



JAGUAR

COLOUR GUIDE
FOR ALL MODELS

JAGUAR CARS NORTH AMERICAN CORPORATION

32 EAST 57TH STREET, NEW YORK 22, NEW YORK

9110 SUNSET BOULEVARD, LOS ANGELES 46, CALIF.

4271 ST. CATHERINE STREET W., MONTREAL, QUEBEC

JAGUAR

THE NEW MARK VIII SIX PASSENGER SEDAN



Finest car of its class in the world. The new Mark VIII sedan offers the fine car connoisseur ultimate luxury in a high-performance sedan. Interior furnishings are of a quality and richness found heretofore only in the works of the great specialist custom coach-builders. Yet in addition to the magnificence of its creature comforts, the Jaguar Mark VIII with automatic transmission embodies mechanical advances that assure its owner of the most prized of *all* motoring luxuries . . . performance, roadability, and safety second to none. At your Jaguar Dealers now.



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ALL MODELS—MARK VIII, 3.4 LITRE, 2.4 LITRE AND XK MODELS

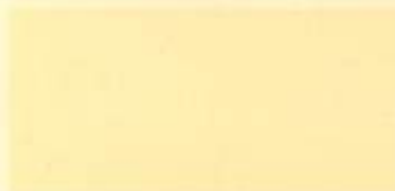
Body
IMPERIAL MAROON
Upholstery
RED



Body
CLARET
Upholstery
RED



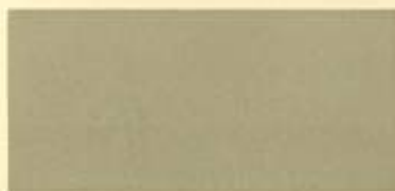
Body
CREAM
Upholstery
RED, DARK BLUE
OR LIGHT BLUE



Body
SHERWOOD GREEN
Upholstery
SUEDE GREEN
OR TAN



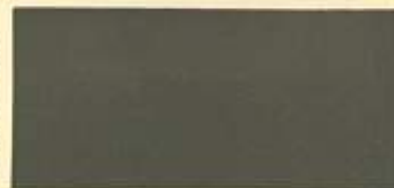
Body
PEARL GREY
Upholstery
RED, DARK BLUE,
LIGHT BLUE OR
GREY



Body
CORNISH GREY
Upholstery
RED, DARK BLUE,
LIGHT BLUE OR
GREY



Body
MIST GREY
Upholstery
RED, DARK BLUE,
LIGHT BLUE OR
GREY



Body
INDIGO BLUE
Upholstery
DARK BLUE, LIGHT BLUE
OR GREY



Body
COTSWOLD BLUE
Upholstery
DARK BLUE,
GREY



Body
BRITISH RACING
GREEN
Upholstery
SUEDE GREEN
OR TAN



MARK VIII ONLY

Body
CLARET &
IMPERIAL MAROON
Upholstery
RED OR GREY



Body
BLACK & CLARET
Upholstery
RED, GREY
OR TAN



Body
BLACK &
SHERWOOD GREEN
Upholstery
GREY, SUEDE GREEN
OR TAN



Body
CORNISH GREY &
MIST GREY
Upholstery
RED, DARK BLUE,
LIGHT BLUE OR GREY



Body
INDIGO BLUE &
COTSWOLD BLUE
Upholstery
DARK BLUE,
LIGHT BLUE OR GREY



XK MODELS ONLY

Body
CARMEN RED
Upholstery
RED



All models also available in SOLID BLACK BODY. Upholstery—RED, GREY OR TAN.

FOR ALL MODELS...

LEATHER COLOURS

SUEDE GREEN



LIGHT BLUE



DARK BLUE



RED



GREY



TAN



Jaguar cars have become world famous for the high lustre and permanence of their body finishes and for the superior quality and beauty of the leathers used in their upholstery.

The swatches contained in this Chart are presented as colour guides only and, although as true to shade as possible in the medium of printer's ink, do not carry the brilliant lustre characteristic of the fine finish of Jaguar cars.

The colour finishes illustrated and combinations described are those in current use at the time of publication of this Chart. Jaguar Cars Limited reserve the right to alter or withdraw any colour finish, or any of the upholstery leathers, without notice.

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Also Available in BLACK LEATHER