

G. R. ABBOTT & CO. LTD.



J A G U A R

FEBRUARY, 1940

Revised Programme

THE COUPE MODELS AND THE 1½ LITRE SPECIAL EQUIPMENT MODEL
ARE NOT NOW AVAILABLE

PRICES

1½ litre Saloon, with Ordinary Equipment, but fitted with Adjustable Seats	• • • • • • • • • •	£325
2½ litre Saloon	• • • • • • • • • •	£435
3½ litre Saloon	• • • • • • • • • •	£490
2½ litre '100'	• • • • • • • • • •	£435
3½ litre '100'	• • • • • • • • • •	£490

ALL EXTRAS ARE SUBJECT TO MANUFACTURERS' CURRENT PRICES
RULING AT TIME OF DELIVERY

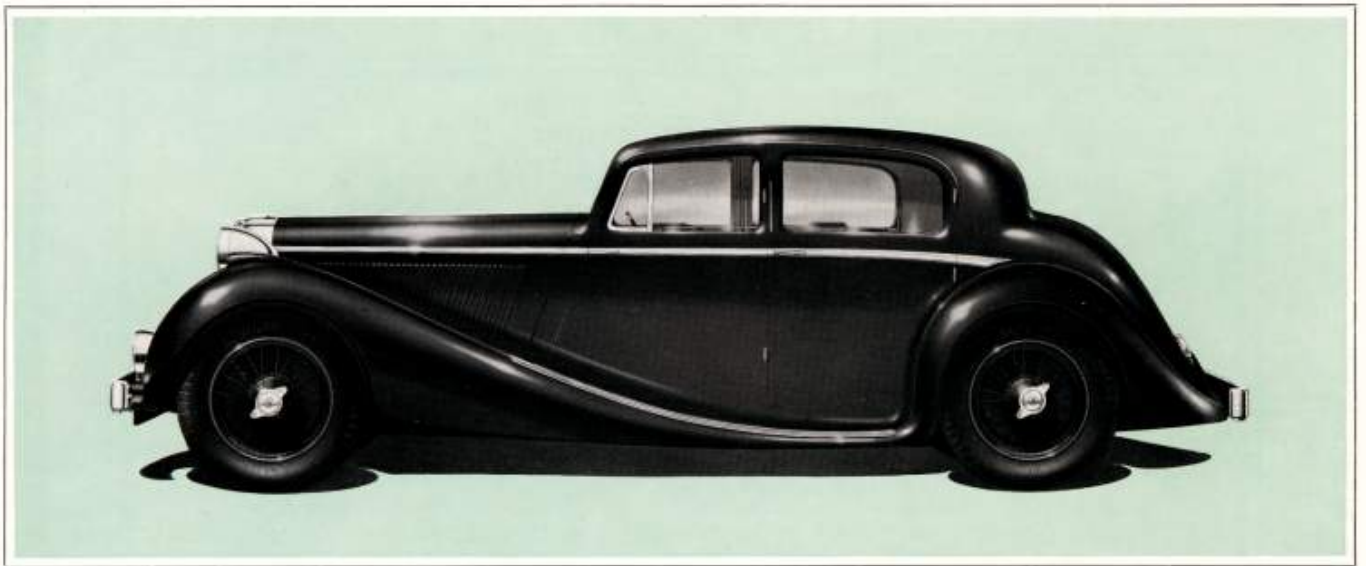
SS CARS LIMITED, HOLBROOK LANE, COVENTRY

Introduction

The high reputation for so long enjoyed by the Jaguar car has been built up on its outstanding road performance, fine quality coachwork and the high degree of comfort afforded by its furnishings and appointments. For 1940, these qualities are enhanced by numerous improvements which, in their total, provide even greater luxury and refinement. A special air-conditioning system, incorporating a defroster and demister, is built in as standard equipment on all 3½ and 2½ Litre Saloons and Drop-head models and on the new 1½ Litre Special Equipment models. New type front seats, adjustable for height and pitch as well as for reach, afford added comfort and safety, whilst the luggage locker has now increased accommodation. The Jaguar engine is remarkable for its smoothness and silence and, by special arrangement, its manufacture has been entrusted to the Standard Motor Co. Ltd., who have laid down special plant for its production. Prices for 1940 remain unaltered, but one new model is introduced in the form of a specially equipped 1½ Litre Saloon or Coupe, priced at £318 and £338 respectively. Details of this model are on page 7 of this brochure.

