

THE S.M.T. SALES & SERVICE CO. LTD.,  
VIADUCT GARAGE,  
CARLISLE.

*The*  
**JAGUAR**  
*Mark VII Saloon*

POWERED BY THE WORLD FAMOUS JAGUAR XK120 ENGINE

107 m.p.h. for 24 hours  
at Moulthery, France,  
1950. Driven by Leslie  
Johnson and Stirling  
Moss.



Stirling Moss winning  
the R.A.C. Tourist  
Trophy in N. Ireland,  
1950.



Leslie Johnson wins  
1-hour Production Car  
Race, Silverstone, 1949.



Leslie Johnson's Jaguar  
making fastest lap of  
race at Silverstone,  
1949.



Ian Appleyard's Jaguar  
winning Alpine Cup  
and making best per-  
formance Alpine Trial,  
1950.



Peter Walker's Jaguar  
winning Production Car  
Race, Unlimited Class,  
Silverstone, 1950.



Fastest Production Car  
in the world. Start of  
the 132.6 m.p.h. record,  
Belgium, 1949.





# PRESS TRIBUTES TO JAGUAR

The car they all want. A world-beater if ever there was one.  
"Daily Mail"

The Mark VII Jaguar, based as it is on the XK 120 Jaguar from the same factory, will give the Americans something they have never had before at a price lower than anyone would have thought possible.  
"Wolverhampton Express and Star"

The great success of the Motor Show is, uncontestedly, the new Mark VII Jaguar Saloon. Its lines are remarkably modern and yet in impeccable good taste.  
"Le Monde" (Paris)

Sensation of the Motor Show was the new Mark VII Jaguar which aroused the utmost enthusiasm amongst the thousands of visitors who thronged to see it.  
"Les Sports" (Belgium)

The Jaguar Mark VII Saloon undoubtedly "stole the show."  
"Sunday Times"

The Jaguar sensation is not entirely concerned with such matters as graceful appearance and luxury appointments. It is marvelled that the price for dream motoring is as low as it is—an achievement in economies which has experienced observers still wondering how on earth it is done.  
"Birmingham Mail"

"Queen of the Show" is undoubtedly the new Mark VII Jaguar.  
"Irish News"

It has everything, this Jaguar—a roomy body that seats six in comfort, lots of luggage room, the smartest ever lines and the famous Jaguar XK engine which guarantees it a genuine 100 m.p.h. plus. What a car!  
"The Queen"

The most beautiful car in the whole exhibition—the Mark VII Jaguar.  
"Touring-Bern" (Switzerland)

Dealers evidently think the new Jaguar is a natural for the American market. Orders are pouring in; over \$20 million worth were ordered in the first two days of the Show.  
"Business Week," New York

Britain's No. 1 Car . . . The Jaguar Mark VII is going to be a sensation at the Earls Court Show.  
"Daily Herald"

The hit of the Show, by all votes and by the sturdy number of orders taken, is the steel-blue Jaguar Mark VII Sedan, an elegant job that can do a hundred plus miles an hour.  
"The New Yorker"

It retains that distinctiveness which has earned Jaguars the right to be classed among the most handsome cars in the world.  
"Coventry Evening Telegraph"

Among the luxury cars the new Mark VII Jaguar has stolen the Show. It is an extremely handsome saloon.  
"The Star"

This new car is one of the best looking in the world—and will travel at 100 m.p.h. Its price is almost half that of any car of comparable performance in Europe.  
"Daily Mirror"

The focal point of the show was the Jaguar Stand. Technically, the new Mark VII must rank as an outstanding vehicle; the price and specification alone would ensure this. Additionally it is, perhaps, the most striking looking production car to far emanating from this country.  
"The Automobile Engineer"

It will probably be difficult to get anywhere near the stand on which the Jaguar Mark VII is displayed for it is not only a singularly handsome car but is one to be examined for its many interesting features, including the truly amazing size of the luggage boot.  
"The Scotsman"

I forecasted two days ago that the sensation of the Motor Show at Earls Court would be the new Jaguar Mark VII, challenger to the best the Americans, the Italians and the French can produce in performance and price. Yesterday, eight deep crowds pressed around the sleek Jaguar to prove the prophecy.  
Basil Gurdew in "Daily Express"

Jaguar presents a new sedan of indescribable luxury which has truly proved to be the hit of the Show.  
"Le Matin" (Paris)

Designers of the new Mark VII Jaguar have achieved an objective which has previously eluded British manufacturers—a car unmistakably British in character, yet with the most modern lines.  
"The Times"

The sensation of the British Automobile Show has been the Jaguar, a beautifully proportioned sedan of outstanding elegance.  
"Informaciones" (Madrid)

*The foregoing are a few of press tributes paid to the new Mark VII Jaguar Saloon.*

## COLOUR SCHEMES

The colour schemes listed below are standard, and any deviation involving special treatment of coachwork and/or upholstery will entail extra charges for which a quotation will be given at the time of ordering.

