **Press Releases May-December 1972**

1 May 1972-    1 folder  
13 December  
1972

Significant releases in this file include:

- 1 May 1972 - Press announcement plus photo of the retirement of Mr Walter Hassan, Jaguar's Engineering Director.
- 11 July 1972 - Press pack (excluding photos) for the new XJ12 and Daimler Double Six models.
- 1 August 1972 - It was announced that Mr Alan Currie was appointed to the Jaguar Board as Sales Director. Photo included.
- 18 October 1972 - Press pack plus photos for the new long wheelbase versions of the XJ6 and XJ12 to be announced at the Earls Court Show.
- 20 October 1972 - Press release announcing that the Jaguar XJ12 was voted "Best Car of the Year" by a panel of motoring writers in the UK.
- 15 November 1972 - Press release plus photo of Sir William Lyons revisiting the original Swallow sidecar manufacturing premises in Blackpool on the occasion of the 50th anniversary of its founding.

**PR/022**    **Press Releases May-September 1973**

5 May 1973-    1 folder  
September  
1973

Significant releases in this file include:

- Folder dated 5 June 1973 - Containing the press releases and photos for the retirement of Mr Bill Norbury as Jaguar's Repairs Manager, and his replacement by Mr K. Cambage.
- Folder dated 5 June 1973 - Containing the report and photos of the Jaguar celebrations of the 50th anniversary of Le Mans.
- Folder dated 8 June 1973 - Containing the press announcement for Jaguar's success in the pre-Le Mans historic Trophy race with an ex-works team D-type.
- Folder dated July 1973 - With the announcement of the death of former Jaguar Director, Mr John McMillan
- Folder dated 6 September 1973 - With announcements concerning changes to British Leyland top management, including the appointment of Geoffrey Robinson as Jaguar Managing Director and Chief Executive.
- Folder dated 10 September 1973 - Containing the press announcements for the Series 2 XJ at the Frankfurt Motor Show.
- Folder dated October 1973 - With the announcements of Jaguar D-type race victory at Watkins Glen historic race meet.
- Folder dated 15 October 1973 - Announcing that a Jaguar powered racing boat "Miss Windermere" broke the water speed record at 116mph.

**PR/023**    **Press Releases January-May 1973**

January            1 folder  
1973-May  
1973

Significant releases in this file include:

- Folder dated January 1973 - Containing the press release and photographs of Commander Geoffrey Hunt Captain of the HMS Jaguar relinquishing his command and leaving his ship in a Jaguar XJ12.
- Folder dated March 1973 - With photos and press release, covering the new "Federal" impact resistant bumpers for the E-type.
- Folder dated April 1973 - With photos and press releases, covering the new Jaguar/Daimler Service Workshop in Coventry.
- Folder dated 19 April 1973 - Containing photos and an account of the Daimler Lanchester Owners Club Concours and AGM.
- Folder (undated but April 1973) - Containing Photos and brief accounts of Paul Freres visit to Jaguar on 19 April 1973.

Folder dated 26 April 1973 - Recording the Jaguar Apprentices day including photos of Lord Stokes.

Folder dated 25 May 1973 - With press release announcing the strengthening of Jaguar's Manufacturing team.

Folder dated 24 May 1973 - Containing a press release and photos of the latest Jaguar powered Fire Fighter.

Folder dated 4 July 1973 - Containing press release and brief specification of the mid-engined V12 Jaguar XJ13.

**PR/024**    **Press Releases January-March 1974**

January            1 folder  
1974-March  
1974

Significant releases in this file include:

Folder dated January 1974 - Containing the press release announcing the retirement of Mr FRW 'Lofty' England as Chairman of Jaguar from the end of January 1974.

Folder dated January 1974 - With photos and press release for the 1974 Ulster Motor Show.

Folder dated February 1974 - Containing press release and photos of Jaguar's new Managing Director, Geoffrey Robinson who called his distributors in to Coventry to present his vision for the Company.

Folder dated February 1974 - With photos and press release announcing the second iteration of "Nordel" impact bumpers for the E-type in the USA.

Folder dated February 1974 - With photos and press release of the Red Arrows aerobatics team visit to Jaguar on 25 February 1974.

Folder dated March 1974 - With photos and press release of the new Landaulette version of the Daimler Limousine.

Folder dated March 1974 - With press releases for the 1974 Geneva Show product changes plus one photo of the new XJC.

Folder dated March 1974 - With press release dated 13 March announcing that the Jaguar X had topped the Australian Best Personal Luxury car poll for the 5th successive year.

Folder dated March 1974 - With photos and press releases showing the XJ13 at the beginning of its journey to the New York Show.

**PR/025**    **Press Releases March-June 1974**

March 1974-    1 folder  
June 1974

Significant releases in this file include:

Folder dated March 1974 - Containing pictures of the new Series 2 XJ and a one page press release announcing its availability in the USA.

Folder dated April 1974 - Pictures and a press release for the XJ12-based Silverstone racing fire tender.

Folder dated April 1974 - With photo and press release announcing the racing success of the Jaguar engineer Peter Taylor in a V12 E-type.

Folder dated April 1974 - With pictures and press release of the debut of the Jaguar XJ Series 2 in Belgium at the Chateau de Kerrevald.

Folder dated 17 May 1974 - With photos and a press release of the trade's farewell tribute to Lofty England shortly after his retirement from Jaguar.

Folder dated 24 May 1974 - Containing photos and press release of a Jaguar display in Holland's Aviodrome.

Folder dated 10 June 1974 - With press release and photos of the Daimler Lanchester Owners Club (DLOC) 10th Anniversary Celebrations attended by Mrs George Lanchester.

Folder dated June 1974 - With contents and photos commemorating the DLOC cavalcade through Coventry on the 29 June 1974.

Folder dated June 1974 - With press release announcing that the Jaguar XJ had been voted "best imported luxury car "of 1974 by Car and Driver magazine in the USA.

Folder dated June 1974 - With press release and photos announcing "Sebring: A Time of Glory", a TV film produced for British Leyland Motors Inc. Photos of Stirling Moss and a Jaguar XKSS.

<b><u>PR/027</u></b>	<b><u>Press Releases 1975</u></b>	January 1975- September 1975	1 folder
<p>Significant releases in this file include:</p> <p>3 January 1975 - News release announcing that Jaguar would be fitting all its cars with stainless steel exhaust systems.</p> <p>11 February 1975 - News release publicising Jaguar's new air filtration and recycling system at Browns Lane, designed to save money and improve the factory working environment.</p> <p>24 February 1975 - News release giving some background on the E-type name.</p> <p>24 February 1975 - News release announcing the end of E-type production, including 50 special cars for the UK market finished in black with a commemorative plaque on the dashboard.</p> <p>20 March 1975 - News release announcing the "Executive Week" at Jaguar-Daimler dealers.</p> <p>30 April 1975 - News release announcing the introduction of Bosch electronic fuel injection on the V12 engine initially in the XJ Coupe.</p> <p>May 1975 - News release announcing Jaguar powered cars' successes at the annual Coupes de L'Age d'Or races at Le Mans.</p> <p>10 June 1975 - Jaguar announced that it had bucked the global falling sales trends in 1974 with an increase of 1.4%.</p> <p>10 September 1975 - News release specification sheet for the new Jaguar XJ-S.</p> <p>16 September 1975 - Photo of the last E-type and a 1953 XK 120.</p>			
<b><u>PR/028</u></b>	<b><u>Press Releases 1976</u></b>	1976	1 folder
<p>Significant releases in this file include:</p> <p>A 1976 Jaguar press release concerning the XJ13 prototype to be shown at the Geneva Motor Show. The release includes a brief specification.</p>			
<b><u>PR/029</u></b>	<b><u>Press Releases 1977</u></b>	1977	1 folder
<p>Significant releases in this file include:</p> <p>27 May 1977 - Jaguar press release concerning the Jaguar-powered record-breaking speedboat "Miss Windermere IV". The release includes a photo.</p>			
<b><u>PR/030</u></b>	<b><u>Press Releases 1978</u></b>	1978	1 folder
<p>Significant releases in this file include:</p> <p>9 May 1978 - British Leyland Cars news release concerning anti-pollution technology for US Jaguars. Includes a photo.</p> <p>October 1978 - Jaguar Rover Triumph Management Information Bulletin.</p>			
<b><u>PR/031</u></b>	<b><u>Press Releases 1979</u></b>	March 1979- August 1979	1 folder
<p>Significant releases in this file include:</p> <p>28 March 1979 - News service publication of information on the new Series 3 Jaguar and Daimler XJ saloons. The bundle includes the range information and</p>			

summary of changes, a section dedicated to the new Electronic Fuel injected engines, and a spiral bound Press Pack including the test drive route for the new car.

1 May 1979 - An Organisation and Appointments announcement including that of Mr RE Berry at Jaguar.

19 July 1979 - Press cutting concerning the trade balance deficit in the British Motor Industry.

3 August 1979 - Organisational announcement which saw Mr Percy Plant appointed as Chairman of the Jaguar Rover Triumph (JRT) division.

3 Jaguar Rover Triumph management information bulletins covering the period 1 January to 31 March.

**PR/032**    **Press Releases 1980**    1980    1 folder

Significant releases in this file include:

17 April 1980 - Announcement of the arrival of John Egan as Chairman of Jaguar Cars, replacing Percy Plant.

14 October 1980 - News release announcing a new realigned, lower-priced 3.4 litre engined XJ, plus reduced servicing requirements for all models.

**PR/033**    **Press Releases 1981**    1981    1 folder

Significant releases in this file include:

April 1981 - Release reprising the Jaguar XJ range and its key features.

16 June 1981 - Invitation for business and industrial correspondents to a Jaguar open day at Browns Lane.

2 July 1981 - Brief announcement that Jaguar had no plans to manufacture in the United States, although they were looking at the possibility of establishing an engineering centre there.

5 July 1981 - Press Pack announcing Jaguar's new drive for quality, plus the new HE version of the V12 engine designed to improve performance and especially economy (2 copies in the file).

**PR/034**    **Press Releases 1982**    March 1982-    1 folder  
December  
1982

Significant releases in this file include:

March 1982 - News release announcing the XJ-S HE and its key specification details, including improved interior trim and the new HE V12 engine.

12 May 1982 - News release announcing an all-time sales record for Jaguar in the USA for the month of April.

25 August 1982 - News release announcing the appointment of Roger Putnam as Director UK Sales operations.

1 September 1982 - News release announcing Jaguar Cars Diamond Jubilee, coinciding with Sir William Lyons 81st birthday.

21 September 1982 - Announcement of Daimler Musical evenings to help prestige car sales.

221 September 1982 - Announcement that wood and leather-craft demonstrations would take place on the Jaguar stand at the Birmingham Motor Show

September 1982 - Article on Jaguar's success in the Middle East.

October 1982 - News announcement summarising recent Jaguar motorsport success in Europe and America.

October 1982 - News briefing covering various topics including Organisation, Sales, Quality and Productivity improvements.

13 October 1982 - News release covering improvements to Jaguar and Daimler saloons for 1983, including brief specification summaries.

3 December 1982 - Record sales announced for Jaguar in the USA for the month of November, with 1384 units sold.

2 December 1982 - Jaguar announced a £5 million plant improvement program for Browns Lane.

Undated - News announcement that Jaguar Cars would be the first UK manufacturer to introduce group assembly methods for the Daimler Limousine production facility.

Undated - Announcement that British Leyland cars (including Jaguar) would join forces with the Manpower Services Commission in a scheme to help unemployed teenagers to gain work skills.

**PR/035**    **Press Releases 1983**

7 January        1 folder  
1983-  
October  
1983

Significant releases in this file include:

7 January 1983 - News release announcing record overseas sales in 1982 worth £275 million.

February 1983 - Ulster Show news release.

8 February 1983 - Article from Jaguar Public Affairs on the subject of "Jaguar Comfort".

17 February 1983 - Jaguar news release concerning a Youth Training Programme.

March 1983 - Plastic folder containing correspondence concerning Jaguar's involvement with the Leaders Magazine in the USA who are keen to interview John Egan.

11 March 1980 - Copy of a GEC press release, concerning its GEM80 systems being installed in Castle Bromwich.

22 June 1983 - Press release outlining the processes of the Jaguar Sawmill which produces the fine veneers used in Jaguar interiors.

5 July 1983 - Press release announcing the establishment of the Jaguar Daimler Heritage Trust.

12 July 1983 - Jaguar Cars announce that world sales during the first six months of 1983 were 42% higher than in 1982.

9 September 1983 - Jaguar announce record XJ-S sales during August 1983.

24 October 1983 - Jaguar announce a technical collaboration deal with Dainichi to develop and supply advanced automated manufacturing technology.

October 1983 - Jaguar announce a 30% increase in total worldwide sales for the 9 months of 1983 versus 1982.

Undated - Sheet of paper discussing Jaguar production parts sourcing policies. Jaguar Press Pack dated 1983 containing details (including photos) of the 1983 model year Jaguars for North America.

**PR/036**    **Press Releases 1984**

5 January        1 folder  
1984-27  
December  
1984

Significant releases in this file include:

5 January 1984 - Jaguar announce a £430 million boost in overseas sales with a record 22,141 cars sold overseas in 1983. Total sales were 29,100, a 33% increase versus 1982.

17 February 1984 - The newly formed Jaguar Deutschland Sales Company reported a very successful first month of trading with 128 cars sold, the highest ever January.

28 February 1984 - Press release announcing a Jaguar XJR-5 1-2 victory in the Miami Grand Prix.

9 March 1985 - Press release announcing that Jaguar had re-established its own replacement parts operation in conjunction with Unipart Services.

13 April 1984 - Jaguar announce an all-time production record in Q1 1984, building 9220 cars, a 19% increase versus prior year. Worldwide sales were also up 19% in the same period.

21 April 1984 - Jaguar Cars announced it had won the Queen's Award for Export Achievement.

10 May 1984 - Jaguar announce the appointment of Geoff Lawson as Chief Stylist.

June 1984 - Jaguar announce an International Jaguar Week to be held in Stratford on Avon from 5-12 August 1984, organised by the Jaguar Drivers' Club.