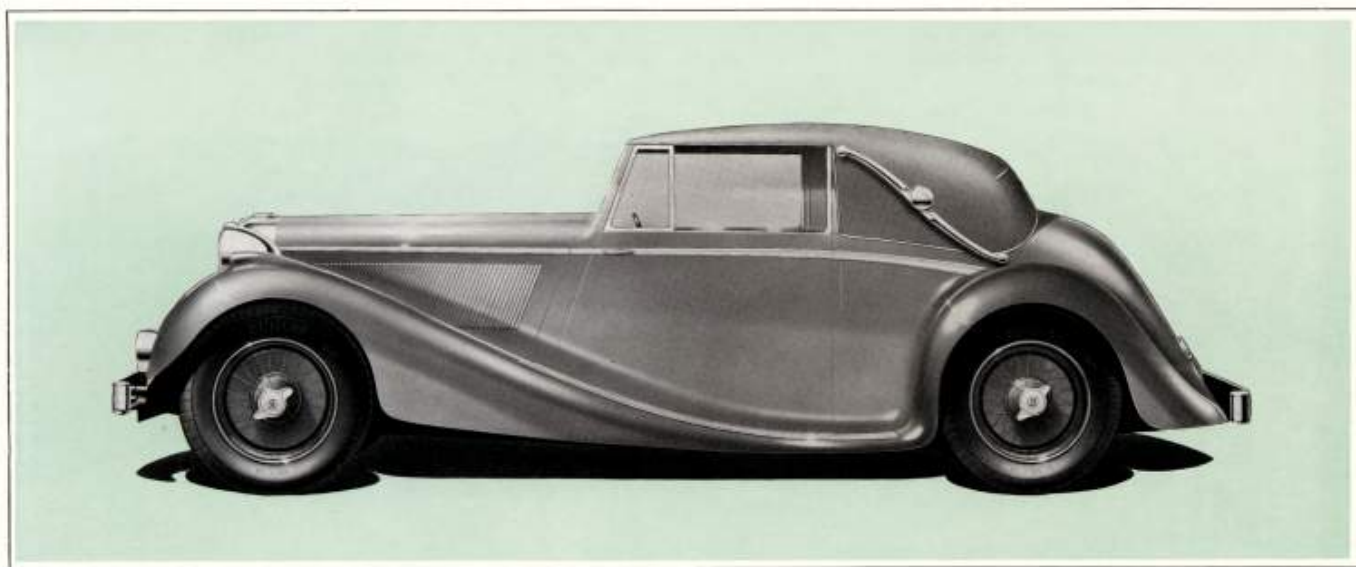


SS CARS LIMITED, HOLBROOK LANE, COVENTRY



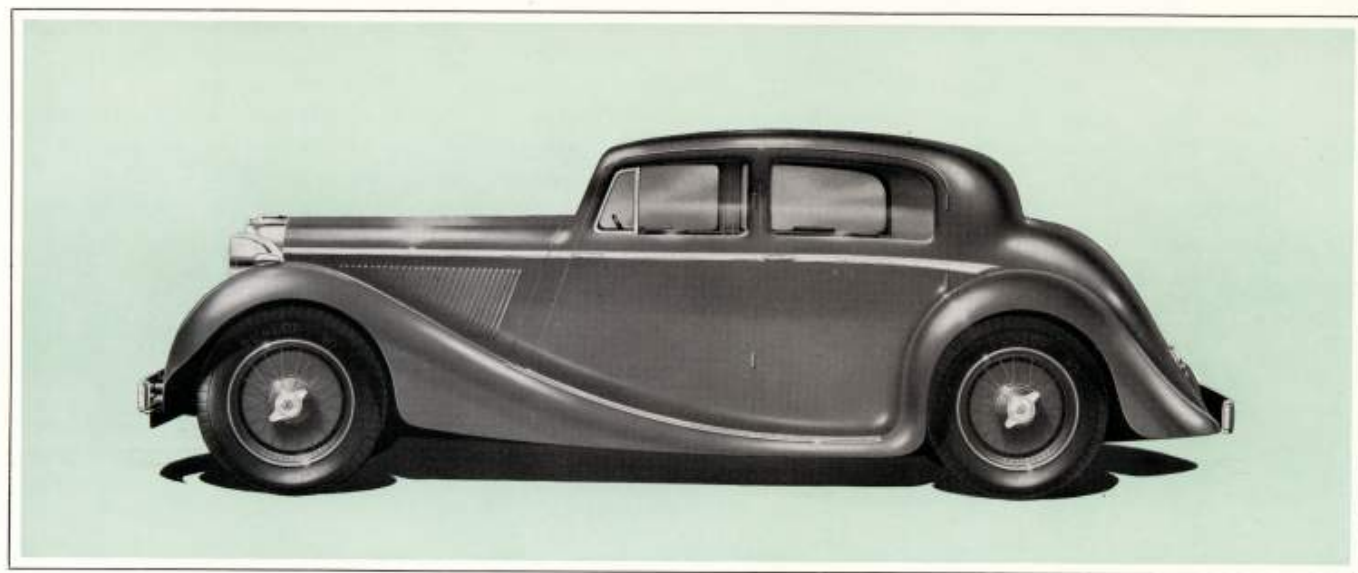
THE 3½ LITRE SALOON

OUTSTANDING by the sheer merit of its splendid performance, this beautifully proportioned Saloon is firmly established in its leadership of contemporary design. Instantly responsive, either to bursts of vivid acceleration or long-sustained periods at high speeds, this car can be handled with an ease that is as satisfying as it is exhilarating. The comfort afforded to driver and passengers is of the most luxurious order, whilst every detail of appointment is carried out with that high degree of refinement found in all Jaguar models. The price of the 3½ Litre Saloon is £445 and the Drop-head Coupe £465.



