









### **Offered**

cludes two beautiful coupe models. The 2 + 2, with 9 inch  
offers a fully upholstered rear seat for children.  
E-type model available with automatic transmission. A great  
out with space for the family.

2-spoke wire wheels as standard equipment, with full chromium  
l extra. Also standard are the latest high performance radial-ply  
improved road grip, directional stability, tread wear and even  
run cooler and smoother.

### **ge Space**

large luggage space, reached through a hinged rear window.  
oe electrically heated through an invisible wire mesh to demist and  
ed by a safety catch on the inside of the car. The luggage deck on  
e can be folded back to provide parcel space behind the seats.  
meets the latest regulations and incorporates an extra lever on  
nn actuating headlamp flashing. Wrap-around parking and signal  
d above complete steel bumpers, which stretch from wheel arch  
all models.

passenger and luggage accommodation, and with optional  
ission, the 2 + 2 now appeals to an even larger number of women  
seat doubles as a fold-down luggage platform, giving capacity

### **e of Performance**

endous performance which compares with any other sports car.  
n 0 to 60 mph takes less than 8 seconds. 90 miles an hour  
just over the quarter mile. 100 mph takes about 18 seconds.  
s high as 140 mph. Yet with all this, gas mileage at a constant  
20 miles to the gallon. All this is achieved by a combination of the  
ver-to-weight ratio, with highly efficient streamline form.