COACHWORK	INTERIOR	CODE No.
SUEDE GREEN	SUEDE GREEN	SALOON 1
IVORY	RED	SALOON 2
IVORY	PALE BLUE	SALOON 2
BIRCH GREY	RED	SALOON 4
BIRCH GREY	GREY	SALOON 5
BIRCH GREY	PALE BLUE	SALOON 6
BATTLESHIP GREY	RED	SALOON 7
BATTLESHIP GREY	GREY	SALOON 8
BATTLESHIP GREY	BISCUIT	SALOON 9
LAVENDER GREY	RED	SALOON 10
LAVENDER GREY	SUEDE GREEN	SALOON 11
LAVENDER GREY	PALE BLUE	SALOON 12
GUNMETAL	RED	SALOON 13
GUNMETAL	GREY	SALOON 14
GUNMETAL	PALE BLUE	SALOON 15
BLACK	RED	SALOON 16
BLACK	TAN	SALOON 17
BLACK	GREY	SALOON 18
BLACK	BISCUIT	SALOON 19
BLACK	PIGSKIN GRAIN	SALOON 20
PASTEL GREEN	SUEDE GREEN	SALOON 21
PASTEL GREEN	GREY	SALOON 22
PASTEL BLUE	PALE BLUE	SALOON 23
DOVE GREY	TAN	SALOON 24
DOVE GREY	BISCUIT	SALOON 25
TWILIGHT BLUE	BLUE	SALOON 26

**AMENDMENT**  
PIGSKIN GRAIN LEATHER  
IS NOT NOW AVAILABLE

We reserve the right to amend any of the specifications contained in this catalogue from time to time as may be considered necessary for the purpose of improvement or by reason of circumstances beyond our control.

*An entirely new car of  
unparalleled beauty...*

POWERED BY THE WORLD FAMOUS  
RECORD BREAKING XK120 ENGINE

J A G U A R C A R S L I M I T E D C O V E N T R Y E N G L A N D



THE Mark VII Jaguar Saloon is the first entirely new Jaguar saloon car to be presented since the war and is the culmination of five years' research and development. Introduced for the first time at the 35th International Motor Exhibition at Earls Court, this new car was immediately acclaimed as the most outstanding exhibit and drew a measure of praise from press and public unparalleled in the history of previous exhibitions. The reasons are not far to seek, for they are inherent in the design and performance of a car into which has been built all that is best in the long tradition of British craftsmanship and engineering design.

The power unit of the Mark VII Jaguar is the now world-famous Jaguar XK twin overhead camshaft engine, as fitted for the past two years in the two-seater sports model which has achieved such phenomenal successes in the hands of private owners in every type of competitive event at home and overseas. Powered by this famous engine, which makes it possible to achieve speeds in excess of 100 m.p.h. with effortless ease, this magnificent saloon affords a very high degree of passenger comfort due to its exceptionally roomy body, the good visibility afforded in all directions and its perfect suspension. Not only is seating space of generous dimensions provided, but the totally enclosed luggage accommodation is such that four large suitcases and four big golf bags can be carried, with room still left for sundry small items of hand luggage. Despite the great power of the XK engine, the silence, the smoothness and the extreme flexibility with which it transmits this power conveys the impression that the engine is merely idling when the car is travelling at high cruising speeds. As befits a car capable of very high cruising and maximum speeds, brakes of the highest efficiency are employed in the form of the Dewandre Vacuum Servo-assisted Girling System, whilst the positive and accurate steering permits of the car being directed with the utmost precision, ease and confidence at all speeds. The Jaguar Mark VII is, we believe, a car that will be regarded as a very distinguished addition to the Jaguar range.



T H E   3 ½   L I T R E   J A G U A R   M A R K   V I I   S A L O O N





## pecification...

**ENGINE DIMENSIONS.** Six cylinder  $3\frac{1}{2}$  litre Jaguar engine;  $70^\circ$  twin overhead camshafts driven by a two-stage duplex roller chain; 83 mm. bore  $\times$  106 mm. stroke; 3,442 c.c. developing 160 h.p. at 5,000 r.p.m.; large non-adjustable directly operated valves and austenitic cast iron seats; compression ratio 7 or 8:1; high grade chrome iron cylinder block, cooling by pump circulation with by-pass thermostat control; cylinder head of high tensile aluminium alloy with spherical combustion chambers; aluminium alloy pistons; steel connecting rods; forced lubrication throughout by submerged pump with full flow filter and floating gauze intake; twin S.U. horizontal carburettors with electrically controlled automatic choke;  $2\frac{1}{2}$  in. diameter counterweighted crankshaft carried in seven large steel backed precision bearings.

**FRAME.** Straight plane steel box section frame of immense strength, torsional rigidity ensured by large box section cross members.