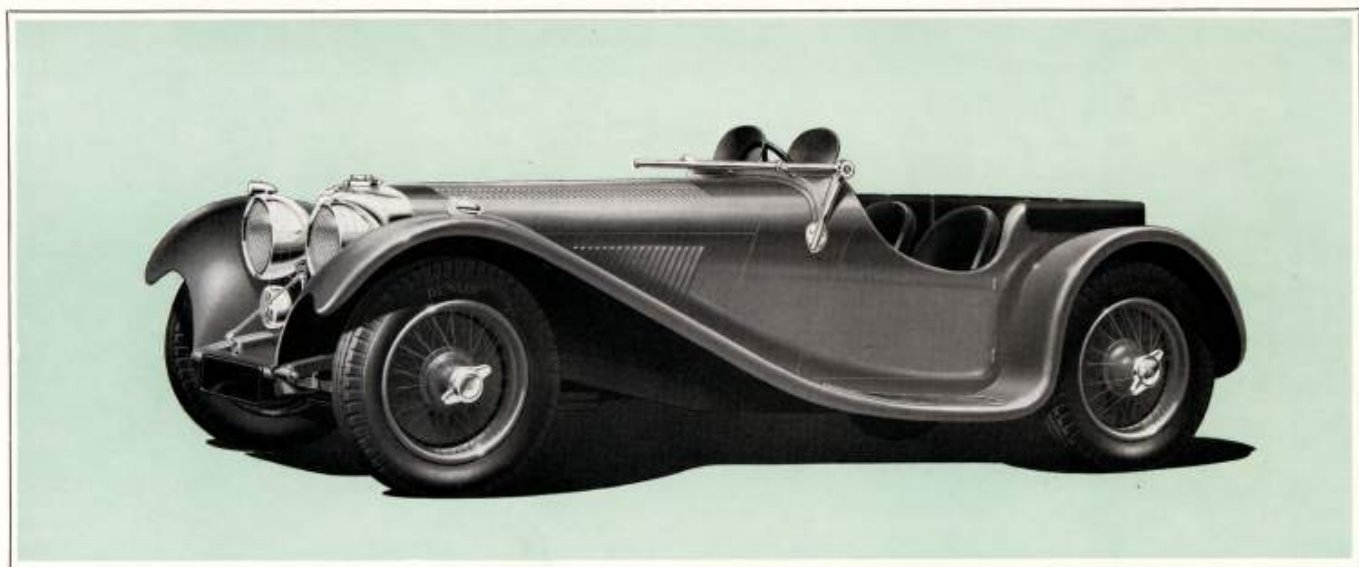
THE DROP-HEAD COUPE

ELEGANT, practical, and with the famous Jaguar performance, this Drop-head Coupe combines the advantages of both closed and open cars. The head folds perfectly flush, or the fore part only may be rolled back. Entrance to and exit from the rear compartment is rendered particularly easy by the generous width of the doors. Seating five persons in superlative comfort, the Drop-head Coupe is available on the $3\frac{1}{2}$, $2\frac{1}{2}$ and $1\frac{1}{2}$ Litre chassis. The model illustrated is the $2\frac{1}{2}$ Litre. $1\frac{1}{2}$ Litre model, £318 ; $2\frac{1}{2}$ Litre model, £415 ; $3\frac{1}{2}$ Litre model, £465 ; $1\frac{1}{2}$ Litre Special Equipment model, £338.



THE 1½ LITRE SALOON

WITH full five-seater accommodation the 1½ Litre Jaguar is one of the outstanding achievements of the Jaguar programme. Although of moderate nominal horse power, the new O.H.V. engine develops no less than 65 brake horse power, giving a maximum speed of 75 m.p.h. Characterised by the same dignified lines as the higher powered models, the 1½ Litre Jaguar Saloon affords a degree of comfort and a measure of refined performance unmatched by any other car of its type. The price of the standard model is £298 for the Saloon and £318 for the Drop-head Coupe. The Special Equipment model (see specification) is priced at £318 for the Saloon and £338 for the Coupe.



THE "100" OPEN MODEL

THE Jaguar "100" has for long been one of the fastest unsupercharged cars on the road and, in the hands of private owners, has registered numerous outstanding successes in competition work. Available either in $2\frac{1}{2}$ Litre or $3\frac{1}{2}$ Litre form, it has a performance exceeding 100 m.p.h. in full touring trim. Noteworthy for its road-holding qualities, superb acceleration and ease of control, the Jaguar "100" makes special appeal to the motorist demanding the uttermost in performance. The model illustrated is the $3\frac{1}{2}$ Litre. $2\frac{1}{2}$ Litre model, £395 ; $3\frac{1}{2}$ Litre model, £445.

