

THE MARK X DISTINCTIVELY JAGUAR



INTERIOR

ty of the Mark X is eloquently expressed in its interiors. Drama stems from regal simplicity..
ce. Seats are of the finest, softest glove leathers. Those in front recline with a wide range
s from which to choose. Both front and rear seats are fitted with central folding armrests
nel, a generous stowage recess runs the full width of the car. • The instrument panel is fast
nated hand-rubbed walnut, as are the window surrounds and panels. It features a tachomete
ned directly in front of the driver, and separate calibrated instruments for oil pressure, wat
re and ammeter. The panel is luxuriously functional and is not complicated by needless emb





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leather hides chosen for the Mark X are of impeccable quality, and are upholstered over
sengers will delight in the spaciousness attained in the rear compartment, even when the front
the rearward position. Polished walnut vanity tables are fitted into the rear of the front
tables reveal large rectangular mirrors placed at the correct angle for use. The Mark X is deep
padding. • As you would expect, interior craftsmanship is flawless. Each appointment, each
comparable skill. Fitments are functional as well as luxurious. Unnecessary adornments
as touches would only detract from the theme of the Jaguar Mark X . . . good taste and



vision with which engineered is evi-
ol system. There
sions from which
nually operated
box with over-
automatic trans-
complete driver
al intermediate
automatic trans-
ie driver to select
mediate speed,
ible when over-

talling in heavy traffic. For com-
plete driver comfort, the Mark X
steering wheel may be adjusted to
any one of several desired posi-
tions. • Unquestionably superior
are the world-famous four-wheel
Dunlop disc brakes found on the
Jaguar Mark X. Proven on the
race track, these brakes ensure
complete safety in that front and
rear disc brakes operate independ-
ently...a Jaguar exclusive. There
is a brake fluid warning light for

each system operating on the in-
strument panel. • No car in the
world provides a smoother, more
effortless ride than the Mark X.
This results from Jaguar's inde-
pendent front and rear suspension
system. To Jaguar, this develop-
ment represents a costly "extra,"
but the additional manufacturing
cost is thoroughly justified. As a
noted Swiss authority puts it...
"We are literally stupefied by the
smoothness of the ride and the

gentleness of engine
make its presence
speed is much nu
is impossible, here
many splendid tec
which result in the
rior performance
dealer will be delig
these many feature
the present, howev
assured that each
uting to the perfe
Mark X is, in itself

PERFORMANCE



NOBILITY

sense of pride, Jaguar presents the Mark X. It is the ultimate expression of a heritage rich in the design and engineering of luxury sedans. We invite you to inspect the Mark X in person, to gain first-hand knowledge of



its perfection. For only after you have driven this motor car will you be able to truly understand its excellence. Only after you have driven this motor car will you be able to experience the keen satisfaction of possessing a crowning achievement... the



JAGUAR CARS INC. / THIRTY-TWO EAST FIFTY-SEVENTH STREET / NEW YORK 22, N. Y.

COVENTRY

miles northwest of London, just beyond historic Warwick Castle in Warwickshire, lies Coventry, home of Jaguar Cars. Coventry is renowned as the scene of the Lady Godiva legend, of the finest example of total Blitzkrieg during World War II. • Out of a rebuilt Coventry, after the war, came the E-Type that electrified the world by shattering long-standing speed and endurance records. And from today's Coventry comes the Jaguar Mark X, a new standard in automotive superiority . . . a standard resulting from the skill of the finest craftsmen, the finest craftsmanship, correct styling, advanced engineering and high performance. • Grace, class and safety. These are classic concepts. They are built into every Mark X at Jaguar's famous Coventry Plant. These are the reasons why Jaguar, of Coventry, is a truly honored name throughout the entire motoring world.



Lyons made his mark on the automotive engineering and building for the Austin

was offered at the incredibly low price of \$1,875, confirming Sir William's practice of producing motor cars with style and performance superior to others bearing far greater price tags. Of the several body styles offered, perhaps the most dramatic was the classic SS 100 (far right), the short chassis competition roadster which was favored with such wide acclaim. • Deservedly, Jaguar's

wholming enthusiasm. At London's first postwar motor show, another sensation was caused by the Jaguar XK 120 (right), the record car which, in 1948, was officially timed over a measured mile at a speed of 132.6 m.p.h. Since that time, Jaguar has won the Le Mans 24-hour Grand Prix of endurance five times out of seven official starts. In 1953, Jaguar swept this most grueling

world by finishing third, fourth and sixth, establishing racing records. The world became a ha-



HERITAGE

left). In 1931, he Standard Motor Company him with chassis of his own design. The SS 1 (right), caused a sensation in the automotive world. In 1935, Sir William designed a car to bear the name of his genius for design. He was called again as the designer of The SS Jaguar

stature soared. And when the postwar models were introduced, they were received with over-

of all races, taking first, second, fourth and ninth place. Again, in 1957, Jaguar startled the racing

from 1951 through 1956, William announced that he would withdraw from racing for an unspecified period. He accomplished his purpose in the severe laboratory known that a stamina and performance of a thoroughbred. The on the race track making of a motor car, the superiority...the J