30 July 1984 - Press release covering the significance of Blackpool as the birthplace of Jaguar.

28 August 1984 - Jaguar announce a further 500 jobs, including a limited night shift at its Browns Lane Plant in Coventry.

17 September 1984 - Press release announcing that the new XJR-5 would be displayed at the Birmingham NEC Show together with a Group A TWR Jaguar XJ-S.

27 December 1984 - Jaguar announced an all-time production record for 1984 of 33,437 cars, 19% up on 1983.

Undated - Press release concerning Jaguar's major advances in sales and productivity since the revival programme begun in April 1980.

Undated - Press release announcing "The Jaguar Collection" of lifestyle accessories and products.

**PR/037** **Press Releases 1985**

21 January 1985-23 December 1985 1 folder

Significant releases in this file include:

21 January 1985 - Jaguar announce a world sales record for 1984 with 33,424 cars sold.

1 February 1985 - Press release detailing the Jaguar and Daimler ranges for 1985.

1 February 1985 - A press release summarising Jaguar's history from the Swallow Sidecar company (established in 1922) to the recent (August 1984) flotation as a private company once more.

5 March 1985 - Jaguar announce a 27% sales increase in Switzerland for 1984 vs 1983.

19 March 1984 - Jaguar announce the retirement of Jack Randle Plant Director at the Radford Factory. His successor is Eynon Thomas.

1 April 1985 - Jaguar announce a new "Think British" Award.

21 April 1985 - Jaguar PLC publish the preliminary results for 1984.

19 April 1985 - Jaguar announce sales records for the first 3 months of 1985 with 8,883 units sold. 13% up vs 1984.

24 April 1985 - Jaguar wins the Queen's Award for Export Achievement for the second year running.

3 July 1985 - Jaguar announce a record six month production total of 20,195 units, 17% more than in the previous year.

8 July 1985 - Press release announcing the opening of new headquarters for Jaguar Deutschland on the outskirts of Frankfurt.

17 July 1985 - Press release for the new V12 version of the XJ-SC cabriolet supplementing the existing 3.6-litre engine.

August 1985 - Jaguar announce an Approved Used Car Marketing Programme.

12 September 1985 - Jaguar PLC announce the interim results for the first half of 1985.

13 September 1985 - Press release announcing detail improvements across the range for 1986.



27 September 1985 - Press release detailing the Jaguar and Daimler exhibits at the forthcoming Motor Fair.  
31 October 1985 - Jaguar announce production up by 14% in the first 9 months of 1985 vs 1984, with a commensurate 9% sales increase.  
7 November 1985 - Jaguar announce that it has placed an order with IBM for a mainframe computer, its first to be installed.  
11 November 1985 - Jaguar announce record sales for October.  
25 November 1985 - Jaguar shares are now quoted on NASDAQ in North America.  
26 November 1985 - Jaguar announce plans for a new Engineering Centre to be built at Whitley, commencing January 1986. Includes plans and renderings of the new building.  
23 December 1985 - Jaguar announce a production record with 38,500 cars produced, 15% up on 1984.  
Two "Browns Lane Performance Briefs": one for week 3 and the other for week 10.  
Undated Jaguar Press Pack celebrating 50 years of the marque (1935-1985) including photos.

**PR/038**    **Press Releases 1986**

7 January            1 folder  
1986-29  
December  
1986

Significant releases in this file include:

7 January 1986 - Jaguar announces the appointment of Mr Mike Beasley as Assistant Managing Director.  
14 January 1986 - Press release celebrating 90 years of Daimler.  
14 January 1986 - Jaguar announced its link with Gallaher International to create the Silk Cut Jaguar Racing Team.  
15 January 1986 - Jaguar announce that 1985 was a record sales year with 37,724 cars sold, 13% up on 1984.  
17 February 1986 - Jaguar announce a new Sales organisation headed by Roger Putnam.  
4 March 1986 - Jaguar announce that it is to increase Daimler Limousine production by 20%, to over 250 units in 1986.  
4 March 1986 - Press release concerning Jaguar and Daimler exhibits at the Trade Show, plus an undated March press release detailing Jaguar's presence at the Motor Show North.  
3 April 1986 - Jaguar Exports top £1/2 billion in 1985.  
21 April 1986 - Jaguar wins Queen's Award for Exports for the third consecutive year.  
8 July 1986 - Jaguar announces a new clear-over-base paint process for the Castle Bromwich paint plant.  
18 August 1986 - Jaguar PLC interim results for 1986 are published.  
8 September 1986 - Jaguar announce the fitment of automatic seatbelts for the XJ-S in the USA.  
October 1986 - Press release plus photo for the all-new XJ40 designed to replace the Series 3 XJ.  
10 November 1986 - Jaguar announce that it is to sponsor a Chair in Automotive Engineering at Birmingham University.  
25 November 1986 - Jaguar announce a collaboration with the Seibu Department Stores Group, to form Jaguar Japan, to handle the sales and service of Jaguar cars in Japan.  
29 December 1986 - Jaguar announce record production for 1986 of 41,437 cars, 8% higher than the previous year.

**PR/039**    **Press Releases 1987**

12 January            1 folder  
1987-21

Significant releases in this file include:

December  
1987

Undated - Ulster Motor Show Catalogue entry for Jaguar, plus a similar copy marked up for the Scottish Motor Show.

12 January 1987 - Jaguar announce a new Medical Centre at Browns Lane.

13 January 1987 - Jaguar announce a new distributor in New Zealand.

9 February 1987 - Release detailing the Jaguar exhibits at the Ulster Motor Show.

February - Release announcing the establishment of a Jaguar North American Management Committee.

19 February 1987 - Press release announcing changes to the XJ-S.

3 March 1987 - Jaguar announce the completion of the first phase of the new engineering centre at Whitley.

5 March 1987 - Jaguar PLC publish the preliminary results for 1986.

10 March 1987 - New Jaguar range to be shown at the Fleet Show.

14 April 1987 - Release announcing a sales boost in Europe vs 1986.

15 April 1987 - Jaguar announce that they are setting up a fund to support the first Jaguar wild life reserve in Belize, Central America. Includes photos.

21 April 1987 - Jaguar announced that it had received the Queen's Award for Technology for the design and development of the new XJ range.

28 April 1987 - Avis announce that they have chosen Jaguar Sovereign V12 saloons for their luxury service.

15 May 1987 - News release plus photo marking 60 years of car-making for Jaguar.

8 June 1987 - Jaguar announce all-time record for sales in May of 4402 units, 20% up over prior year.

17 July 1987 - Jaguar announce record worldwide sales of 22,184 units for the first half year, plus a new half year production record of 23,663 cars.

10 August 1987 - Jaguar announce that they have made over 100,000 V12 engines since 1971, and over 50,000 XJ-S cars since 1975.

18 August 1987 - Jaguar PLC publish the half year preliminary results.

26 August 1987 - Jaguar announce that export sales in 1986 totalled £620 million, a 24% increase on the previous year.

2 September 1987 - Announcement that the V12 Jaguar and Daimler Series 3 saloons will continue unchanged for the next year.

9 September 1987 - Release for the 1988 model year cars following a 7% price increase.

27 September 1987 - Green folder containing press release, photos and price list of the 1988MY Jaguar/Daimler product range.

21 October 1987 - Release announcing that Hertz Car Rental has ordered 80 Jaguars for its UK fleet.

4 November 1987 - Press release covering the Castle Bromwich body building operations.

November - Press release covering the progress on the new Jaguar Engineering Centre at Whitley.

**PR/040** **Press Releases 1988**

11 January 1988-15  
December 1988  
1 folder

Significant releases in this file include:

11 January 1988 - News release announcing the 4th consecutive sales record for Jaguar in 1987, with 46,612 cars sold, 14% up on 1986.

13 January 1988 - Release and photo announcing the appointment of Bob Dover as Jaguar Manufacturing Director.

10 February 1988 - Jaguar and GKN announce they have established a joint-venture body-pressing company called Venture Pressings Ltd, based at Telford In Shropshire, owned 50/50.

24 February 1988 - Jaguar announced that Teves anti-lock brakes were now standard equipment on the XJ-S.

24 February 1988 - News release announcing that the new XJ-S convertible would be shown for the first time at the Geneva Show in March, and go on sale shortly afterwards.

26 February 1988 - Jaguar announced the biggest ever single shipment of 1100 cars to the USA.

News release announcing the Jaguar presence at the Manchester show.

9 March 1988 - News release announcing Jaguar's highest ever February sales of 3,873 cars worldwide, 20% on the previous highest in February 1986.

16 March 1988 - Jaguar PLC preliminary results for the year ended 31 December 1987 with both vehicle production and profits up on the preceding year.

11 April 1988 - Jaguar announce its best ever first quarter sales figures, with sales of 11,997 units, 20% up on prior year.

28 April 1988 - News release announcing that Jaguar is entering into a technical and commercial relationship with Chausson, the French body engineering specialists.

9 May 1988 - News release announcing that Jaguar and TWR were setting up a new Joint Venture company (JaguarSport Ltd) to develop and manufacture high performance and sporting derivatives of Jaguar cars.

23 May 1988 - News release announcing that the new Jaguar Engineering Centre at Whitley is officially open.

27 May 1988 "Five Silk Cut Jaguar Team Entries for Le Mans". Includes "Le Mans - A unique Event", Biographical details of the drivers and 10 black and white press photographs of the drivers, cars and track.

6 June 1988 - Jaguar Press Release "Fit for the Job- Martin Brundle's Le Mans Training schedule" Includes "XJR-9LM: Silk Cut Jaguar Team's Le Mans Challenge", "Technical Details of the XJR-9LM", "Jaguar at Le Mans",

30 June 1988 - Jaguar Interim Profit and Loss report.

1 July 1988 - News release announcing the 1988 Model Year product range with only minor product changes.

11 July 1988 - Jaguar announce record half year sales of 24,742 units, 11.5% higher than the previous year.

22 August 1988 - JaguarSport announcement of the new XJR-S special model.

26 August 1988 - Jaguar PLC interim results for the half year to June 1988

12 September 1988 - Jaguar announce record sales in August, 11% more than prior year.

27 September 1988 - On the opening day of the Paris Motor Show, Jaguar announce record sales in France, up 40% versus prior year.

12 October 1988 - Jaguar announce record production and sales for the first 9 months of the year. 40,353 cars were produced, a 15% increase, while worldwide sales were 38,003, an 8% increase.

12 October 1988 - JaguarSport announce the new XJR 3.6-litre.

18 October 1988 - Jaguar announce the unveiling of the new XJ220 sports car prototype at the Birmingham Motor Show. JaguarSport will assess public reaction to the prototype and assess the commercial viability of the project.

20 October 1988 - Jaguar announces that it has won five coachwork trophies at the Birmingham Motor Show, including 4 gold medals and the Horner Associates Trophy for the XJ220 concept car.

October 1988 - News releases covering: Jaguar and Daimler XJ6, V12 and XJ-S for 1979 (which remain essentially unchanged); a Jaguar sales forecast for continued growth towards the 50,000 unit sales target; and the Daimler Limousine (unchanged).

26 October 1988 - Personnel announcement of the appointment of Richard Wright as Director of European sales, and David Higham as Staff Director material production and control.

9 December 1988 - Jaguar announced that all their cars sold in Europe would receive 12 months free Mondial assistance plan.

15 December 1988 - Sir John Egan opens the new Engine Development centre at Whitley.

**PR/041** **Press Releases 1989**

4 January  
1989-6  
December  
1989

1 folder

Significant releases in this file include:

4 January 1989 - Jaguar announces that Dunlop Tyres will become a sponsor for Jaguar's worldwide sports car racing programme.

31 January 1989 - The new motor racing season starts at Daytona Florida with 3 Jaguar XJR-9's taking part.

7 March 1989 - Jaguar announce that for the first two months of the year, worldwide sales are running 13% above prior year, at 8234 units.

4 April 1989 - The Silk Cut Jaguar Racing Team starts a 9 race pursuit of a World Championship hat trick in Japan at the Suzuka Circuit on 9 April.

7 April 1989 - Jaguar announce record sales in Japan during March at 173 units.

21 April 1989 - Jaguar announce record first quarter sales, selling 12,722 units, 6% more than prior year.

25 January 1989 - News release commemorating the historic Jabbeke XK 120 speed trials.

1 June 1989 - News release announcing that Daimler owners were repeating the historic John O'Groats to Lands End drive, first enacted in October 1897.

2 June 1989- Jaguar "Four V-12 Jaguars to defende Le Mans Title". Includes TWR Team History, The World of Silk Cut", "Castoral and Racing", "Dunlop-100 years of Racing Heritage", "Technical Detail of Silk Cut Jaguar XJR-9", "Silk Cut Jaguar Team Drivers for Le Mans 1989", "1989 Word Sports Prototype Championship Calender", "Silk Cut Jaguar Team Contacts". Includes 3 black and white press photographs of "Silk Cut Jaguar XJR-9" "Silk Cut Jaguar Team Le Mans 1989" and

1 July 1989 - Jaguar announce that Sir John Baring is appointed as a non-executive director to the Board.

11 July 1989 - Jaguar reported the death of William Heynes, a former Engineering Director and Vice-Chairman of Jaguar.

14 July 1989 - Jaguar reported that worldwide sales for the first 6 months of the year remained stable, in spite of difficult conditions in the USA (Jaguar's biggest market).

31 July 1989 - Envelope and content addressed to Allen Hodge from Jaguar in the USA, announcing their new Vanden Plas Majestic saloon, and XJ-S Collection Rouge special editions.

11 September 1989 - News announcing that the 100,000th XJ6 had been built, destined for a customer in France.

12 September 1989 - Jaguar news release with prices and specification revisions for the 1990 Series 3 V12 saloon, and XJ-S model year ranges.

13 September 1989 - Jaguar PLC's interim report for the half-year ended 30 June 1989, including a colour card version.

11 October 1989 - News release detailing the 1990 MY changes to the XJ6 line-up, the most significant being the new 4.0-litre engine replacing the 3.6-litre, plus a new instrument pack and other interior upgrades.