S P E C I F I C A T I O N S

THE 3½ LITRE

Engine 82 mm. bore, 110 stroke ; 3,485.5 c.c. (Treasury rating 25.01 h.p.) ; overhead valves, pushrod operated ; counterweighted crankshaft carried in seven bearings ; aluminium pistons ; chrome iron cylinder block, light alloy connecting rods, machined combustion chamber and ports, detachable head, cooling by pump circulation with by-pass thermostat control ; submerged oil pump ; forced lubrication throughout ; complete circulation oil-filter ; special Lucas coil and distributor ignition ; twin S.U. carburettors with thermo-electric starting carburettor ; single-plate clutch ; air cleaners ; synchro-mesh 4-speed gearbox ; underslung frame box section throughout ; 14 in. Girling brakes with heavily ribbed Millenite drums ; Burman-Douglas steering, with Bluemel-Douglas steering wheel adjustable for height ; spiral-bevel final drive ; 4-door Saloon body with built-in air-conditioning system, incorporating defroster and demister ; full five-seater ; all-metal sliding roof (or Drop-head Coupe body, 2 doors) ; Vaumol leather hide on Dunlopillo upholstery ; polished walnut finish interior fittings ; front seats adjustable for height, length and pitch and fitted with flush-folding walnut-topped tables ; folding rear arm rest ; illuminated tool-container in locker lid ; spacious all-enclosed luggage accommodation ; twin windscreen wiper with independent operation and concealed electric motor ; speedometer ; revolution counter ; ammeter ; oil-pressure gauge ; clock ; self-cancelling trafficators ; P.100 head-lamps ; Lucas de Luxe electric equipment ; Dunlop "Fort" tyres, 5.50 in. x 18 in. ; spare wheel and tyre carried beneath rear locker ; wheelbase 10 ft., track 4 ft. 8 in., overall length 15 ft. 6 in., width 5 ft. 6 in., height 5 ft. 1 in. Ground clearance 8 in. Dry weight 31½ cwt.

PRICES : SALOON, £445. DROP-HEAD COUPE, £465.

THE 2½ LITRE

Engine 73 mm. bore x 106 mm. stroke ; 2,663.7 c.c. (Treasury rating 19.84 h.p.) ; overhead valves, pushrod operated ; counterweighted crankshaft carried in seven bearings ; aluminium pistons ; chrome iron cylinder block ; light alloy connecting rods ; machined combustion chamber and ports ; detachable head ; cooling by pump circulation with by-pass thermostat control ; submerged oil pump ; forced lubrication throughout ; complete circulation oil-filter ; special Lucas coil and distributor ignition ; twin S.U. carburettors with thermo-electric starting carburettor ; single-plate clutch ; air cleaners ; synchro-mesh 4-speed gearbox ; underslung frame box section throughout ; 14 in. Girling brakes with heavily ribbed Millenite drums ; Burman-Douglas steering with Bluemel-Douglas steering wheel adjustable for height ; spiral-bevel final drive ; 4-door saloon body with built-in air conditioning system, incorporating defroster and demister ; all metal sliding roof (or two-door Drop-head Coupe) ; full 5-seater ; folding rear arm rest ; Vaumol leather hide on Dunlopillo upholstery ; polished walnut interior fittings ; front seats adjustable for height, length and pitch, and fitted with flush-folding walnut-topped tables ; illuminated tool-container in locker lid ; spacious all-enclosed luggage accommodation ; twin windscreen wiper with independent operation and concealed electric motor ; speedometer ; revolution counter ; ammeter ; oil-pressure gauge ; clock ; self-cancelling trafficators ; P.100 head-lamps ; Lucas de Luxe electric equipment ; Dunlop "90" tyres, 5.50 in. x 18 in. ; spare wheel and tyre carried beneath rear locker ; wheelbase 10 ft., track 4 ft. 8 in. Overall length, 15 ft. 6 in. ; width 5 ft. 6 in., height 5 ft. 1 in. Ground clearance 8 in. Dry weight 31½ cwt.

PRICES : SALOON, £395. DROP-HEAD COUPE, £415.