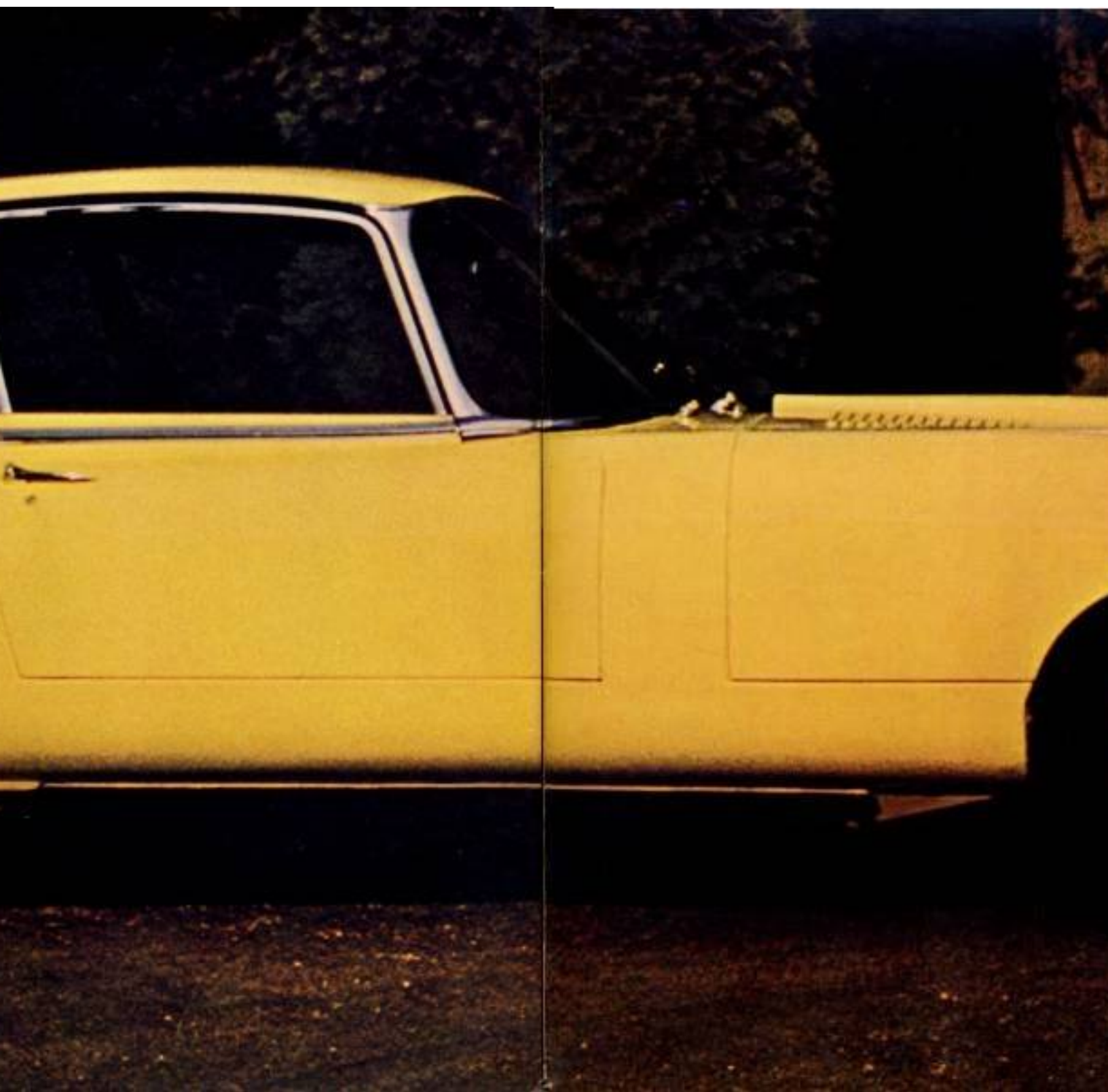
### **E-type**

the beautiful XKE coupe forms part of the permanent collection  
seum of Modern Art.

mented: "It offers a standard of performance and finish found  
ally costing twice as much money."

ack magazine of the XKE: "It still has a combination of ride,  
nce that sets the standard for the rest of the world."







### From Your Trip Abroad

The Delivery Plan (JOD/PLAN) brings great advantages to the car buyer. A Jaguar may be purchased at any of some 300 dealers throughout North America for immediate delivery. But also, any of our dealers can arrange to effect delivery overseas.

Visitors to Britain and the Continent of Europe can purchase a Jaguar at low tax free prices. This applies whether their visit is for a holiday or for business. The same principle applies to members of the armed forces on duty overseas, who on returning to the U.S. can arrange to have their car delivered stateside.

Traveling abroad is a pleasure and especially for the international businessman a convenience. The advantages and pleasures in having one's own car, while traveling in the British Isles and on the Continent.

The luxurious convenience of one's own Jaguar when motoring in Europe. Substantial savings can be achieved as well. First there is the saving on the original price of the car, because it is bought at the tax free price. Then there is the saving during the tour on car rental or on hotel and rail fares, not to speak of taxis. You will be completely free to travel at your own pace, when you want and stay as long as you like.

When the car is shipped back home, a reduced import duty assessment is made on the car value.

### Under The Jaguar Plan

Steps have been made to avoid red tape, whether delivery is made to the U.S. or any other major European country. Inclusive prices, taxes, and duties will be confirmed by the Jaguar dealer. Each car is ordered to the customer's exact color and optional equipment of the customer's choice. The car will meet North American specification, including all the latest traffic laws and registration requirements.

### For a Holiday in Europe

Your own choice of Jaguar can be ready and waiting for you the day you leave. At no time is lost in starting the tour abroad. However, eight weeks notice is requested. Rush orders can be accepted for special car orders.

There is a visit to your nearest Jaguar dealer to select the exact model and color for the exterior and interior of the car. Make sure you buy through the nearest dealer to whom you will be going for future service. Take a demonstration drive, and register your order with the dealer. Payment is normally arranged with a small deposit and full payment on delivery.

Taxes have been reduced to a minimum. For Britain, car purchase order and U.S. tax exemption form (in duplicate). Both will be completed by

the dealer. For the Continent, car purchase order form and Power of Attorney (in duplicate), necessary to speed car registration in advance of arrival.

### Take Delivery In Any Major City

Delivery charges vary according to the country and city chosen, and the distance from the Jaguar factory in Coventry, England. Charges range for example from Coventry itself (\$40), London (\$57), Paris (\$186) to Rome (\$362). These charges include delivery by bonded bi-lingual drivers; license plates; and association membership in the Royal Automobile Club, which has representatives at all major ports and cities. Current American driver's license covers you in most countries.

Jaguar enthusiasts often prefer to take delivery at the Coventry factory itself where they see how Jaguar cars are built, inspected and tested and have the opportunity to visit the surrounding Shakespeare country; besides saving on delivery charges.