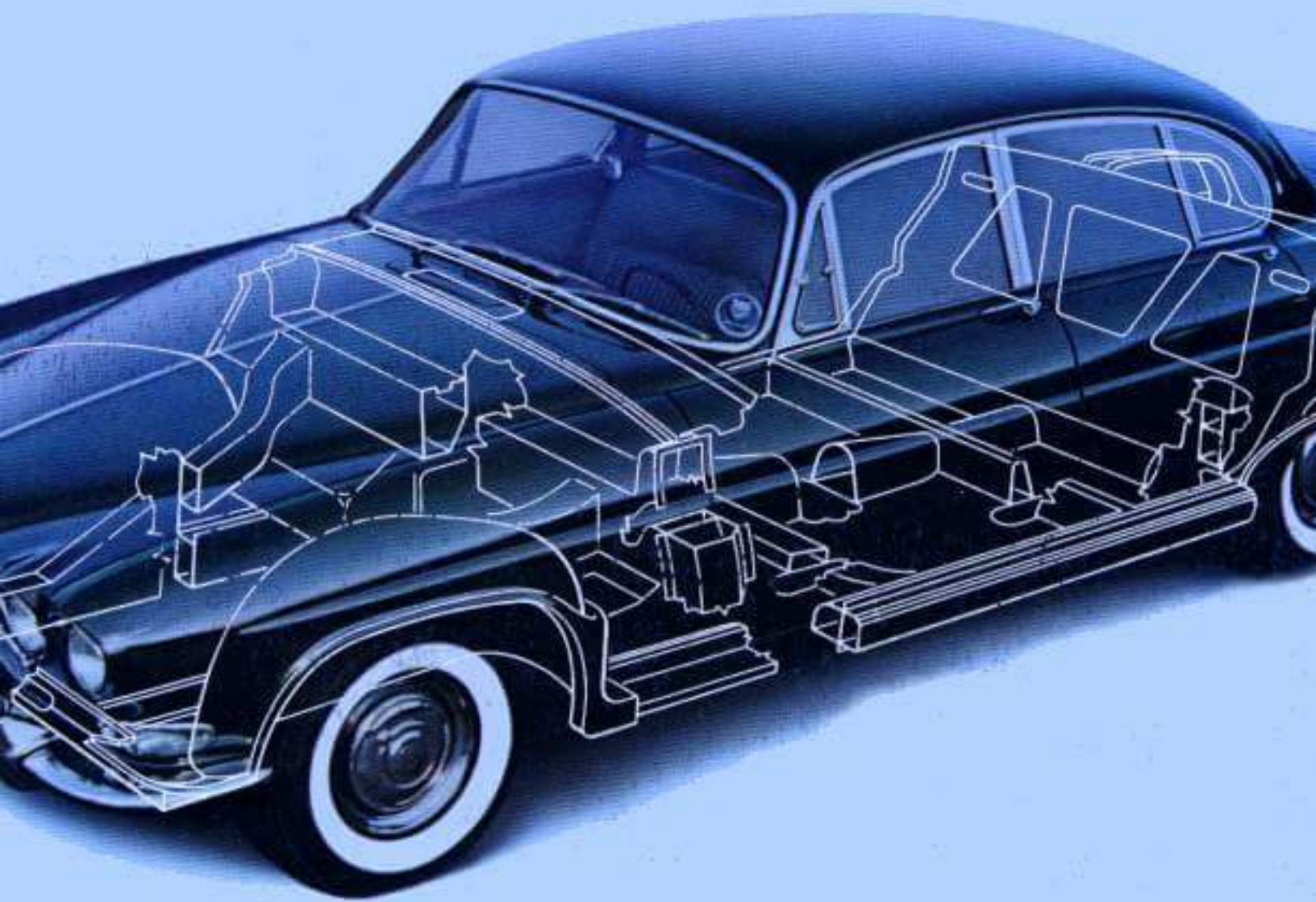




MONOCOQUE

Translated from the French, means "single shell." The monocoque principle has long been applied in an attempt to combine the greatest possible structural strength with the lightest possible weight. In the Jaguar Mark X, the principle of monocoque construction results in a body which withstands the heaviest stresses. A body which enables the suspension system to function as it should, without fighting a lurch or a roll. That provides a ride of amazing smoothness and stability regardless of road condition. • Monocoque is a Jaguar exclusive. There are, perhaps, one or two hand-crafted cars which employ the principle. But only Jaguar, however, is the only manufacturer that can offer monocoque at a price that is not beyond the reach of the average manufacturer that brings the monocoque principle to an incomparably appointed sedan... the







ENGINE

neering genius has
gnized by the auto-
ry. Since the birth
st Jaguar, the com-
ven constantly for
fection. And with
new high in Jaguar
as been attained.
X engine is of ad-
incorporating twin

overhead cam shafts and hemi-
spherical combustion chambers, as
well as triple carburetors. • Lon-
gevity is assured by the use of a
chrome iron cylinder block with
dry cylinder liners, and a massive
seven-bearing crank shaft running
in lead indium bearings. • Upon
lifting the bonnet of the Mark X,
the knowledgeable motorist will

be awed by the superb appearance
of its engine. Even those who are
unaccustomed to the ways of a fine
machine will express delight at the
beautifully finished look of the
many polished aluminium parts,
which lend to the overwhelming
first impression that this engine
gives. • But the proof of any pre-
cision machine is in its perform-

ance. Mark X over-
its engine perfor-
sion of a fine tim-
ly, silently, effi-
discover how so-
in town traffic or
sion arise, how
acts at speeds of
They will learn
motor is an eng-