S P E C I F I C A T I O N S

THE 1½ LITRE

Engine 73 mm. bore x 106 mm. stroke ; 1,775.8 c.c. (Treasury rating 13.23 h.p.) ; overhead valves ; three-bearing counterweighted crankshaft ; aluminium pistons ; chrome iron cylinder block ; light alloy connecting rods ; machined combustion chamber ; cooling by pump circulation with by-pass thermostat control ; forced lubrication throughout by submerged oil pump ; Tecalemit oil filter ; coil ignition ; S.U. down-draught carburettor ; 14 gallon rear tank with reserve tap ; single dry-plate, light action clutch ; 4-speed gearbox with synchro-mesh on second, third and top ; underslung all box-section frame ; 12 in. Girling brakes with heavily-ribbed Millenite drums ; Burman-Douglas steering with Bluemel adjustable steering wheel ; spiral-bevel final drive ; 4-door, 4-light saloon body ; full 5-seater ; flush-fitting sliding roof (or two-door Drop-head Coupe) ; Vaumol hide upholstery ; polished walnut finish interior fittings ; front seats adjustable on Leveroll slides ; folding rear arm-rest ; all-enclosed luggage accommodation ; spare wheel carried beneath rear locker ; twin electric windscreen wipers ; speedometer ; revolution counter ; clock ; self-cancelling trafficators with warning light ; cigar lighter ; large powerful headlights ; twin "Mellotone" horns ; easy jacking ; all electrical equipment Lucas de Luxe ; Dunlop "90" tyres ; wheelbase 9 ft. 4½ in., track 4 ft. 7 in. Overall length 14 ft. 5 in., width 5 ft. 5½ in., height 5 ft. 0 in. Ground clearance 8 in. Dry weight 25 cwt.

PRICES : SALOON, £298. DROP-HEAD COUPE, £318.

SPECIAL EQUIPMENT MODEL

The specification of the Special Equipment model is as above, but the following equipment is added : Air-conditioning, incorporating defroster and demister ; universally adjustable front seats with folding tables ; P.80 head lamps ; two F.T.58 fog lamps ; specially finished luggage locker.

PRICES : SALOON, £318. DROP-HEAD COUPE, £338.

THE "100" MODEL

(2½ or 3½ Litre Chassis)

Engine (3½ Litre) 82 mm. bore x 110 mm. stroke, 3,485.5 c.c. (Treasury rating 25.01 h.p.) ; (2½ Litre) 73 mm. bore x 106 mm. stroke 2,663.7 c.c. (Treasury rating 19.84 h.p.) ; overhead valves, pushrod operated ; large diameter 7-bearing counterweighted crankshaft ; aluminium pistons ; chrome iron cylinder block ; light alloy connecting rods ; steel-backed bearings ; machined combustion chamber ; detachable head ; cooling by pump circulation with by-pass thermostat control ; submerged oil pump ; forced lubrication throughout ; complete circulation Tecalemit oil-filter ; special Lucas coil and distributor ignition ; twin S.U. carburettors ; special short chassis boxed and cross-braced for extreme rigidity ; special outrigger spring brackets giving wide spring track for utmost stability ; Luvax C.M.P.C. hydraulic shock absorbers front and rear with additional friction type in front ; 13 in. Girling brakes with Ferodo BZ linings ; deeply ribbed Millenite brake drums ; Le Mans type two-seater body, aluminium panelled, and with luggage accommodation behind seats ; 14 gallon rear tank with reserve supply ; quick-lift filler caps to radiator and petrol tank ; 4-speed gearbox with synchro-mesh on second, third and top ; large diameter head-lamps, fitted stone guards ; fold-flat windscreen and two detachable aero-screens ; radiator stone guard ; 5 in. 120 m.p.h. speedometer ; 5 in. revolution counter ; ammeter ; oil-pressure gauge ; temperature gauge ; petrol gauge ; clock ; cigar lighter ; twin horns ; full all-weather equipment, including tonneau cover with Zipp fastener ; Dunlop splined hub knock-on racing type wheels with Dunlop "90" 5.25 in. x 18 in. tyres (Dunlop "Fort" on 3½ Litre model) ; spare wheel and tyre at rear ; wheelbase 8 ft. 8 in., track 4 ft. 5 in. Overall length 12 ft. 6 in., width 5 ft. 3 in., height 5 ft. 3 in. (hood up). Ground clearance 6 in. Dry weight 23 cwt.

PRICES : 2½ LITRE, £395. 3½ LITRE, £445.

COLOUR SCHEMES

The colour schemes listed below are standard, and any deviations involving special treatment of exterior or upholstery entail the following extra charges: Non-standard exterior colour, £5 (Pearl Essence or White £10 extra). Special colour for wheels £1 1s. 0d. extra per set of five wheels. Non-standard upholstery colour (or any deviation from standard arrangement of upholstery and exterior colours), £2 10s. 0d.