Airport or dockside deliveries are not necessarily recommended due to the uncertainties of late or even early arrivals. But such deliveries can be arranged at an extra charge from \$15 to \$25 in the U.K.

Car insurance is compulsory abroad and can be arranged through the Insurance Department of the American Automobile Association. It is necessary to list all the countries to be visited.

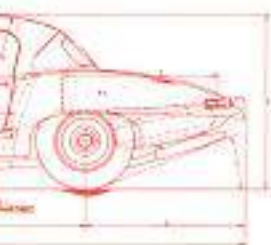
### Arrangements For Shipping The Car Home

Return shipment is easily arranged and instructions can be confirmed before actually leaving the U.S.A., through the Jaguar shipping agents Dunnington & Arnold, 21 West Street, New York, N. Y. 10006; or when taking delivery abroad through the Jaguar factory representative or through a shipping agent. They will have a complete list. Shipping and marine insurance charges are for the account of the purchaser.

If shipping arrangements have to be made later this can also be accomplished quite simply in any major port or city, by leaving your car with an automobile forwarding agency who will arrange shipment of the car to the U.S.A.

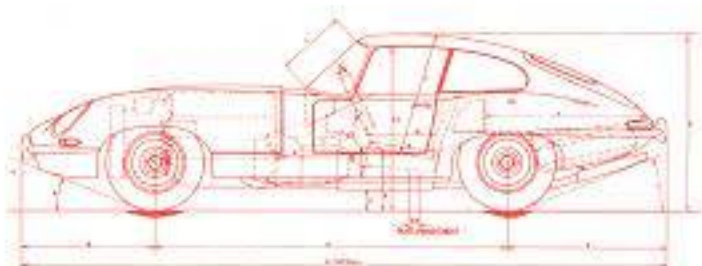
In Britain the car can be left with the Jaguar London shipping agents or with the factory itself in Coventry. It is then shipped to the U.S.A. with other new Jaguars under factory supervision. Cost varies according to model and ports, from about \$100 from England to East Coast U.S.A.





open road. Neat convertible top.

with large rear window, mounted raising or lowering. A can be fitted without removing Access to luggage compartment, which raises deck lid. behind seats. se 96 ins. Track, front 50 ins., Overall width 65 1/4 ins. (laden) 5 1/2 in. Distribution, front 50%, rear 50%. Hardtop.

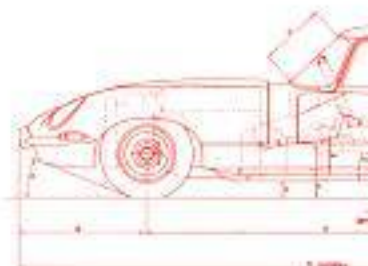


### Jaguar XK-E Coupe

A sleek, classical masterpiece, praised by the Museum of Modern Art. Large rear window opens up for plenty of luggage.

#### Equipment Differences:

**Body Construction:** Large window in rear luggage door, along with wraparound windshield and thin pillars, provides excellent visibility. Rear quarter windows are hinged for ventilation. **Appointments:** Twin, padded sun visors. Glove compartment lockable. Twin package shelves beneath fascia panel. Access to luggage compartment is through large rear door, opened by internal release. Covered compartment immediately behind seats for small parcels. Luggage carried in flat, padded area behind seats. Hinged retainer at front drops down to increase space. **Dimensions, Capacities:** (see roadster) Dry weight, 2520 lbs. **Optional Equipment:** Heated rear window for demisting and defrosting.



### Jaguar XK-E 2+2 Coupe

A family coupe with extra seat and transmission as optional extra.