9 November 1989 - Jaguar announces a new Joint Venture company in Taiwan, Jaguar Cars Taiwan Ltd.

6 December 1989 - JaguarSport announced that the XJ220 supercar program was to go-ahead with a limited run of 350 units maximum, manufactured by JaguarSport near Kidlington.

December? - A plastic sleeve containing a news release summarising Jaguar's history, and culminating in the announcement that Ford had taken over Jaguar from December 1989.

Two copies of the Jaguar Racing Bulletin 1989 No 1.

**PR/042** **Press Releases 1990**

1 January  
1990-6  
December  
1990

1 folder

Significant releases in this file include:

1 January 1990 - News release announcing the formation of a new joint venture company to distribute Jaguars in Italy, headed by Mr Jon Lewis.

8 January 1990 - News release announcing the appointment of two new Ford nominated directors to the Board of the Company: Lindsay Halsted and John Grant.

January 1990 - News release announcing that the Jaguarsport 6.0 XJR-S makes its continental debut at the Brussels Show, together with seven other models from its 1990 MY range.

17 January 1990 - Jaguar announce the opening of a new regional office in Singapore.

6 February 1990 - Press release announcing the go-ahead for the Coundon Wedge Road construction.

12 February 1990 - Jaguar announce a record January sales for the USA and Japan.

14 February 1990 - News release announcing that by the closing date of 14 February, 1450 applications had been received to purchase one of the 350 XJ220's planned for production.

March 1990 - Press release announcing the new 4.0-litre and 3.6-litre engines for the AJ6 range for 1990, plus the models being shown at the Geneva Salon.

6 March 1990 - Jaguar reports export records for Europe and the USA.

19 March 1990 - News release reporting the retirement of Ken Edwards, former Personnel Director at Jaguar.

27 March 1990 - News release announcing that Sir John Egan would leave Jaguar at the end of June, and be replaced as Chairman and Chief Executive by Bill Hayden from Ford. Includes a photo of Bill Hayden, a copy of John Egan's letter of resignation to his colleagues, and a draft of his resignation speech.

April 1990 - Press Release announcing Jaguar's display at the Turin Show including the new 6.0 litre JaguarSport XJR-S.

5 April 1990 - Jaguar announce record first quarter sales in the USA, with a 6% increase versus the prior year.

6 April 1990 - News release announcing that the XJ6 had won 'Best Luxury Car' award from Fleet News in the UK.

11 April 1990 - Jaguar announce record sales in Europe and Japan for March 1990.

June 1990 - Jaguar announced that Bobby Unser was to compete in the Pirelli Classic Marathon in a Jaguar E-type.

17 May 1990 - Press release announcing the Silverstone debut for the new wide-track XJR-11

5 June 1990 - The Duke and Duchess of York visited Jaguar's new USA headquarters in Mahwah New Jersey as part of its official opening. Includes a photo of their Royal Highnesses with Graham Whitehead, Jaguar Cars Inc. President.

June 1990 - Jaguar announce that the Silk Cut team would be returning to Le Mans on the 16/17 June.

14 June 1990 - JaguarSport announces a new version of its XJR 4.0 with styling revisions. Includes a photo of the car.  
19 June 1990 - Press Release announcing that the Silk Cut Jaguars swept to a 1-2 victory at Le Mans.  
1 August 1990 - Jaguar announce changes to the Series 3 V12 Jaguar and Daimler saloons, primarily the fitment of anti-lock brakes and catalyts.  
30 August 1990 - Jaguar announce the retirement of Graham Whitehead, President of Jaguar Cars Inc. in the USA, and his replacement by Mike Dale.  
3 September 1990 - Announcement that JaguarSport would be displaying its XJR 4.0 and XJR-S 6.0 at Motor Show 90.  
18 September 1990 - Package of news releases concerning Jaguar's 1991 Model Year range to be shown at Motor Show 90. The key change was the replacement of the sohc 2.9 engine with a new 3.2 dohc design.  
September 1990 - Jaguar announced the establishment of a new Joint Venture Sales company in Italy from January 1991 with Mr Jon Lewis as Managing Director.  
September 1990 - Press Release announcing a sales record for Jaguar in Europe for the first 8 months of the year, 6% ahead of last year.  
29 September 1990 - Jaguar announced that Jim Randle was appointed to the new post of Director Vehicle and Concepts Engineering, and that Clive Ennos was joining Jaguar from Ford, in the role of Director Product Engineering Operations.  
16 October 1990 - Press release announcing that Derek Warwick had signed for the Jaguar Silk Cut Team.  
15 November 1990 - JaguarSport news releases covering the introduction of the million dollar JaguarSport intercontinental challenge, a one make racing series for the XJR-15, itself the subject of an associated press release ion the same date.  
6 December 1990 - Announcement that Bud Light would sponsor the IMSA Jaguar US racing team.

**PR/043**    **Press Releases 1991**

February            1 folder  
1991-  
December  
1991

Significant releases in this file include:  
February - Press release announcing the Jaguar line-up for the Ulster Show.  
February - Press release announcing that Jaguar would take full control of its German Distributor by the end of March 1991.  
5 February 1991 - Jaguar announce personnel changes designed to strengthen the Manufacturing and Supply organisations.  
28 February 1991 - Jaguar announced that Barrie Thrussell Service and Parts Director was leaving to take up a position with Halfords.  
March 1991- Jaguar North America press release celebrating 30 years since the E-type Launch and announcing the new Classic Collection XJ-S range.  
28 March 1991 - Press release announcing Jaguar's line-up at the Motorshow North.  
25 April 1991 - Letter announcing the retirement of Arnold Bolton, Jaguar's Corporate Affairs Manager.  
April 1991 - Press release describing the improved assembly process introduced for the XJS, designed to improve ease of assembly and vehicle quality.  
31 May 1991 - Jaguar announce new distributor for Australia, a subsidiary of Inchcape, effective 1 June 1991.  
June - Press release celebrating the 40th anniversary of Jaguar's first Le Mans victory.  
28 June 1991 - Press release announcing Jaguar's presence at the Sunday Times Environment Exhibition (includes photo of Melanie Watt with a young Jaguar.

June 1991 - Press pack in green folder (including photos) covering the C-type parade to Le Mans as part of the 40th anniversary celebrations, 2 copies (1 incomplete missing photographs).

5 July 1991 - Jaguar announce that Hartmut Kieven is appointed as Managing Director of Jaguar Deutschland.

29 July 1991 - Press release announcing that the XJ220 had achieved a maximum speed of 212.3 mph, making it the world's fastest production car once production started later in 1991.

September 1991 - Jaguar announce that UK retailer Pendragon were taking over Autohaus Kronberg in Germany.

11 September 1991 - Press release announcing the new JaguarSport XJR-based on the recently announced facelifted XJS model. Includes a photo of the car, and a product description.

30 September 1991 - Press release announcing that Jaguar would showcase three specially equipped saloons at an industry conference in Turin, featuring Vision Enhancement, Collision Avoidance and Automatic Distance Control technologies. Includes photos.

14 October 1991 - Press release announcing that HRH the Prince of Wales had unveiled the new XJ220 supercar at Bloxham.

16 October 1991 - Press release announcing the Jaguar line-up for Motorfair 1991.

23 October 1991 - The Jaguar XJ220 makes its public debut at the Tokyo Motor Show.

5 December 1991 - The appointment of Nick Scheele, Vice Chairman of Jaguar is announced.

**PR/044**    **Press Releases 1988**    11 October 1988    1 folder

Significant releases in this file include:

11 October 1988 - Press release folder, containing information on the 1989 MY Jaguar and Daimler ranges. Data includes product specifications, colour and trim chart, price list, and two sets of photos.

**PR/045**    **Press Releases 1988**    23 May 1988    1 folder

Significant releases in this file include:

23 May 1988 - Publicity folder entitled "Building for the Future" containing the full press release information on the new Jaguar Whitley Engineering Centre. The pack includes technical descriptions, diagrams photos and a set of transparencies.

**PR/046**    **Press Releases 1992**    24 January 1992-2 December 1992    1 folder

Significant releases in this file include:

24 January 1992 - Press release announcing that the Lord Mayor of Birmingham would be embarking on a charity marathon in his Daimler Limousine, visiting fellow Lord Mayors in 22 towns and cities.

20 February 1992 - Press release announcing the establishment of an Archive Service as part of the JDHT at Browns Lane.

3 February 1992 - Press release announcing that a Jaguar XJ220 had been crash tested at MIRA with outstanding results.

28 February 1992 - Jaguar announced the debut of the XJS 4 litre convertible at the Geneva Show in March 1992.

17 March 1992 - Jaguar announced that the Bud Light XJR-12 would race in the Sebring 12 hour sports car race on March 21st.

25 March 1992 - Press release announcing the retirement of Bill Hayden as Chairman and Chief Executive, to be succeeded by Nick Scheele, currently Vice Chairman.

6 April 1992 - Press release announcing that XJ220 production had commenced at the Bloxham facility, with a limited run of 350 cars planned.

11 May 1992 - Press release pack (two copies) for the new XJS 4.0-litre convertible.

20 May 1992 - Press release announcing Jaguar's participation in the Orbital 2 stroke engine development programme.

27 May 1992 - Jaguar announce the introduction of 3 year 60,000 mile warranty for all UK sold Jaguars.

4 June 1992 - Jaguar announce that US sales were up by 104% in May 1992 versus prior year.

1 July 1992 - Jaguar announce a major improvement in US Customer Satisfaction ratings with a top ten position in the JD Power ratings table at number 10, versus 25 in 1991.

8 July 1992 - Jaguar announce the appointment of a distributor in Poland and a service dealership in East Germany.

29 July 1992 - Stirling Moss and Jack Fairman were reunited in celebration of the 40th anniversary of the XK 120 record breaking run of 100 mph for 7 days and nights.

August 1992 - Press release announcing that the XJ220 was now in full production at Bloxham with the first cars already delivered to customers.

19 August 1992 - News release announcing the appointment of James Padilla as Executive Director of Engineering and Manufacturing.

4 September 1992 - Press announcement celebrating Jaguar's 70th anniversary. Attached is a list of all the Jaguar production models to date.

September 1992 - Press release concerning the XJS 4.0 Litre convertible.

8 September 1992 - Management brief concerning the new Aston Martin NPX, based loosely on the XJS platform, and to be built at the JaguarSport Bloxham factory.

2 December 1992 - Press briefing release on Jaguar Manufacturing efficiencies at the Radford plant intended to free up land and buildings for sale.

**PR/047    Press Releases 1992**

18  
September  
1992-16  
December  
1992

1 folder

Significant releases in this file include:

18 September 1992 - Green Press Folder with comprehensive details plus photos of the 1993 MY Jaguar and Daimler model range.

7 October 1992 - Press release announcing the new "Insignia" range of bespoke colour and trim options for all Jaguar and Daimler models, to be implemented through the newly formed Special Vehicle Operations at Browns Lane.

20 October 1993 - Press release announcing the new "Majestic" Jaguar and Daimler extended wheelbase models, to be produced by Special Vehicle Operations.

30 November 1992 - Press release announcing a new TV campaign, the first for 12 years, to spearhead Jaguar's latest Marketing Campaign.

16 December 1992 - Press release announcing the end of Series 3 production at Browns Lane.

**PR/048    Press Releases 1993**

22 January  
1993-1  
December  
1993

1 folder

Significant releases in this file include:

22 January 1993 - Press release announcing Jaguar's export drive into new world markets including China, Eastern Europe, and South America.



- 2 February 1993 - Press release announcing that Jaguar had set up new Sales Company in the Netherlands in partnership with its current Dutch importer Kroymans.
- 3 February 1993 - Press release for the new 6.0 litre XJ12 saloon, to be shown at the Amsterdam Show in the Netherlands.
- 5 February 1993 - Press release announcing a 25% increase in worldwide sales versus prior year, at 1758 units.
- 8 February 1993 - Press release for the UK debut of the new XJ12 6.0-litre saloon at the Ulster Show. Include photos and slides.
- 14 February 1993 - Press release for the new V12 saloons including detailed specification, performance, and sales details.
- 23 February 1993 - Jaguar announced the appointment of 2 new non-executive directors, Mr Vivian Thomas and Mr Alan Turner.
- 19 March 1993 - Jaguar issued a press release welcoming the changes to Company Car Tax and outlining its effect on the Jaguar range.
- 23 March 1993 - Press release announcing further awards for the XJ6 saloon from Business Car Magazine and Fleet News in addition to the recent accolade of Best Luxury Car from What Car magazine. Includes a photo of Sir Nick Scheele alongside the XJ6.
- 14 April 1993 - Press release announcing that Jaguar worldwide sales were up by 16% versus prior year for the first quarter of 1993.
- 16 April 1993 - Press release announcing the new Jaguar XJ 3.2S to be shown at the Fleet Show at Silverstone. Includes photo.
- 5 May 1993 - Jaguar announce a 56% increase in production for the first four months of 1993, to 9953 cars.
- 10 May 1993 - Press release announcing the heavily revised XJ including the 6.0 litre V12 engine.
- June 1993 - Jaguar press releases covering the specification of the XJ220C Le Mans contender.
- June 1993 - Press release announcing Jaguar's return to Le Mans with a team of three XJ220C's. A list of the TWR drivers is also included.
- June 1993 - Press release announcing that to celebrate the return of Jaguar to Le Mans with the XJ220 there would be a cavalcade of 18 C-types to Le Mans which would then do a lap of honour before the start of the 24 hour race.
- 21 January 1993 - Jaguar announce that the XJ220C won the Le Man 24 hour race.
- 30 June 1993 - Jaguar announce the Jaguar Collection would be distributing the Jaguar for Men range of fragrances in Britain, 3 copies..
- 6 July 1993 - Jaguar announce a 46% increase in production for the first 6 months of 1993 to 14951 units.
- 19 July 1993 - Jaguar announce that it has moved up to 9th place in the JD Power Customer Satisfaction ratings in the USA, up from 25th place in 1991.
- 9 September 1993 - Press release announcing a \$25 million order for 500 XJ6 saloons from Budget Rent a Car in the USA, the biggest single order in the Company's history.
- 17 September 1993 - Dark Green folder containing a press release announcing Jaguar's new £8.5 million assembly line at Browns Lane. Includes photos.
- 4 October 1993 - Jaguar announce the appointment of Inchcape as its distributors for the Chinese market.
- 20 October 1993 - Jaguar announce the introduction of 12 month/10,000 mile service intervals for its 1994 models.
- 4 November 1993 - Jaguar announce that sales in the USA doubled in October to 1214 vs prior year.
- 1 December 1993 - Press release announcing Jaguar's use of "computer people" to simulate potential customers and their families.