COACHWORK	INTERIOR	HOOD (Coupe Models only)
OLIVE GREEN	OLIVE GREEN. BEIGE	FRENCH GREY. BLACK.
MAROON	MAROON. BEIGE	FRENCH GREY. GUNMETAL GREY. BLACK.
SUEDE GREEN	SUEDE GREEN	FRENCH GREY. BLACK.
DARK BLUE	DARK BLUE. BEIGE	FRENCH GREY. BLACK.
IVORY	RED. BEIGE. SUEDE GREEN	DARK SAND. BLACK.
MOUNTAIN ASH GREEN	SUEDE GREEN	FRENCH GREY. BLACK.
BIRCH GREY	RED. SILVER-BLACK	FRENCH GREY. BLACK. GUNMETAL GREY.
BATTLESHIP GREY	RED. SILVER-BLACK	GUNMETAL GREY. FRENCH GREY. BLACK.
LAVENDER GREY	RED. SUEDE GREEN. BLUE	FRENCH GREY. BLACK.
GUNMETAL	RED. SILVER-BLACK	GUNMETAL GREY. FRENCH GREY. BLACK.
HONEYSUCKLE	RED. BEIGE	DARK SAND. BLACK.
BLACK	BROWN. RED. OLIVE GREEN. SILVER-BLACK. BEIGE. PIGSKIN GRAIN TAN	DARK SAND. FRENCH GREY. BLACK. GUNMETAL.

Owing to the fact that carpets, carpet bindings, and door pipings are supplied in colours to match standard upholstery only, it is strongly recommended that patterns of these items be requested before a final decision is made on non-standard upholstery. In the absence of any instructions to the contrary, non-standard upholstery will be supplied with carpets, carpet bindings, and door pipings in a stock colour nearest or most appropriate to the upholstery chosen.

EXTRAS

The extras listed below are all of a quality consistent with the high quality, finish and appearance of Jaguar cars. In the majority of cases, the extras are proprietary articles, the prices of which are fixed by the manufacturers. Owing to the fluctuating nature of the demand for extras, it is impracticable to establish separate works facilities for the purpose of fitting them, nor is it possible to apply normal production and assembly routine in this direction. The fitting of extras thus presents difficulties in the form of interrupted routine, for which appropriate charges have to be made—but which are set at the lowest possible figure.

	£ s. d.		£ s. d.
Ace Wheel Discs for all models. Black or polished aluminium, per set of five	9 7 6	Extra per pair for wiring and fitting with special brackets ..	2 5 0
Ace Wheel Discs for all models. Cellulosed to match colour of car, per set of five	10 12 6	*Special chromium-plated Bar to carry single Fog Lamp ..	1 0 0
Ace Wheel Discs for all models. Special de Luxe type with chromium-plated ribs, per set of five	12 0 0	Extra for wiring and fitting single Fog Lamp ..	0 7 6
Extra for cellulosing to match car	1 5 0	Chromium-plated Badge Bar (not suitable for Fog Lamps)	0 12 6
Ace Wheel Discs for all models. All chromium-plated, per set of five	13 2 6	"Homo" translucent type Rear Number Plate (compulsory by regulations as from 1st October, 1938), with polished aluminium Front Plate, per set	1 7 6
Fitting charge, per set	1 5 0	† Radio, Philco model K628, long and medium wave ..	15 15 0
Lucas F.T. 58 chromium-plated Fog Lamp	2 12 6	Fabric-covered Trunks to fit locker of Saloons and Coupes, per pair	4 4 0

* Lamp Bar is essential for fitting of any single Fog Lamp or Spot Lamp.

† Philco sets subject to installation charge of £3 on new Jaguar cars equipped at our works.

We reserve the right to amend the specifications contained in this folder from time to time as may be considered necessary. The Guarantee for these models is as set forth in the Company's complete catalogue.