#### Equipment Differences:

**Body Construction:** (see coup Also fully upholstered rear seat. rear seat is in two sections, pe forward, increasing luggage s **Transmission:** Optional autom Borg-Warner Model 8 automa converter and planetary gearb and direct top. Dual drive rang on transmission tunnel. **Dimensions, Capacities:** (see Overall length 184 1/4 ins. Over Steering: 2 1/2 turns lock-to-loc **Optional Equipment:** (see cou

#### Safety and Air Pollution

ed shell all-steel body of steel front sub-frame carries d steel rear sub-frame carries drive units. Wraparound d rear. Jacking points on either

nished in finest quality elt underlay. Twin bucket ch and rake, upholstered in shions. ained finish to eliminate mentation includes 160-mph ont of driver and a central ements for oil pressure, water level warning light), battery g light, transistorized clock, and or accessories. Separate ace for radio (optional extra), in front of passenger has glove

ng and multipoint windshield speed fan controlled by switch e and air volume on panel e of car.

**Luggage Compartment.** Spare wheel and tire beneath door in trunk floor. Jack and wheel spanner provided.

**Engine:** Six-cyl., in-line engine develops 246 bhp at 5500 rpm, 263 lbs.-ft. torque at 3000 rpm. Displacement 4.2 litres (4235 ccs.; 258.4 cu. ins.). Bore 3.63 ins. Stroke 4.17 ins. Compression ratio 9 to 1. Chrome iron block fitted with dry-type cylinder liners. Aluminum alloy pistons, steel connecting rods, dynamically and statically balanced crankshaft carried on 7 large precision bearings. Aluminum head with hemispherical combustion chambers with Duplex Manifold emission control system. Twin overhead camshafts driven by 2-stage roller chain. Twin Zenith-Stromberg constant depression carburetor with manual choke control. Electric fuel pump. Filter in fuel line. Dual exhaust system. Pressurized cooling system with thermostatic control on twin electric fans. Forced lubrication through submerged pump, with full-flow filter. Vacuum and centrifugal automatic ignition control. Oil coil ignition.

**Transmission, Rear Axle:** Four-speed floorshift, synchromesh on all gears. Hydraulically-operated, 10-in. dia. diaphragm clutch. Sealed bearing driveshaft. Hypoid rear axle. Ratio 3.54 to 1. Optional ratios: 3.07, 3.31 to special order.

**Electrical Equipment:** 12-volt battery. Alternator used in place of generator. Combined ignition and starter switch on steering column. Separate column lever for dipping headlights incorporating horn button. Back-up lights. Self-cancelling directional signals. All directional signals can be flashed simultaneously as a 'hazard' warning system, controlled manually by panel switch. Two-position dimmer switch for instruments. Map reading light. Interior courtesy light. Cigarette lighter with luminous socket. Twin, dual-tone horns. Triple-blade, 2-speed windshield wipers. Windshield washers.

**Suspension:** (Front) Independent torsion bars controlled by telescopic damper. Anti-roll bar fitted to lower wishbones. self-contained unit mounted on the body, attached to body by pairs of radius arms. Location of wheels by transverse, universally-jointed live half shafts. Anti-roll bar. Longitudinal local mountings locating the sub-assemblies by radius arms between the lower control arms and the body structure. Pairs of telescopic damper, provide the

**Wheels and Tires.** 15-in. wire wheels. quick-change hubs fitted with Dunlop tires. **Brakes:** Dunlop 4-wheel discs, assisted, self-adjusting. Front and rear are inboard adjacent to drive shafts. Self-adjusting master cylinder for front and rear. Self-adjusting handbrake and brake fluid level indicator.

**Steering:** Rack-and-pinion. Steering wheel with wood rim. Steering wheel height and reach, 2 3/4 turns lock-to-lock. **Dimensions, Capacities:** Fuel tank capacity 18.5 gal. **Optional Equipment:** Radio with 6 speakers. Chrome wire wheels. Air conditioning.

le (North America)

Warranty

Maroon

Grey

Blue

on

**Interior Colors:**

Red leather (VM 3171)  
Maroon leather (VM 893)  
Tan leather (VM 3280)  
Light tan leather (VM 3104)  
Beige leather (VM 3234)  
Gray leather (VM 3230)  
Light blue leather (VM 3244)  
Dark blue leather (VM 3197)  
Suede green leather (VM 3510)  
Black leather

s and dealers will suggest the most suitable  
or color combinations.

and combinations described are those in  
time of publication of this catalogue. Jaguar  
the right to alter or withdraw any color finish

For the United States of America, the manufacturer's warranty is  
assumed by Jaguar Cars Inc., 32 East 57th Street, New York,  
N. Y. 10022.