**PR/049** **Press Releases 1993**

23 August 1993-29 November 1993 1 folder

Significant releases in this file include:

- 23 August 1993 - Press release detailing the extensive safety provisions in the Jaguar XJ6 saloon range.
- 1 September 1993 - Press release announcing the new Power Train engineering facility at Jaguar's Whitley Technical Centre.
- 1 September 1993 - Press releases covering the new extended wheelbase Majestic Saloons and the new Insignia bespoke trim and colour range.
- 7 September 1993 - Press release and specifications for the new 1994 Jaguar and Daimler model ranges.
- 20 October 1993 - Jaguar announce a 17% increase in worldwide sales for the first 9 months of 1993 to 20,222 cars.
- 20 October 1993 - Two green folders detailing Jaguar's 1994 Model Year Range including photos and slides.
- 24 November 1993 - Press release announcing Jaguar's new Portable Diagnostic Unit; a service diagnostic tool for vehicle electronic systems.
- 29 November 1993 - Press release announcing Jaguar's use of Knowledge based Engineering (KBE) to automate parts of the design process to reduce engineering lead times.
- 1993 - Undated press release for the Jaguar presence at the Gulf show.

**PR/050** **Press Releases 1994**

7 January 1994-9 November 1994 1 folder

Significant releases in this file include:

- 7 January 1994 - Press release announcing the introduction of 'Privilege', a new contract purchase facility.
- 7 January 1994 - Press release announcing that Jaguar sales increased by 22% in 1993 from 22,483 cars to 27,338 cars worldwide. Exports were 77% of this total.
- 9 February 1994 - Jaguar announce the new XJ6 Gold to accompany the 3.2S and 4.0S models with a greater emphasis on comfort, luxury and value.
- 25 February 1994 - Press release announcing that the Jaguar XJ6 has won 'What Car?' magazine's "Best Luxury Car" award for the second year running, and was also voted "Top Imported Luxury Car" by the German magazine 'Auto Motor und Sport'. Includes a photo.
- 7 March 1994 - Press release from Wilcox & Co. announcing a new Daimler 6-door limousine based on a stretched and raised Daimler 4.0-litre saloon.
- 12 April 1994 - Press release announcing a 25% increase in sales versus the same period last year.
- 19 April 1994 - Press release announcing Jaguar's presence at the Fleet Show.
- 9 May 1994 - Jaguar announce record breaking convertible sales in the USA which have boosted sales of the XJS convertible to an all-time record of 429 units in April.
- 17 May 1994 - Budget Rentals press release announcing a deal with Jaguar for 110 XJ6 saloons for Europe. Includes a photo.
- 25 May 1994 - Press release announcing that the XJ6 has been pronounced as Britain's safest car by the Department of Transport for the second year running.
- 8 June 1994 - Jaguar announce improvements to the XJS range.
- 15 July 1994 - Jaguar announce a six month sales success with worldwide sales increasing by 13.5 % versus prior year.
- 4 August 1994 - Jaguar announce plans to start selling cars in Brazil with its debut at the Sao Paulo Motor Show on October 22nd.
- 16 August 1994 - Jaguar announce the appointment of Barrie Thrussell as Director UK Operations.

28 September 1994 - Package of press release documents and photos of the new XJ range of Jaguar and Daimler saloons.

October 1994 - Press release announcing the availability of Jaguar Classic Christmas cards.

9 November 1994 Jaguar announce the unveiling of six highly advanced technologies to be trialled in Jaguar vehicles

Undated - Announcement that Jaguar would take 100% ownership of both Jaguarsport and XJ220 Ltd from May 1994.

Undated - Press release announcing that Castle Bromwich and Browns Plants had both received the Q1 quality award from Ford Motor Company.

Undated - Announcement that thanks to a £9.4 million DTI grant the new Jaguar sports car would be built in Britain.

Undated - Package of PowerPoint presentation slide copies outlining a brief history of Jaguar since its acquisition by Ford in 1989.

**PR/051** **Press Releases 1995**

5 January  
1995-5  
December  
1995

1 folder

Significant releases in this file include:

9 January 1995 - Press release announcing that worldwide sales increased by 10% in 1994 to 30,020 units, boosted by the new range of XJ saloons.

11 January 1995 - Press release announcing that the new XJ12 has been voted the most beautiful luxury saloon car in the world by a panel of Italian judges. Includes photo.

8 February 1995 - Press release announcing a strong start to sales in 1995, with 2925 cars sold in January 1995.

14 February 1995 - Press release announcing that the new Jaguar XJ saloon received the 1995 BVRLA Anti-Theft award.

11 April 1995 - Press release announcing that Jaguar sales and exports are at a 5 year high with 9400 cars sold worldwide.

25 April 1995 - Press release announcing that Jaguar would be celebrating its 60th anniversary four months early to enable classic car enthusiasts to join the party.

25 April 1995 - Press release folder including photos for the 1995 Fleet Show.

10 May 1995 - Press release announcing the special celebration edition XJS models.

1 June 1995 - Press release announcing a nationwide tour of Britain in 80 Jaguars as part of commemorative celebrations.

28 June 1995 - Jaguar announce the availability of long wheelbase XJ6 and Daimler saloons with a 5" increase in wheelbase.

12 July 1995 - Sleeved pack of launch and dealer information on the newly available Harman Kardon premium sound system.

14 July 1995 - A press notice from the Department of Trade and Industry (DTI) welcoming the announcement that the new Jaguar X200 would be built in the UK, thanks to a £48m grant from the DTI.

31 July 1995 - Jaguar announce the appointment of Bibiana Boerio as Director of Finance.

7 August 1995 - Press release announcing an all-time record in Germany in July of 301 units boosting the 7 months sales to 1483 cars.

15 August 1995 - Press release announcing the memorial service for Lofty England who died on 30 May 1995.

9 September 1995 - Jaguar announce world sales up by 50% in August at 4,455 units, and for the first 8 months of 1995 sales reached 27,566 units a 42% increase vs prior year.

21 September 1995 - Press release announcing Jaguar's Diamond Jubilee. On September 24th 1935 the first car to carry the Jaguar name was announced to the public, the SS Jaguar 2.5 litre.

12 October 1995 - Press release announcing the new Daimler Century saloon commemorating the centenary of the Daimler marque. Just 200 hundred will be built.

18 October 1995 - Press release announcing the double celebration of 60 years of Jaguar and 100 years of Daimler to be celebrated at the London Motorshow.

November 1995 - The Jaguar Daimler Heritage Trust has commissioned J&J Cash of Coventry to produce a picture in silk of the Jaguar XK 120 NUB 120, one of the most famous of all Jaguars.

27 November 1995 - Press release announcing that for the 4th year running the XJ saloon range has been pronounced the safest car in Britain by the Department of Transport.

5 December 1995 - Press release announcing that Jaguar Cars had won the Prince Michael Road Safety Technology award for a night vision breakthrough.

6 December 1995 - Press announcement covering Jaguar Classic Greetings cards.

Undated - Press release summarising Jaguar sales success for 1995 with sales up 30% and exports worth over £1 billion for the first time.

Undated - Press release detailing the security systems fitted to the XJ saloon range.

**PR/052 Press Releases 1996**

5 January 1996-27  
November 1996 1 folder

Significant releases in this file include:

Undated - Handout detailing the Jaguar presence at the 1996 Flee Show.

Undated - Jaguar information release summarising Jaguar's model range for 1996 plus the sales and profit highlights for the 1995 business.

5 January 1996 - Press release reporting that in 195 Jaguar worldwide sales reached 39,725 units, up by 30% vs. prior year and exports topped £1 billion for the first time.

8 January 1996 - Transcript of a Jaguar Case study in Peter Bartram's book 'The Competitive Network'.

February 1996 - Press release summarising Jaguar's XJ saloon range for 1996.

6 February 1996 - Press release announcing that Jaguar would be present at the AutoExpo'96 in New Delhi India for the first time.

13 February 1996 - Jaguar announce the appointment of Joe Greenwell as Public Affairs Director, replacing the late David Boole.

14 February 1996 - Nick Scheele Jaguar's Chairman and CEO won the "Midlands Businessman of the Year Award".

28 February 1996 - Jaguar announce the appointment of a distributor in the Philippines market as part of a long-term strategy in the Asia Pacific region.

5 March 1996 - Press Release announcing the introduction of the new XK8 at the Geneva Show,

11 March 1996 - Press release announcing that a new XK8 was to be displayed at the Royal College of Art.

12 March 1996 - Jaguar announce further export expansion with a move into Morocco and Argentina.

18 March 1996 - Jaguar announce the appointment of a distributor in Egypt.

22 March 1996 - Jaguar announce a series of Sales and Marketing appointments.

4 April 1996 - Press release announcing the end of Jaguar XJS production at Browns Lane, following 21 years of production and 115,413 units.

4 April 1996 - Press release announcing the debut of the XK8 convertible at the New York Show, the coupe having been unveiled at Geneva in March. Includes white glossy Press Pack folder.

10 April 1996 - Jaguar announce the Executive version of the XJ saloon aimed at business users.  
16 April 1996 - Jaguar announce that Nick Faldo entered into a 5 year association with Jaguar Cars.  
17 May 1996 - Press release plus photo announcing the unveiling of the new Daimler Corsica Concept built to mark the centenary of the Daimler marque.  
6 June 1996 - Jaguar announce that 27 D-types will celebrate the 40th anniversary of the D-type's Le Mans victory with a cavalcade on the 13 June from Coventry to Le Mans.  
12 June 1996 - Jaguar revealed details of the new AJV8 engine powering the new XK8 sports car.  
18 September 1996 - Jaguar announce that it has been voted Britain's top manufacturer in the Manufacturing Achievement Awards.  
October 1996 - Press release detailing improvements to the XJ6 range for 1997 model year.  
2 October 1996 - Press release announcing that the new XK8 would go on sale immediately in the UK, with export to follow soon after.  
16 October 1996 - Press release announcing that Alan Shearer collected his new XK8 within days of the model going on sale in the UK.  
23 October 1996 - Press release plus photo of the new Jaguar livery for one of Ryanair's fleet of Boeing 737 aircraft.  
12 November 1996 - Press release announcing record sales of 1825 units for the new XK8 sports car in October.  
20 November 1996 - Press release in a black folder (including a CD) announcing the launch of Jaguar's new multilingual global Internet site.  
25 November 1996 - Press release plus photo announcing that the new XK8 had been voted the world's most beautiful luxury sports car.  
27 November 1996 - Jaguar announce two senior engineering appointments: Nick Barter will replace Clive Ennos as Director of Product Development, and David Szczupak will succeed Nick as Chief Program Engineer X200 program.  
Undated - Pack of information concerning the closure and possible re-development of the Radford Engine Plant.

**PR/053**    **Press Releases 1997**

6 February        1 folder  
1997-3  
December  
1997

Significant releases in this file include:

6 February 1997 - Jaguar announce sales of 1,258 XK8's during February, an all-time record for sports car sales for the month.  
March 1997 - Undated Jaguar information sheet concerning Jaguar Security systems.  
April 1997 - Jaguar information sheet announcing that Jaguar gained the 'Most Improved Make' award in the JD Power UK Customer Satisfaction Study.  
29 April 1997 - Press release announcing the cessation of V12 engine production after 26 years and 161,996 engines. Includes a photo.  
13 May 1997 - Press release announcing that the new XK8 is Jaguar's fastest selling sports car ever, with 5434 units sold in the first 4 months of 1997.  
5 June 1997 - Cavalcade from Browns lane to Le Mans celebrating the 40th Anniversary of the Jaguar D-type win at Le Mans in 1957 when Jaguar swept the board with 1st, 2nd, 3rd, 4th, and 6th places.  
8 July 1997 - Press release announcing that Jaguar sales soared by 20% in the first 6 months of the year with 21,977 cars sold. This included record breaking sales in Germany.  
18 July 1997 - Jaguar was a star performer in the American JD Power Quality and Customer Satisfaction survey, moving up from 13th to 5th position.

2 September 1997 - Press release plus photos celebrating Jaguar's 75th anniversary.  
9 September 1997 - Jaguar news bulletin announcing feature enhancements for the XK8 sports car.  
15 September 1997 - Jaguar employee news brief updating employees on the findings of the X400 (X-TYPE) feasibility study.  
26 September 1997 - Jaguar press statement announcing ongoing feasibility studies for the X400 model program.  
3 October 1997 - Jaguar announce that its two worldwide Advertising Agencies, J Walter Thompson and Ogilvy and Mather, will form a joint venture to boost Jaguar's brand strategy.  
3 November 1997 - Press release and photos announcing a major expansion of the Jaguar Daimler Heritage Trust, including a new dedicated museum and HQ at Browns Lane.  
November 1997 - Press release and photos of the Jaguar XJR firechase car which supported Thrust in its sound barrier speed record bid.  
3 December 1997 - Announcement (plus photo) of a new team to boost Jaguar corporate sales.

**PR/054    Press Releases 1998**

6 January            1 folder  
1998-17  
November  
1998

Significant releases in this file include:

6 January 1998 - Announcement that a new, smaller Jaguar (the X400), would be built at Halewood on Merseyside.  
12 January 1998 - Jaguar announce that sales in 1997 at 43,775 units were an eight year high.  
2 February 1998 - Press announcement confirming that the UK government had pledged £43million to support Jaguar's investment plans for Halewood.  
10 March 1998 - Jaguar announcement that the new X200 would be launched at the Birmingham Motor Show in October of 1998, and go on sale in 1999.  
3 April 1998 - Press release announcing that Jaguar's first-quarter sales were an all-time record at 12,965 units.  
16 April 1998 - Jaguar announces that the new X200 model would be called the S- TYPE.  
22 July 1998 - Press release concerning Michael Owen's use of a Jaguar XK8. Includes a photo.  
2 September 1998 - Press pack for the Jaguar Special Edition Beech King Air C90B aircraft, developed in conjunction with Raytheon.  
24 September 1998 - Press release announcing the opening of the Jaguar Daimler Heritage Trust Centre at Brown's Lane. Includes photos and press pack.  
17 November 1998 - Announcement that Jaguar has applied to register the 'Daimler' name in the US Canada and Mexico.