Purchasers of Jaguar cars complete an official Registration of  
Ownership to obtain the Manufacturer's Warranty, which warrants  
against defective parts for twelve months from the date of  
delivery or 12,500 miles usage, whichever shall first occur.  
Warranty transferral requires consent in writing from the  
manufacturer.

The issue of this catalog does not constitute an offer. Jaguar Cars  
Ltd. reserves the right to amend specifications at any time  
without notice.



# JAGUA ROADSTE 2+

# XK-E TYPE COUPE



"Fundamentally the Jaguar car is the concept of one man . . ."

Sir William Lyons, R. D. I., Royal Designer for Industry  
Founder, Chairman and Managing Director of Jaguar Cars  
Limited of Coventry, Warwickshire, England.

(Knight Bachelor created 1956, by Her Majesty Queen Elizabeth II, for services  
to British industry and exports, following the long line of Jaguar car successes in  
international motor races and maintenance of Jaguar car exports in excess  
of half of total production.)



## **The E-type: The Ultimate in Jaguar Sports Cars**

The Jaguar car is the concept of one man, William Lyons. The manufacturing company in 1921 and within ten years developed it into a significant place among English car manufacturers. Then during the war, he and his principal colleagues built Jaguar into one of the most famous and successful makes of car the world has known.

Succession of Jaguar cars across more than 35 years reflects the genius of William Lyons. Graceful fender lines. Striking arrangement of auxiliary lights. Long engine covers and always rounded curves. Balanced proportion. Jaguars have consistently been winners of the Concours d'Elegance. They have been remarkable not only for their appearance and outstanding performance, and finally for value for money. It combines all these qualities to a supreme degree.

## **Beginnings**

The original company in Blackpool, Lancashire, was called the Standard Motor Company and produced special versions of popular makes of car, such as the Standard Swallow on a chassis by the Standard Motor Company. In 1929, a model that the company derived its name, S. S. Cars Limited, was floated into a public company in 1934.

The SS 100 astonished the motoring world at the annual London motor show of 1931. It was a sports coupe with somewhat exaggerated length of wheelbase (as it is called in England), a fashionable trend at the time. It gained instant fame, and later versions of this the SS 1, up to 1935, were considered some of the best looking cars of their day. In 1933 the company made its debut in the severe world of competitive motor sport and some success was achieved in the International Alpine Trials of that year.

A great sensation was caused by the introduction of the SS 100 two-seater, the highest performance sports car to date and one which has since become a classic. The SS 100 was all works (2½ or 3½ litre overhead camshaft engine up to 125 b.h.p. in standard form and reaching 120 mph in racing trim). It offered the minimum space for driver, passenger and luggage, and was somewhat sacrificed to speed. In British rallies in 1937, the SS 100

## **Post-war Model**

As this new emphasis on sports cars, the SS Jaguar 2½ litre model was announced in 1936, actually the first to be called a Jaguar. It offered a car since it provided a car frankly reminiscent of the most expensive sports cars of those times but at a third of their cost. The company's fortunes soared and it was boosted to a full range of five models.

During the War II—during which the Coventry factory, converted to aircraft production, had been severely bombed—brought Jaguar engineers to experiment with an important new power unit termed the XK.

Then came the surprise announcement in 1948 of this the first really sports car from Jaguar, the great XK-120 series. By then (1945) the company's name was Jaguar Cars Limited.

## **One of the World's Most Powerful Engines**

For those days the XK 120 had one of the world's most powerful passenger car engines, a twin overhead camshaft Six, developing 160 bhp at 5000 rpm. The body was highly streamlined in contrast of the pre-war SS 100. The XK 120 became the outstanding sports car of the Fifties and thousands were sold in America. Many are still in circulation after fifteen years or so.

Responsible for the design was a team who still control Jaguar engineering. They are led by William Heynes, now Deputy Chairman (Engineering). In styling, this has always been and remains the sole province of William Lyons, acknowledgement of which he received the title of Royal Designer for the Year.