**PR/055    Press Releases 1999**

6 January            1 folder  
1999-17  
December  
1999

Significant releases in this file include:

6 January 1999 - Press release announcing that Jaguar sales set an all-time record in 1998 with 50,220 units, a 17% increase over 1997.  
11 January 1999 - Jaguar announce that they are to acquire full ownership of their Japanese importer, having acquired the 60% share owned by Seibu Department Stores.  
4 February 1999 - Jaguar announce their sponsorship of a conservation project with Chester Zoo to help create a breeding environment for the Jaguar cat.  
16 February 1999 - Jaguar announce that David Szczupak would be leaving Jaguar to take up a post as Chief Powertrain Engineer at Ford.

19 March 1999 - Jaguar announced the appointment of Wolfgang Reitzle as the head of the newly created Premier Automotive Group, and also as the Chairman of Jaguar Cars Ltd. Nick Scheele had been appointed Senior Vice President Ford of Europe, in charge of Marketing Sales and Service.

18 May 1999 - Press release and photo announcing that the XK180 would star in the XK 120 anniversary celebrations at Jabbeke.

3 June 1999 - Jaguar announce that they have signed a 3-year marketing agreement with Michael Owen.

9 June 1999 - Jaguar reported its highest ever monthly sales selling 7353 cars during May 1999.

16 June 1999 - A Ford announcement which includes the promotion of Nick Scheele to the position of President of Ford of Europe.

11 June 1999 - Jaguar announce the appointment of Jonathan Browning as Managing Director of Jaguar.

25 June 1999 - Press release announcing the sudden death of Geoff Lawson, Jaguar's Director of Styling.

6 August 1999 – Press release announcing the appointment of Ian Callum as Director of Styling. Includes biography and photograph.

14 September 1999 - Package of releases concerning Jaguar's Motor Sport Heritage, plans to enter Formula One Racing from 2000 with Eddie Irvine as part of the team with Johnny Herbert.

27 September 1999 - Martin Johnson, the England Rugby Captain, announced that he will be driving a Jaguar S-TYPE for the rest of the season.

28 October 1999 - Jaguar announce the appointment of Mike O'Driscoll as Executive Vice President, Jaguar North America replacing Mike Dale.

3 December 1999 - Jaguar announce the appointment of Stuart Dyble to replace Joe Greenwell as Director of Communications and Public Affairs.

17 December 1999 - Press release announcing Jaguar investment in the creation of a National Forest.

**PR/056**    **Press Releases 2000**

11 January    1 folder  
2000-31  
October  
2000

Significant releases in this file include:

11 January 2000 - Jaguar announce an all-time sales record for 1999 with 75,312 cars sold.

18 January 2000 - Press release plus photo announcing the appointment of Julian Thomson as Chief Designer, Advanced Design Studio.

17 March 2000 - Jaguar press release concerning Sting's involvement in the launch of the Jaguar S-TYPE with the worldwide TV commercial in which his song 'Desert Rose' plays. (2 copies). One copy includes photograph of Sting and CD of 'Desert Rose' single

17 March 2000 - Ford Motor Co. announcement of the purchase of Land Rover from BMW.

28 March 2000 - E-mail announcing that Jaguar failed to finish in the Brazilian Prix.

21 April 2000 - E-mail announcing that Jaguar had won the Queen's Award for Enterprise in International Trade, with 80% of Jaguar's production in 1999 being exported.

12 June 2000 - The Jaguar Daimler Heritage Trust announced the appointment of Anders Clausager as its Chef Archivist.

15 June 2000 - Jaguar announce a record 40,000 cars sold in the first 5 months of the year, and 80% increase versus prior year.

21 June 2000 - Press release plus photo of the Jaguar Central Display for Goodwood 2000, where Jaguar is the featured Marque.

31 August 2000 - Jaguar announce the death of Bob Knight CBE, its former Managing Director.

6 September 2000 - Press release announcing a series of price cuts across the complete range for 2001 model year.

20 September 2000 - Press release announcing the appointment of Bibiana Boerio, formerly Jaguar's Director of Finance as the Executive Vice President and CFO of Ford Motor Credit.

27 October 2000 - Jaguar announce a virtual production line where potential customers can build their car on-line.

**PR/057**    **Press Releases 2001**

3 January  
2001-27  
December  
2001                    1 folder

Significant releases in this file include:

3 January 2001 - Jaguar Racing announce a new PR structure, with Nav Sidhu as the new Manager of Communications and Public Affairs for the Jaguar Racing Team.

8 January 2001 - Press release announcing that Jaguar set a new all-time sales record in 2000 with worldwide sales of 90,031 cars, a 20% increase on 1999.

9 January 2001 - Press release announcing the unveiling of Jaguar's next generation F1 racing car, the R2.

2 February 2001 - Press release announcing that the Whitley Business park proposals were in the final stages of being given the go-ahead.

2 February 2001 - Press release announcing that Sir Stirling Moss would be one of a special group of drivers taking part in a unique race to celebrate the 50 year anniversary of the Le Mans event. He will drive the race winning Jaguar C-type which won at Le Mans in 1953.

6 February 2001 - E-mail announcing that Niki Lauda would be joining the Premier Automotive Group as CEO of the Premier Performance Division.

18 May 2001 - Press release announcing a new insurance plan.

24 May 2001 - Press release announcing the JD Power Initial Quality Survey results in which Jaguar improved its ranking from 8th to 2nd place.

24 May 2001 - Press release announcing that the X- TYPE is now officially on sale in the UK.

25 May 2001 - Press release announcing the official inauguration of the Halewood Plant on Merseyside where the new X- TYPE is being manufactured.

14 June 2001 - Press release announcing the X- TYPE featuring unique personalisation by Sir Paul Smith, which was auctioned for charity and fetched £40,000. Includes a photo of the car.

18 June 2001 - E-mail reporting that Nick Scheele had been awarded a knighthood.

12 July 2001 - Press release announcing that Jaguar had reached the production milestone of 1.5 million cars, and that the 1.5 millionth car, an XJ saloon would be donated to BEN the motor industry's benevolent charity, to be auctioned. The press release also includes a brief history of Jaguar production with particular focus on the XJ range.

13 July 2001 - Press release covering Jaguar starring at the Goodwood Festival of Speed, including photos of the 1956 D-type and R2 racing car.

25 July 2001 - Press release announcing that Jaguar Racing's Formula Three drivers had taken delivery of their X- TYPE 2.5 litre Sports.

29 August 2001 - Press release marking the centenary of the birth of Sir William Lyons, Jaguar's founder. The event will be marked by a Sir William Lyons Centenary Rally string from Blackpool.

5 September 2001 - Press release announcing the official opening by Stefanie Powers of "The Spirit of the Jaguar" exhibit at Chester Zoo.

5 September 2001 - The official announcement of the public debut of the new concept Jaguar, the R- TYPE Coupe, at the Frankfurt Motor Show.



11 September 2001 - Jaguar announce that the next generation XJ saloon will feature an aluminium intensive body structure - a first for Jaguar and a major technology advancement.

20 October 2001 - Jaguar announce that the X- TYPE has won The Scottish Car of the Year award. The plastic sleeve also contains a summary of Jaguar awards over the years, issued at the same time.

31 October 2001 - Jaguar, Aston Martin and Land Rover Press Release announcing that a new combined Operating Committee had been set up to oversee the 3 companies. Bob Dover would lead this committee and Mike Beasley would replace Jonathan Browning as the Managing Director at Jaguar. This is linked to a subsequent official press announcement which was on 23 November and is attached.

7 November 2001 - James Thomas is appointed as Communications Manager Jaguar North America.

26 November 2001 - Jaguar announce that Ian Callum and Julian Thomson have won the 'Autocar' Magazine Design Award for 2001 for the R-Coupe concept car.

13 December 2001 - Jaguar announce that David Hudson had been appointed Director of Manufacturing Operations, and that Colin Tivey replaced him as the Operations Director at the Halewood Plant. Includes a photo.

18 December 2001 - World Superbike Champion Carl Fogarty has taken delivery of a Jaguar XKR100 convertible. Photo included.

27 December 2001 - Jaguar announce the launch of 'Jaguar Assistance' operated in conjunction with Mondial Assistance (UK).

**PR/058** **Press Releases 2002**

3 January 2002-3  
December  
2002 1 folder

Significant releases in this file include:

3 January 2002 - Press release announcing that rugby star, Ben Cohen, had taken delivery of a new Jaguar X- TYPE.

4 January 2002 - Jaguar announced that sales topped 100,000 units for the first time in the company's history, with 100,770 units sold.

7 January 2002 - Jaguar announced its 2002 F1 challenger, the R3, and announced a technical partnership with Castrol.

24 January 2002 - Jaguar announces a three-year unlimited mileage warranty.

24 January 2002 - Jaguar announced that the X- TYPE won the Gold prize at recent Fleet Excellence awards.

28 January 2002 - Jaguar announced that it had received a commendation at the "Business Commitment to the Environment Awards" held in London.

28 February 2002 - Jaguar announced that top-jockey, Richard Johnson, would be driving a new Jaguar X- TYPE.

28 February 2002 - Jaguar announced that it had been appointed Official Vehicle Supplier for the Dubai World Cup, where a fleet of 30 XJ's would transport officials and VIPs.

1 March 2002 - Jaguar announced that the X- TYPE would form the backbone of a fleet of vehicles to be supplied to Liverpool Football Club.

19 April 2002 - Jaguar announce that Wolfgang Reitzle has stepped down from his role as CEO of the Premier Automotive Group. Linked with this came the announcement that Mark Fields would oversee a restructured Premier Automotive Group, which would no longer include the Lincoln or Mercury brands.

19 April 2002 - Jaguar announces plans to build a new railhead at Castle Bromwich to deliver major environmental and efficiency benefits.

20 April 2002 - Press release announcing that the latest Austin Powers film would feature a new XK8 in Union Jack livery. Includes a photo.

15 May 2002 - Jaguar announces another global sales record for the January to April period with 44,655 cars sold, an increase of 75% vs prior year. Sales in the month of April at 11,665 units were also a record.

26 May 2002 - Jaguar announce that an X- TYPE specially personalised by Michael Owen would be among a number of celebrity donations to Sport Relief to be auctioned by Sotheby's at Olympia in July 2002. Includes a photo.

27 May 2002 - International singer Gabrielle takes delivery of her latest Jaguar XK8 convertible. Includes a photo.

17 June 2002 - Jaguar reports that sales continue to grow, spearheaded by the new X- TYPE. In the first 5 months of the year Jaguar sold 56,994 units almost 70% up on the prior year.

18 July 2002 - Press release announcing that Gavin Green had decided to leave Land Rover, and that Stuart Dyble would now head both the Land Rover and Jaguar press offices.

1 August 2002 - Jaguar reported record breaking sales for the first 6 months of 2002 with 68,867 cars sold, a 63% increase vs prior year.

26 September 2002 - Press release announcing the world debut for the new Jaguar XJ at the Paris show.

30 September 2002 - Jaguar announce that an S- TYPE R has entered service as the rapid response fire tender at the Silverstone circuit. Includes a photo.

21 October 2002 - Jaguar announce a new all-time global sales record for the 9 months of 2002 with 102,189 units sold.

22 October 2002 - Jaguar announce that an XKR will make a spectacular debut in the new Bond Movie "Die Another Day". Includes a photo.

2 December 2002 - Press release covering the appearance of two X- TYPES at Broadgate's winter ice rink in London. Includes photo.

**PR/059** **Press Releases 2003**

9 January  
2003-8  
December  
2003  
1 folder

Significant releases in this file include:

9 January 2003 - Press release announcing the fifth consecutive year for record sales for Jaguar globally, with over 130,000 vehicles sold, a 29% increase on 2001.

23 January 2003 - Jaguar announce the pricing for the new aluminium XJ saloon in the UK. Includes a photo.

27 February 2003 - Press release announcing that the Ryder cup golfer, Darren Clarke, will be sponsored by Jaguar Cars for 2003.

10 March 2003 - Press release announcing the new V6S derivative of the X- TYPE. Includes a photo.

18 March 2003 - Press release including a photo of the Princess Royal opening the new Jaguar railhead at Castle Bromwich.

26 March 2003 - Press release announcing that the new Jaguar XJ had won the "Best Ride" award from Auto Express magazine.

3 April 2003 - Press release announcing the new Palmer Jaguar JP1 sports car for use as part of the Jonathan Palmer Motorsport Sensation program.

14 May 2003 - Press release announcing that the new XJ had won "Best Executive Car" at the 2003 Fleet World Honours. Includes a photo.

6 June 2003 - Joint Ford, Jaguar and PSA Peugeot Citroen press release announcing the new 2.7 V6 diesel engine. Includes a CD.

15 August 2003 - 2004 MY X-TYPE (X400) Estate press release, 21cm X 29.5cm, 1 page. No Reference number. Jaguar issues the first pictures of the new X-TYPE Estate, due to make its public debut at Frankfurt Motor Show on 9 September. Embargoed until 15 August 2003 includes 5 colour photos. (2 copies).

7 October 2003 - Press release announcing that the Jaguar S- TYPE was voted 'Best Buy' in its class in the 2003/2004 "Which?" Consumers Association reliability and satisfaction survey. Includes a photo.

7 October 2003 - Press release announcing Jaguar record-breaking sales in September 2003 with 15,613 sales worldwide, the highest number of cars sold in one month in the Company's 83-year history.

25 October 2003 - Press release announcing the new XJ had won "Best Luxury Car" at the Scottish Car of the Year Awards. Includes a photo.

4 November 2003 - Press release announcing that the Jaguar XJ was the most satisfying car to own based on BBC Top Gear Motoring Survey in 2003.

8 December 2003 - Press release announcing that Clive Woodward had taken delivery of a new Jaguar XKR. Includes a photo.

**PR/060**    **Press Releases 2004**

20 January        1 folder  
2004-16  
December  
2004

Significant releases in this file include:

2 January 2004 – Press Release “The New Jaguar S-TYPE-Combining Original, Distinctive style with sporting luxury in a car designed to thrill” [2004 MY S- TYPE (X204)]. Provides an Overview, At A Glance Features, Styling and Design, Interiors, Equipment, Safety, Dynamics and Powertrains. There is also a technical specification chapter. (2 copies of covering letter, dated 30 December 2003)

20 January 2004 - Press release announcing that the X-TYPE had won the Gold Prize at the Fleet Excellence awards. Includes photo. (2 copies)

22 January 2004 - Press release announcing that the new XJ had won the Luxury Car category at the "What Car?" Car of the Year Awards. Includes photo (2 copies).

16 February 2004. - Press Release “Jaguar UK Achieves Record Breaking Sales in January”.

16 February 2004. - Press Release “Jaguar announces X-TYPE Estate prices” [2004 X- TYPE (X400)]. The contents give details of the Estate and prices and includes one photo.

1 March 2004 - Press release including photos of the revised Jaguar XK for 2004. (2 copies)

1 March 2004 - Press release including photos of the extensively revised S-TYPE for 2004 which includes introduction of the new 2.7 diesel engine.

1 March 2004 - Press release “The New S- TYPE Diesel” 2004 MY S-TYPE (X204) 15 pages. Provides an Overview, At a Glance Features, Styling and Design, Interiors, Equipment, Safety, Dynamics and Powertrains. There is also a technical specification chapter. Includes a covering letter and a colour photograph.

1 March 2004 - Press release announcing that Jaguar would be sponsoring Tim Henman for 2004. Includes photo.

19 March 2004 - Press release announcing that Jaguar would be sponsoring the English cricket captain, Michael Vaughan. Includes a photo.

April 2004 - Joe Greenwell communication showcasing the new Land Rover Discovery 3.

5 April 2004 - Jaguar announce record breaking one month sales in the UK for March 2004 with 6,450 units sold.

7 April 2004 - Press Release “New XJ Long Wheelbase Model Extends Jaguar's Flagship Saloon Car Range” [2004MY XJ (X350)]. The contents give details about the car, technical specification, interior details and 'at a glance features'. Includes covering letter and 2 colour photographs.

7 April 2004 - Press Release “Jaguar Concept Eight Unveiled at New York Auto Show 2004” [2004MY XJ (X350)]. The contents give details about the

car, technical specification, exterior and interior details and engineering  
Includes covering letter and 3 colour photographs (2 copies0)  
21 April 2004 - Jaguar announce the pricing for the revised S-TYPE range in the UK including the new diesel. Includes photo.  
7 June 2004 - Jaguar announce a further improvement in sales in the UK and Europe for May, recording a 31% improvement vs May 2003 at 5,305 units.  
14 June 2004 - Announcement that Bibiana Boerio would be joining Jaguar as MD, replacing Mike Wright.  
25 June 2004 - Press release announcing that Jaguar would be entering the Cape-to-Cape challenge with a new S-TYPE, driven by journalist, Ian Robertson.  
16 July 2004 - Jaguar announce that it had been voted one of the six most highly rated brands in the UK at the Superbrands annual Oscars.  
30 July 2004 - Press release announcing that an E-type was to be displayed at the Design Museum in London from 1 August to 28 November 2004 as part of the 'The E-type – Story of a British Sports Car ' exhibition. Includes a photo.  
2 September 2004 - Press release announcing that the X- TYPE Estate was voted 'Car of the Year 2004' by UKTV People viewers during the live final. Includes a photo.  
17 September 2004 - Press release outlining brief details of the Jaguar business plan, central to which is the closure of the Browns Lane assembly plant with production moving to Castle Bromwich.  
12 October 2004 - Press release plus photo of the new 'Spirit' special edition of the X- TYPE.  
1 November 2004 - Jaguar announce awards for the X- TYPE estate and the S-TYPE diesel at the Scottish Car of the Year awards ceremony.  
12 November 2004 - Press release plus photo of plans for the new Jaguar Science and Business Park at Whitley.  
15 November 2004 - Jaguar X- TYPE diesel awarded Best Executive Car at the Northern Ireland Maxol Car of the Year awards. Includes a photo.  
30 November 2004 - The Jaguar S-TYPE Diesel was awarded 'Best Executive Saloon 2005' at the Top Gear Magazine awards.

**PR/061**    **Press Releases 2005**

10 January    1 folder  
2005-24  
December  
2005

Significant releases in this file include:

21 January 2005 - Press release plus photo announcing that the Jaguar XJ6 won "Best Luxury Car" at the 'What Car' Awards 2005.  
25 January 2005 - Press release plus photo announcing that the Jaguar X-TYPE diesel now met Euro IV Emissions.  
25 January 2005 - Press release plus photo of the new Limited Edition X-TYPE XS.  
4 May 2005 - Press release plus photo of the special edition S-TYPE 2.5 litre Plus model introduced to run-out the 2.5-litre petrol engine following the very successful introduction of the 2.7 diesel engine.  
18 May 2005 - Press release plus photo celebrating Jaguar's quadruple success in the J.D. Power quality survey: Improved to 2nd place overall, Highest ranked European nameplate, Gold Plant Quality award for Halewood and a Massive improvement for the X- TYPE.  
20 May 2005 - Press release including photo announcing that the Jaguar XJ had won the "Best Luxury Car" award in the 2005 Fleet World Awards for the second year running.  
26 August 2005 - Press release announcing the all-new aluminium bodied Jaguar XK sports car. Includes photos.

**PR/062**    **Press Releases 2006**

20 January    1 folder  
2006-13  
December  
2006

Significant releases in this file include:

20 January 2006 - Press release plus photo announcing that the new Jaguar XK won the "Most Exciting Car Of 2006" award at the "What Car?" Awards 2006.

24 February 2006 - Announcement of Ken McConomy as Head of PR in the UK for Jaguar.

11 April 2006 - E-mail announcing the launch of "Jaguarwatch" on the new XK, the first Pan-European Category 5 accredited stolen vehicle tracking system.

25 April 2005 - E-mail announcing that Jaguar has received the 2006 World Traffic Safety Symposium's Traffic Safety Achievement award for the new XK's Pedestrian Impact Safety System.

26 April 2006 - E-mail announcing that the Jaguar XJ was voted "Best Large Executive Car" at the Auto Express magazine Used Car Honours 2006.

26 April 2006 - E-mail plus press cuttings announcing that a new Jaguar XJ diesel had travelled more than 1000 miles on one tankful of fuel.

18 May 2006 - E-mail announcing that the Jaguar XJ Diesel has won "Best Luxury Car" in the 2006 Fleet World honours.

4 July 2006 - Jaguar announce that it will showcase its past, present, and future sports cars at the Goodwood Festival of speed.

18 July 2006 - E-mail announcing that Jaguar would announce three new models at the British International Motor Show 2006: the new XKR, XJ long wheelbase diesel, and XJR Portfolio.

18 July 2006 - E-mail announcing the new XJR Portfolio range-topper.

7 September 2006 - E-mail announcing that Apex Motor Sport would develop the Jaguar XKR for FIA GT3 competition.

12 September 2006 - E-mail announcing that the Jaguar XK Coupe had won the UKTV People "Car of the Year Award" 2006.

14 September 2006 - E-mail announcing that that the readers of Auto Zeitung in Germany had voted Jaguar Number One in a Quality Survey.

11 October 2006 - E-mail announcing Jaguar sales successes in the UK in September.

27 October 2006 - E-mail announcing that the new Jaguar XK Coupe has been voted "Car of the Year" and "Sporting Car of the Year" at the Scottish Car of the Year Awards.

27 November 2006 - E-mail announcing that Jaguar Design Director Ian Callum had been presented with a Royal Designer for Industry distinction, the highest accolade a designer can receive in the UK.

28 November 2006 - News release announcing that the new Jaguar XF sports saloon would make its public debut next Autumn, replacing the Jaguar S-TYPE.

8 December 2006 - News release announcing the 2008 Model Year specifications for the S-TYPE.

13 December 2006 - E-mail announcing that Top Gear magazine had crowned the Jaguar XK "Car of the Year 2006".

Undated, Press announcement Reference number. 4 Press Release titled "Jaguar announces new XK Coupe and convertible pricing" [2006 XK (X150)].

Reference number 39521/090106. ( copies)

**PR/063**    **Press Releases 2007**

3 January    1 folder  
2007-20  
December  
2007

Significant releases in this file include:

3 January 2007 - Press release for the C-XF Concept to be revealed at the Detroit Show on January 2007.

11 January 2007 - Press release for the new Jaguar XKR GT3 racing car revealed at the Auto Sport International show at the NEC.

26 January 2007 - Press release announcing that Simon Warr was appointed Director of Communications and Public Affairs for Jaguar and Land Rover, replacing Stuart Dyble.

6 February 2007 - E-mail announcing that Des Thurlby is appointed as Director, Human Resources at Jaguar and Land Rover.

5 March 2007 - E-mail announcement of the new XKR Portfolio range topper to be announced at the Geneva Motor Show on 6 March 2007. Includes vehicle specification details.

11 April 2007 - E-mail announcing that the Jaguar XJ was voted the "Best Large Executive Car" at the Auto Express Used Car Honours.

24 May 2007 - E-mail announcing the Jaguar D-type would be returning to Le Mans for a 50th celebration of its historic Le Mans 1-2-3-4-6 win in 1957.

20 June 2007 - E-mail announcing that Jaguar's Heritage would be celebrated at the Goodwood Festival of Speed in June 2007.

20 July 2007 - Press release announcing that Jaguar Dealers around the Globe lead the Industry for Customer Satisfaction.

1 August 2007 - Announcements that Bibi Boerio would be resigning from Jaguar in September, and that Mike O'Driscoll would be appointed to succeed her as MD of Jaguar.

28 August 2007 - Press release announcing the prices and full specification of the new Jaguar XF.

4 September 2007 - Press release announcing that the launch of the new XF also marked the 85th Anniversary of Jaguar Cars founded by (Sir) William Lyons in 1922.

12 September 2007 - Press release announcing that the Jaguar XJ had won the annual design award "Autonis" in the luxury category of the German Magazine "Auto Motor und Sport".

12 October 2007 - Press release announcing the revised Jaguar X- TYPE for 2008.

13 November 2007 - Press release announcing that the Jaguar XF had won the "Design Award" at the Autocar Magazine Awards 2007.

26 November 2007 - Press release announcing that the first XF had rolled off the production line at Castle Bromwich.

**PR/064**    **Press Releases 2008**

3 January            1 folder  
2008-29  
December  
2008

Significant releases in this file include:

9 May 2008 - E-mail announcing the retirement of Al Kammerer, Director of Product Development after 34 years' service with Ford Motor Co.

9 June 2008 - Press release announcing that Jaguar would commemorate the 20th anniversary of its 1988 Le Man win by returning the race winning XJR-LM for a special parade lap ahead of the main race.

1 July 2008 - E-mail announcing that Phil Hodgkinson would replace Al Kammerer as Director of product development.

15 July 2008 - Press release announcing the Jaguar line-up at the British International Motor Show including the new XK60 special model.

21 July 2008 - Press release announcing that Jaguar tops the J D Power Customer Service Index Study for the second consecutive year.

22 July 2008 - Press release announcing the new XK60 special edition to mark 60 years of the Jaguar XK model line.

17 December 2008 - Press release announcing the creation of Land Rover and Jaguar Brand Boards to complement the existing governance structure, and provide clear Brand focus and Direction.

29 December 2008 - Press release announcing the new higher powered Jaguar XF Diesel S model.

**PR/065** **Press Releases 2009**

7 January  
2009-31  
December  
2009 1 folder

Significant releases in this file include:

7 January 2009 - Press release announcing Jaguar sales of more than 65,000 cars in 2008, an increase of 8% vs. 2007.

12 January 2009 - Press release announcing the revised versions of the XK and XKR sports cars with a 5.0 litre V8 engine and exterior and interior updates.

23 January 2009 - Press release announcing that the Jaguar XF has won "Best Executive Car" at the What Car 2009 Awards.

11 March 2009 - Press release announcing that the Government would be offering a grant of up to £27 million to Land Rover to support the building of a new model at Halewood, based on the LRX concept.

19 March 2009 - Press release announcing that J D Power recognised Jaguar Cars for their exceptional dependability.

27 March 2009 - Press release confirming that the new Jaguar XJ would be built at Castle Bromwich, following the final run out of the existing XJ at the end of March.

8 April 2009 - Press release announcing that the Jaguar XF has won "Best Executive Car" at the 2009 'What Diesel Awards'.

15 April 2009 - Press release announcing that the readers of 'Auto Express' magazine have voted the Jaguar XF Britain's best car in the 2009 Driver Power Survey.

1 May 2009 - Press release announcing that Jaguar and Land Rover would begin selling their products in India with Tata Motors as the importer.

May 2009 - Press release announcing that the JDHT was changing its name to The Jaguar Heritage Trust (JHT) and that 48 cars from the collection would be auctioned.

20 May 2009 - Press release announcing that the Jaguar XF was voted "Best Executive Car" in the 2009 'Fleet World' Honours.

27 May 2009 - Press release announcing that Jaguar UK has launched a high performance police pursuit vehicle based on the Diesel S version.

22 June 2009 - E-mail announcing that Erial Faulkner Director of Purchasing was returning to Ford Motor Co. in the USA and would be replaced by Ian Harnett.

9 July 2009 - Press release announcing the global reveal of the new Jaguar XJ at the Saatchi Gallery in Chelsea.

10 July 2009 - E-mail announcing the appointment of Mick Mohan as Director Transformation and Business Office.

26 July 2009 - Sleeve of correspondence covering the results from the Auction at Bonhams on 25 July of the Jaguar Heritage collection cars.