## **Jaguar Takes to Racing**

With many enthusiastic owners insisting on racing the XK 120, Jaguar itself involved in its own competition program. In 1951 an outstanding racing model, the C-type was developed to win the Le Mans 24-hour race. It succeeded. Between then and 1957, Jaguar cars won at Le Mans no less than five times, a performance for which the name of Jaguar must be forever famous in automobile history. Following this, the founder of the company was knighted by Queen Elizabeth II and became Sir William Lyons, in token of his contribution to British industry.

The 2000-mile Le Mans endurance race left its mark permanently on the design of the Jaguar car, which offers tremendous reserves of effortless power and tireless fast cruising. For Le Mans was created the wonderful D-type sports/racing car of 1954. This soon evolved into even more powerful versions. The engine size, starting as it did with the original XK 120 of 3.8 litres, grew to 3.8 litres. Fuel injection and four-wheel independent suspension until D-types achieved up to 200 mph on the road circuits.

## **Production Expanded by Acquisition**

In the early Sixties, Jaguar expanded substantially as a manufacturing company. The need to increase production and diversify encouraged the acquisition of such famous companies as Daimler cars (1960), Guy trucks (1961), Coventry engines (1963) and Henry Meadows engines (1965).

## **Announcement of the First XK-E**

The XK 120 series had grown through XK 140 and XK 150 models. For the racing D-type came a road edition, the XK SS of 1957, a really rugged sports racing car with full traffic equipment. Finally in 1961 came another automobile landmark for Jaguar, the first XK-E or E-type, a 3.8 litre.

From that first example derived the complete line of more powerful, E-types of today—the 4.2 litre roadster, coupe and 2 + 2 models.

(Key to car photos: inside back cover)

















### **Eminence and Styling Comfort**

are seen not only the beauty but also the engineering eminence and comfort, which makeup the unrivalled reputation of the Jaguar E-type. In order to meet general traffic safety regulations, Jaguar has developed new styling features which include new type headlights, with attractive painted and chromium-plated housings. The interior handles are countersunk deep into the base of the dashboard. The wheels have 'earless' hub caps removable with a special spanner.

### **Technical Specifications**

The superior performance of Jaguar car performance derives principally from the great adaptability of the power unit. The twin-overhead camshaft engine, with its overhead valve operation, plus hemispherical combustion chambers, is noted for its built-in efficiency. Standard equipment includes alternator, water pump and thermostatically controlled twin electric cooling fans.

Jaguar has designed a new Duplex Manifold to meet U.S. federal air pollution regulations. Simple, efficient and requiring the minimum of service, it not only reduces exhaust emissions as required by law but brings improved engine flexibility over a wide range of traffic speeds. The induction manifold is connected to the engine by a polished Duplex Manifold, which pre-heats the fuel gases entering the combustion chambers. Jaguar's great XK-E power-unit has a distinctive appearance and includes new, louvred camshaft covers.

In its various forms according to model, always develops well over 150 brake horse power. It drives the rear wheels through a close-ratio, four-speed transmission. The rear wheels take the drive through a new design of Independent suspension using two coil springs enclosing shock absorbers, to each wheel.

### **Convenience and New Appointments**

In order to meet the U.S. safety regulations, Jaguar has further improved the convenience and appointments of the luxury E-type sports cars. The new hazard warning system, are now grouped together in a single panel marked and of rocker-type. Separate transistorized clock and tachometer indicator are included. New flush fitting heater and choke controls, new ashtray, cigarette lighter and console ashtray are other features.

When closed down on the roadster, it is neatly concealed beneath the rear deck lid. The new, interesting, fully instrumented cockpit. There are reclining, bucket seats of genuine leather upholstery over deep foam padding. The three-spoked wood-rimmed steering wheel has a telescopically adjustable column, of breakaway type. There is a surprising amount of luggage space, with an internal release, which raises the deck lid.

The new E-type represents the culmination of all Jaguar's long experience of building performance cars. The construction of stressed skin body/frame is taken from the D-type racing car. The four-wheel independent suspension was also first used on that model. Jaguar alone of the world's car manufacturers developed and pioneered production of, four-wheel disc brakes, which now are standard on all cars.