5 August 2009 - Press release announcing that Ian Callum has won "Person of the Year" award from Auto Express and that the Jaguar XF has won "Best Executive Car" for the second year running.

24 September 2009 - Press release announcing the new Jaguar Land Rover Business Plan designed to increase its global competitiveness, drive growth and profitability and respond to climate change challenges.

31 December 2009 - Year end letter from Ratan Tata reflecting on the business challenges weathered during 2009 and the continued challenges ahead.

**PR/066**    **Press Releases 2010**

7 January            1 folder  
2010-2  
December  
2010

Significant releases in this file include:

- 7 January 2010 - E-mail round-up of news including sales success for the XF
- 18 January 2010 - Press announcement of the appointment of David Betteley as Director Financial Services.
- 25 January 2010 - E-mail announcing the departure of David Smith as CEO of JLR, Ravi Kant will stand-in until a successor is announced.
- 4 February 2010 - E-mail announcing that in the 75th year of Jaguar the RSR XKR GT2 is confirmed as an entrant in the Le Mans 24 Hours for 2010.
- 15 February 2010 - E-mail announcing the appointment of Carl-Peter Forster as the Group CEO of Tata Motors including responsibility for Jaguar Land Rover.
- 18 February 2010 - E-mail announcing Dr Ralf Speth as the new CEO of JLR.
- 30 March 2010 - Press release announcing that JLR had been named "International Asian Business of the Year" at the Asian Business Awards ceremony.
- 16 July 2010 - E-mail and attachment outlining the Jaguar and Land Rover performance in the JD Power 2010 APEAL study where both brands performed extremely well.
- 12 August 2010 - E-mail announcing the JLR financial results for the first quarter of 2010/2011 which were a profit of £234 million before tax.
- 16 August 2010 - Frank Klaas is appointed Global Head of Communications, replacing Simon Warr.
- 20 September 2010 - E-mail announcing that the 75th anniversary of the Jaguar Marque on 23 September would be marked by a cavalcade of 75 iconic Jaguars from Coventry to Goodwood.
- 30 September 2010 - Press announcement covering the Launch of the C-X75 electric supercar at the Paris Motor Show.
- 4 October 2010 - Dr Peter Mertens is announced as the new Director Quality and Automotive Safety Office, succeeding Dr Tim Davis.
- 11 October 2010 - Mike O'Driscoll announced his intention to retire from JLR at the end of March 2011.
- 18 October 2010 - Announcement concerning Phil Popham, John Edwards Adrian Hallmark and Mike Wright.
- 9 November 2010 - E-mail announcing JLR Quarter Two Financial results, a profit after tax of £238 million.
- 9 November 2010 - Dr Stefan Berger is appointed Director, Corporate Strategy.
- 2 December 2010 - E-mail announcing Mike Wright's organisational structure.

**PR/067**    **Press Releases 2011**

1 March            1 folder  
2011-21  
December  
2011

Significant releases in this file include:

- 1 March 2011 - Press release for the new XKR-S.
- 20 April 2011 - New York Motor Show press release for the 2012 MY Jaguar range.
- 6 May 2011 - Jaguar announce that the CX-75 Hybrid supercar development program will go ahead in conjunction with Williams.
- 26 May 2011 - JLR announce that their financial results for the fiscal year 2010/2011 were a revenue of £9905m, and profits after tax of £1043m.
- 24 June 2011 - J D Power Initial Quality Study results for 2011 show improvements for both Jaguar: the XF ranked 2nd in the midsize premium Car segment, and Land Rover which was the most improved brand in the industry, driven by the Range Rover Sport.



13 July 2011 - Announcing very positive media coverage of the new Range Rover Evoque.  
3 August 2011 - The Range Rover Evoque is named "Auto Express" Car of the Year  
17 August 2011 - Announcement that the new CX16 concept sports car would be shown at the Frankfurt Motor Show  
31 August 2011 - Announcement that the Jaguar XF has been awarded the Auto Express Driver Power "Car of the Decade", as voted by the readers of the magazine.  
7 September 2011 - Email announcing that the C-X16 concept had been unveiled at the Frankfurt Show.  
9 September 2011 - Announcement that Carl-Peter Forster, Tata Motors Global CEO had stepped down due to personal circumstances.  
13 September 2011 - Announcement, plus picture of the new Jaguar Land Rover "JLR" corporate logo.  
19 September 2011 - JLR announce a £355 million investment for an all-new advanced 4-cylinder engine production facility at i54 in South Staffs.  
12 September 2011 - Announcing the very positive press reaction to the images and details of C-X16 announced ahead of the Frankfurt Show unveiling.  
September 2011 - Press release for Frankfurt Show announcement of the Jaguar C-X16  
10 November 2011 - Press release for Jaguar XJ Sport and Speed Packs.  
16 November 2011 - Press release for the XKR-S Convertible  
23 November 2011- Letter from Ratan Tata announcing that Cyrus P Mistry had been appointed as his deputy and eventual successor when Ratan Tata retires in December 2012.  
28 November 2011 - Announcement that the Jaguar XKR-S has been awarded the title of "2011 Sports Car of the Year" by the German magazine Auto Bild Sportscars.  
19 December 2011 - Reprint of a Dr Ralf Speth interview with the Wall Street Journal.

**PR/068**    **JaguarSport Press Folders**

11 October    1 folder  
1988-29 July  
1991

Significant releases in this file include:

14 June 1990 - JaguarSport news announcing a restyled XJR 4.0 for 1991 Model Year.  
3 September 1990 - JaguarSport news announcing a display of the 1991 range at Motor Show '90 in London.  
29 July 1991 - JaguarSport press release confirming that the XJ220 would be the world's fastest production car having achieved a speed of 212.3 mph. Also includes an Alcan press release extolling the virtues of the aluminium construction of the XJ220.

**PR/069**    **S-TYPE Press Releases**

March 1994-    1 folder  
17 March  
2000

Significant releases in this file include:

March 1994 - Paper outlining the first stages in the DTI grant to support the new Jaguar to be in the West Midlands.  
27 March 1996 - Press releases from the DTI and Jaguar confirming an £80m grant towards the X200 programme.  
10 March 1998 - Jaguar confirm the new X200 will be announced at the Birmingham Show in October 1998.  
16 April 1998 - Jaguar announce that the new X200 is to be called the S-TYPE.

30 June 1998 - Press release outlining Jaguar's plans for conquering new customers with the S-TYPE.

<b><u>PR/070</u></b>	<b><u>Halewood and X400 Press Releases</u></b>	January 1998- February 1998	1 folder
<p>Significant releases in this file include:</p> <p>2 January 1998 - Jaguar employee brief announcing the decision to build the new Jaguar X400 at the former Ford Plant at Halewood.</p> <p>2 January 1998 - Ford Press Briefing plus photo giving details of the Halewood plant.</p> <p>2 February 1998 - Package of information covering the logistics of the press briefing from Downing Street on the new Jaguar X400 manufacturing plans. Includes a Q&amp;A sheet.</p>			
<b><u>PR/072</u></b>	<b><u>Daimler Sovereign Press Releases</u></b>	9 October 1969	1 folder
<p>Significant releases in this file include:</p> <p>9 October 1969 - British Leyland logoed press releases in French, German, and Danish, announcing the new Daimler Sovereign (based on the recently announced Jaguar XJ6). These releases include technical data.</p>			
<b><u>PR/073</u></b>	<b><u>Press Releases 1997-1998</u></b>	1997-1998	1 folder
<p>Significant releases in this file include:</p> <p>25 February 1998 - Dutch Press release plus photos, for the new XKR sports car.</p> <p>28 September 1998 - Press release in German plus photos, announcing the new XK180 concept vehicle.</p> <p>30 September 1998 - Dutch press release plus photos, for the new XK180 concept vehicle.</p>			
<b><u>PR/074</u></b>	<b><u>Press Releases 2012</u></b>	2012	1 folder
<p>Significant releases in this file include:</p> <p>26 September 2012 - Press release for the unveiling to the new Jaguar F- TYPE at the Paris Auto Show 2012</p>			
<b><u>PR/075</u></b>	<b><u>Press Releases 2013</u></b>	March 2013- 21 November 2013	1 folder
<p>Significant releases in this file include:</p> <p>March 2013 - Press release for the New York auto show unveiling of the Jaguar XJR.</p> <p>March 2013 - Press release for the New York auto show unveiling of the Jaguar XKR-S GT.</p> <p>March 2013 - Press release celebrating 23 years of Jaguar R Performance cars.</p> <p>June 2013 - Press release detailing 2013 MY improvements to the XF and XJ ranges.</p> <p>9 September 2012 - Press release announcing new advanced aluminium architecture and reveals C-X17 Sports Crossover concept.</p> <p>20 November 2012 - Press release for the debut of the F- TYPE R coupe in Los Angeles.</p> <p>21 November 2012 - Press release showcasing a luxury version of the C-X17 Sports Crossover Concept developed for the Chinese market.</p>			
<b><u>PR/076</u></b>	<b><u>Press Releases 2014</u></b>	14 January 2014-21	1 folder

Significant releases in this file include:

December  
2014

14 January 2014 - JLR to join a consortium to develop safer vehicle Human Machine Interface systems.

16 January 2104 - Ian Callum named Industry Innovator of the Year at Motorcity Industry awards in Detroit.

20 January 2014 - Jaguar announces new sponsorship deal with Team Sky.

22 January 2014 - Jaguar announces new XK Signature and Dynamic R Special editions for the UK.

28 January 2014 - JLR UK take top honours for the XF and Range Rover in the 2014 Businesscar awards.

5 February 2104 - Indian Racing and Bollywood stars reveal new Jaguars at the Delhi show.

6 February 2014 - Jaguar Design Director Julian Thomson launches '100 Most Connected' list in partnership with GQ and Editorial Intelligence.

6 February 2014 - JLR, the UK's Responsible Business of the Year launches 'Responsible Business' Legacy Programme.

10 February 2014 - JLR 3rd Quarter results for the 2013/14 Fiscal year.

25 February 2104 - Jaguar to unveil the new XFR-S Sportbrake at the Geneva Show.

20 March 2014 - JLR announce £45 million investment at the Halewood plant.

4 March 2014 - Chris Froome joined Jaguar at the Geneva Show where the name of the new XE saloon was officially announced.

4 March 2014 - Jaguar XE confirmed as new name for new mid-size saloon.

3 April 2104 - JLR installs UK's largest rooftop solar panel array at its engine manufacturing centre.

14 May 2014 - Jaguar announces that six new Lightweight E-types are to be built, to complete the intended 18 car series.

21 May 2104 - Jodie Kidd and David Blakeley take top spot for Jaguar entries in the Mille Miglia 2104.

12 June 2014 - John Edwards announces the launch of JLR Special Operations.

13 June 2104 - Jaguar XF Sportbrake takes class honours for 3rd year at Tow Car awards 2014.

20 June 2014 - Jaguar set to star at Good wood Festival of speed.

3 July 2104 - Jaguar F- TYPE Project 7 makes world dynamic debut as D-type wins Le Mans Classic.

12 August 2014 - JLR Special Operations reveals the new E-type Lightweight.

14 August 2014 - JLR announces that new Special Vehicles Operations Centre to be located at Ryton.

19 August 2104 - Reveal of the connectivity of the Jaguar XE.

2 September 2014 - D-type to lead the parade of Jaguars at the 2014 Good wood Revival.

5 September 2014 - New film previews Jaguar's 'Perfect Ten' chosen to celebrate the XE Launch.

6 September 2014 - Jaguar XE Word Cloud Sculpture debuts at the London Design Museum.

8 August 2014 - Jaguar takes over London to launch the new XE to the world at a star studded event at Earls Court.

10 September 2014 - JLR invests in engine combustion research at Oxford University and University College London.

22 September 2014 - Jaguar and Stella McCartney bring the new XE to Paris

25 September 2014 - Jaguar announces the world class technologies behind the new Ingenium engines powering the XE.

1 October 2014 - Detailed specs of the new Jaguar XE are revealed for the first time.

2 October 2014 - JLR takes over Paris Show with two global debuts: the Jaguar XE and the new Land Rover Discovery Sport. Jaguar also launched a new Heritage '57 collection of designer goods, many featuring the D-type.  
3 October 2014 - The Jaguar XE configurator goes live.  
16 October 2014 - Special Operations launches Jaguar Heritage driving experience.  
30 October 2014 - JLR officially opens its Engine Manufacturing Centre near Wolverhampton in the West Midlands.  
4 November 2014 - Jaguar wins 'Best British Luxury Brand' title at Walpole British Luxury Awards.  
12 November 2014 - John Edwards is appointed Chairman of the Jaguar Daimler Heritage Trust.  
12 November 2014 - Jaguar announces racing plans with launch of 2015 Jaguar Heritage Challenge, a race series for pre-1966 Jaguar models.  
19 November 2014 - Jaguar announce All Wheel Drive and Manual Transmission for the F- TYPE.  
25 November 2014 - JLR named most trustworthy manufacturer in HIS automotive study.  
25 November 2014 - Ian Callum is awarded the Minerva Medal for outstanding contribution to automotive design.  
9 December 2014 - Jaguar XE to offer industry leading residual values and cost of ownership.  
21 December 2014 - Norman Dewis awarded the OBE.

**PR/077** **Press Releases 2015**

6 January 2015 – 15 December 2015 2 folders

Significant releases in this file include:

6 January 2015 - Short film to celebrate Norman Dewis OBE.  
26 January 2015 - London to Berlin with Idris Elba and the new XE.  
30 January 2015 - Jaguar and Team Sky win 'Best use of PR' accolade.  
30 January 2015 - Jaguar XE named 'Most Beautiful Car of 2014' at Festival Automobile International at Paris.  
9<sup>th</sup> February 2015 – Jaguar and Land Rover Announce Partnership with Spectre, the 24<sup>th</sup> James Bond Adventure  
10<sup>th</sup> February 2015 – From London to Berlin: Idris Elba and the New Jaguar XE  
15<sup>th</sup> February 2015 – Idris Elba and Martin Brundle Push The New Jaguar XE to the Extreme at Spa-Francorchamps Circuit in Belgium.  
23<sup>rd</sup> February 2015 – Idris Elba proves The Jaguar XE is as efficient as it is Sport with Epic Road Trip  
25<sup>th</sup> February 2015 – Jaguar and Bremont announce two new Wristwatches celebrating the Iconic E-type Sports Car.  
27<sup>th</sup> February 2015 – Jaguar F- TYPE coupe drives off with three awards in February  
2<sup>nd</sup> March 2015 – Jaguar Service plans help cement the XE's position as Best in Class for Cost of Ownership.  
9<sup>th</sup> March 2015 – EX-Military Secure Manufacturing Jobs at Jaguar Land Rover following successful work readiness training pilot.  
17<sup>th</sup> March 2015 – Construction begins on new UK Automotive innovation centre for Jaguar Land Rover  
16<sup>th</sup> March 2015 – All New Jaguar XF to be revealed in a Dramatic High Wire Drive ahead of New York Auto Show Debut.  
24<sup>th</sup> March 2015 – All new Jaguar XF Revealed in Dramatic “High-Wire” Journey.  
25<sup>th</sup> March 2015 – Jaguar Land Rover doubles advanced Engineering and Design Centre Footprint

26<sup>th</sup> March 2015 – Jaguar Land Rover’s commitment to the UK reinforced with £600 million investment in West Midlands Industrial Footprint

1<sup>st</sup> April 2015 – All new Jaguar XF makes Global Motor Show Debut in New York

1<sup>st</sup> April 2015 – The All-New Jaguar XF

3<sup>rd</sup> April 2015 – Pinarello and Jaguar Co-Engineer “Game-Changing” cobble bike for Team Sky

13<sup>th</sup> April 2015 – All Star parade welcomes Jaguar to the Home of Land Rover

13<sup>th</sup> April 2015 – UK Suppliers share in Jaguar Land Rover’s success as company celebrates its two iconic brands joining forces at Solihull.

21<sup>st</sup> April 2015 – Jaguar Land Rover is Honoured with 2015 “Sustainable Development” queens award.

21<sup>st</sup> April 2015 – Jaguar Launces partnership with the Championships, Wimbledon.

22<sup>nd</sup> April 2015 – Jaguar Shines in 2015 Driver Power Ownership survey.

24<sup>th</sup> April 2015 – Jaguar Heritage Challenge Under Starter’s Orders.

27<sup>th</sup> April 2015 – Press Kit: The new Jaguar XE

30<sup>th</sup> April 2015 – Jaguar Celebrates 80<sup>th</sup> Anniversary by Taking on the 2015 Mille Miglia with Star Studded driver line-up.

5<sup>th</sup> May 2015 – O’Connell and Kirkaldy win entertaining first race of Jaguar Heritage Challenge.

6<sup>th</sup> May 2015 – Jaguar Launches Inaugural “Mini Miglia” Rally in Scotland

7<sup>th</sup> May 2015 – Jaguar Land Rover presents first global supplier excellence awards.

8<sup>th</sup> May 2015 – Jaguar Land Rover Heritage supports Coventry transport Museum’s Guinness world record attempt.

12<sup>th</sup> May 2015 – Jaguar XE Crowned best large car in 2015 diesel car awards.

12<sup>th</sup> May 2015 – A legendary line up: The Jaguar Heritage cars of the 2015 Mille Miglia.

18<sup>th</sup> May 2015 – Martin Melling and Graeme Dodd win Silverstone Thriller.

19<sup>th</sup> May 2015 – Jaguar celebrates another successful Mille Miglia.

20<sup>th</sup> May 2015 – Jaguar to debut bloodhound F- TYPE rapid response vehicle at Coventry Motofest.

20<sup>th</sup> May 2015 – Jaguar XE wins best car at Fleet World Awards.

26<sup>th</sup> May 2015 – Jaguar Land Rover reports full-year results for fiscal 2014/15

29<sup>th</sup> May 2015 – Mille Miglia Reflections: The 2015 #Jaguarmille team on Film.

1<sup>st</sup> June 2015 – Extraordinary Jaguar Cars Star at Coventry Motofest.

9<sup>th</sup> June 2015 – Youngsters gear up for Engineering Careers.

10<sup>th</sup> June 2015 – Jaguar Land Rover announces technology research project to detect, predict and share data on potholes.

17<sup>th</sup> June 2015 – Jaguar Land Rover Road safety research includes Brain Wave monitoring to improve driver concentration and reduce accidents.

18<sup>th</sup> June 2015 – Four new car debuts for Jaguar at Good wood Festival of Speed 2015.

23<sup>rd</sup> June 2015 – Jaguar Drives into London for Ralph Lauren 10<sup>th</sup> Anniversary Event ahead of Wimbledon.

29<sup>th</sup> June 2015 – Jaguar Launches #feelwimbledon campaign aiming to capture the mood of the championships.

1<sup>st</sup> July 2015 – Jaguar XE and All new XF Triumph at Auto Express Awards

1<sup>st</sup> July 2015 – Jaguar F-Pace prototype to lead Team Sky at The tour de France

2<sup>nd</sup> July 2015 – All new Jaguar Trophy announced entries invited for 2015 concourse of elegance in Edinburgh.

9<sup>th</sup> July 2015 – Wimbledon icon John McEnroe Sets pulses racing for tennis fans as Jaguars Secret Chauffeur.

27<sup>th</sup> July 2015 – Jaguar and Team Sky Celebrate Historic Third Tour de France victory  
29<sup>th</sup> July 2015 – Jaguar F-Pace tested to Extremes.  
11<sup>th</sup> August 2015 – Jaguar Land Rover Unveils next stage of Global Expansion Plans  
17<sup>th</sup> August 2015 – All New Jaguar XF offers best in class residual values, Insurance costs and Total cost of ownership.  
26<sup>th</sup> August 2015 – Jaguar F-Pace to raise the standard for Ride and Handling Dynamics.  
3<sup>rd</sup> September 2015 – Director of design, Jaguar, Ian Callum is inducted to the Scottish Motoring hall of fame.  
5<sup>th</sup> September 2015 – Jaguar Previews new F-Pace ahead of Frankfurt IAA World Debut.  
7<sup>th</sup> September 2015 – Jaguar Land Rover Launches lifelong learning academy for its workforce  
9<sup>th</sup> September 2015 – Jaguar Land Rover Reveals innovative warm air blanket research to reduce vehicle emissions.  
9<sup>th</sup> September 2015 – Jaguar Land Rover Reveals pioneering low and zero emissions powertrain research  
10<sup>th</sup> September 2015 – Jaguar and Ferrari take top honours as salon prive celebrates most successful event yet on 10<sup>th</sup> Anniversary  
10<sup>th</sup> September 2015 – Jaguar Land Rover welcomes record intake of 600 Graduates and Apprentices – the talent of the future.  
14<sup>th</sup> September 2015 – Press Kit: The All-New Jaguar F-Pace  
14<sup>th</sup> September 2015 – F-Pace power loop showcases Spectacular new Jaguar  
15<sup>th</sup> September 2015 – Exclusive Jaguar F-Pace first edition takes customers closer to the concept  
15<sup>th</sup> September 2015 – Investing in the best of British, Jaguar Land Rover launches F-Pace to the world.  
28<sup>th</sup> September 2015 – Jaguar and Oliver Sweeney launch a new co-developed “XJ-Inspired” formal driving shoe  
5<sup>th</sup> October 2015 – Jaguar Director of design, Ian Callum, Decorates DNA Sculpture to help raise funds for Biomedical research centre  
6<sup>th</sup> October 2015 – Jaguar Land Rover Launches 2016 Apprentice Recruitment Drive  
6<sup>th</sup> October 2015 – Jaguar Land Rover Launches new project to provide Safe Water for 300,000 School Children in Kenya  
7<sup>th</sup> October 2015 – Jaguar XF and XJ Shine in Auto Express used Car Awards 2015  
9<sup>th</sup> October 2015 – All New Jaguar XF to star at Wired2015  
27<sup>th</sup> October 2015 – Jaguar and Land Rover Launch heritage-inspired merchandise collections  
28<sup>th</sup> October 2015 – Jaguar UK Launches XE Driving Experience Days for 11-17 year olds.  
30<sup>th</sup> October 2015 – Felipe Massa drives Bond Villain’s Jaguar C-X75 Supercar in Mexico City  
30<sup>th</sup> October 2015 – Jaguar E-type chosen as best British car event in Global poll.  
13<sup>th</sup> November 2015 – Spectre’s Jaguar C-X75 to make Public Debut at London’s Lord Mayor’s Show Parade  
16<sup>th</sup> November 2015 – New Jaguar XJR Meets XJR9-LM at Silverstone with Le Mans Winner Andy Wallace at the Wheel  
16<sup>th</sup> November 2015 – Major Chauffeur deal underlines Jaguar’s Fleet Success  
18<sup>th</sup> November 2015 – Jaguar XE Gains all-wheel drive, next-generation infotainment system and apple watch connectivity.  
20<sup>th</sup> November 2015 – Portfolio executive replaces fleet with Jaguar Models.

30<sup>th</sup> November 2015 – Jaguar XE named “Best executive car” at Scottish Car of the year awards.

2<sup>nd</sup> December 2015 – Jaguar XE and All-New XF Achieve Five Star euro NCAP safety rating.

7<sup>th</sup> December 2015 – Jaguar Land Rover reports best ever November Sales performance

14<sup>th</sup> December 2015 – Jaguar Unveils exclusive Christmas “F-Sleigh” design

15<sup>th</sup> December 2015 – Jaguar returns to racing

**PR/078** **Press Releases 2016**

5 January  
2016 -

1 folder

Significant releases in this file include:

5<sup>th</sup> January 2016 – Jaguar Launches F- TYPE British Design Edition

7<sup>th</sup> January 2016 – Jaguar Land Rover appoints new head of UK public relations

7<sup>th</sup> January 2016 – Jaguar Land Rover Registrations exceed 100K for first time in UK

8<sup>th</sup> January 2016 – Jaguar Land Rover reports strong full year Global sales for 2015

12<sup>th</sup> January 2016 – Jaguar Launches new XF all-wheel drive in UK

15<sup>th</sup> January 2016 – Jaguar Land Rover wins gold for Support of Armed forces

18<sup>th</sup> January 2016 – Jaguar XE named “Safest large family car” by Euro NCAP

21<sup>st</sup> January 2016 – Jaguar Land Rover leads automotive manufacturing league table in 2015

26<sup>th</sup> January 2016 – Jaguar XE wins business car of the year at the 2016 business car awards

27<sup>th</sup> January 2016 – The new 200MPH Jaguar F-TYPE SVR to make Global Debut at Geneva

29<sup>th</sup> January 2016 – Jaguar Land Rover backs Britain’s wounded warriors

1<sup>st</sup> February 2016 – Jaguar Land Rover to road test future technology on the UK’s First Connected Corridor

1<sup>st</sup> February 2016 – Jaguar Land Rover research will help autonomous vehicles drive like humans, not robots.

1<sup>st</sup> February 2016 – Jaguar returns to Le Mans: Classic Challenge Calendar Announced for 2016

8<sup>th</sup> February 2016 – Jose Mourinho masters the art of Ice Driving with Jaguar

8<sup>th</sup> February 2016 – Jaguar Land Rover reports best ever January Sales performance

17<sup>th</sup> February 2016 – Order Book opens for the new Jaguar F- TYPE SVR: The 200MPH all-weather supercar

25<sup>th</sup> February 2016 – Jaguar Land Rover apprentices develop bespoke steps for Disabled young horse rider

1<sup>st</sup> March 2016 – Jaguar drives Olympic skier Graham Bell to become fastest man on skis

11<sup>th</sup> March 2016 – Jaguar XF wins best executive car at the Fleet news awards

17<sup>th</sup> March 2016 – New smart watch keeps Jaguar Land Rover Customers cool

17<sup>th</sup> March 2016 – Jaguar Land Rover celebrates a classic future

23<sup>rd</sup> March 2016 – Jaguar to build Iconic XKSS – “The World’s First Supercar”

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24<sup>th</sup> March 2016 - The Jaguar XF is crowned BBC Top Gear Saloon car of the year

24<sup>th</sup> March 2016 – Michelle Rodriguez reaches 201MPH in Jaguar F- TYPE SVR

6<sup>th</sup> April 2016 – Prince Harry unveils the Invictus Games UK Team at Buckingham Palace  
6<sup>th</sup> April 2016 – Jaguar Land Rover delivers record UK March Sales with one car sold every 2 minutes  
7<sup>th</sup> April 2016 – Jaguar Land Rover scored a hat-trick of Global Sales records  
11<sup>th</sup> April 2016 – Jaguar Land Rover launches new technology start-up  
13<sup>th</sup> April 2016 – Jaguar Land Rover announces senior communications personnel appointments  
14<sup>th</sup> April 2016 – Jaguar Land Rover supports EU plan for standardisation and harmonisation of Autonomous vehicle technology  
19<sup>th</sup> April 2016 – Jaguar XF continues winning streak with “Best Executive Car” award at Fleet World Honours  
19<sup>th</sup> April 2016 – Land Rover Bar and Invictus Games UK teams join forces in the search for glory in the US next month  
28<sup>th</sup> April 2016 – Jaguar XE Celebrates its first year with Major Recycling milestone  
8<sup>th</sup> May 2016 – Prince Harry takes part in Jaguar Land Rover driving challenge and awards France first gold medal at Invictus Games 2016  
8<sup>th</sup> May 2016 – Jaguar Land Rover achieves best ever April sales results  
9<sup>th</sup> May 2016 – Jaguar Land Rover targets 1000 Armed forces recruits by 2020  
13<sup>th</sup> May 2016 – WWE Superstar John Cena gives Invictus Games competitors a ride to remember as Jaguar Land Rover surprise chauffeur.  
23 May 2016 – Julian Thomas and Calum Lockie win Jaguar Classic Challenge race at Silverstone.  
24 May 2016 – Jaguar XE named “Game Changer” at the 2016 Autocar Awards.