**TRANSMISSION.** Four-speed single helical synchromesh gearbox, ground teeth gears running in needle bearings; synchromesh on 2nd, 3rd and top. Borg & Beck single 10 in. dry plate clutch. Gear ratios: 1st and reverse, 14.4:1; 2nd, 8.96:1; 3rd, 5.84:1; top, 4.27:1; central remote control gear lever.

**SUSPENSION.** Independent front suspension incorporating transverse wish-bones and long torsion bars with shock absorbers. Rear suspension by long silico-manganese steel half elliptic springs controlled by shock absorbers. Rear springs totally enclosed in gaiters lined with grease nipples.

**BRAKES.** Girling Deawandee, vacuum servo-assisted, self-adjusting hydraulic; brake drum diameter, 12 ins.; friction lining area, 202 $\frac{1}{2}$  square ins.; handbrake lever flush between front seats.

**STEERING.** Burman re-circulating ball type steering with 18 in. diameter adjustable steering wheel. Left or right hand steering optional.

**WHEELS AND TYRES.** Pressed steel bolt-on disc wheels with wide base rim and Dunlop 670  $\times$  16 in. super-comfort low pressure tyres.

**FUEL SUPPLY.** S.U. electric fuel pump; fuel capacity, 17 imperial gallons in two separate tanks of nine and eight gallons capacity respectively with turn-over control switch on instrument panel.

**ELECTRICAL EQUIPMENT AND INSTRUMENTS.** Lucas 12 volt 64 amp. capacity battery with constant voltage controlled ventilated dynamo, 10 hour discharge, flush firing head lamps and wing lamps, stop lights, reverse light, twin rear lights, panel light, automatic and manually controlled interior lights, twin blended note horns, twin blade screen wiper, cigar lighter, starter motor, vacuum and centrifugal automatic ignition advance.

**INSTRUMENTS.** 5 in. diameter 120 m.p.h. speedometer, 5 in. diameter revolution counter, ammeter, oil pressure gauge, water thermometer gauge, fuel gauge, electric clock, self-cancelling trafficators with warning light.

**HEATER AND AIR CONDITIONING.** Built-in heater with controlled warm air flow and incorporating windscreen de-froster. Large scuttle vents for additional cooling in hot weather.

**BODY.** All steel full five-seater (six-seater optional) with sliding roof; four doors; special security locks to rear doors for child safety; upholstered in finest quality Vamool leather over foam rubber; polished walnut instrument panel and interior garnishings; two glove compartments with locks; five ashtrays; padded armrests; deep pile carpets over thick felt underlay.

**LUGGAGE ACCOMMODATION.** The extraordinarily spacious luggage locker enables four large suitcases, four sets of golf clubs, also rugs, holdalls and other travelling sundries to be carried in its totally enclosed interior. The area provided for the carrying of luggage is 17 cubic feet.

**SPARE WHEEL.** Fitted with tyre and tube and carried in luggage compartment with necessary tools for wheel changing.

**TOOLS.** A complete set of hand tools and small replacement items are carried in special flush fitting compartments concealed in the front doors.

**EASY JACKING.** Exterior jack slots, conveniently placed, enable the car to be lifted with minimum effort by means of jack provided.

**PRINCIPAL DIMENSIONS.** Wheelbase, 10 ft. 0 ins.; track front, 4 ft. 8 ins.; track rear, 4 ft. 9 $\frac{1}{2}$  ins.; overall length, 16 ft. 4 $\frac{1}{2}$  ins.; overall width, 6 ft. 1 in.; overall height, 5 ft. 3 ins.; ground clearance, 7 $\frac{1}{2}$  ins.; turning circle, 26 ft. 0 in.; dry weight, 33 cwt.





(Left)  
The handsome polished walnut instrument panel fitted with large, easily read instruments.

(Right)  
All this luggage can be packed comfortably in the all-enclosed rear locker of 17 cubic feet capacity.

(Centre below)  
Hand tools are accommodated in flush fitting compartments concealed in both front doors.



(Left)  
Individually adjustable for height and reach, the front seats afford maximum comfort for driver and passenger.



(Right)  
The rear compartment is deeply upholstered in soft leather and provides luxurious accommodation for three passengers.

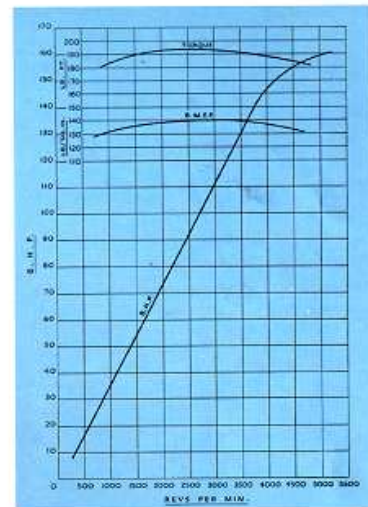
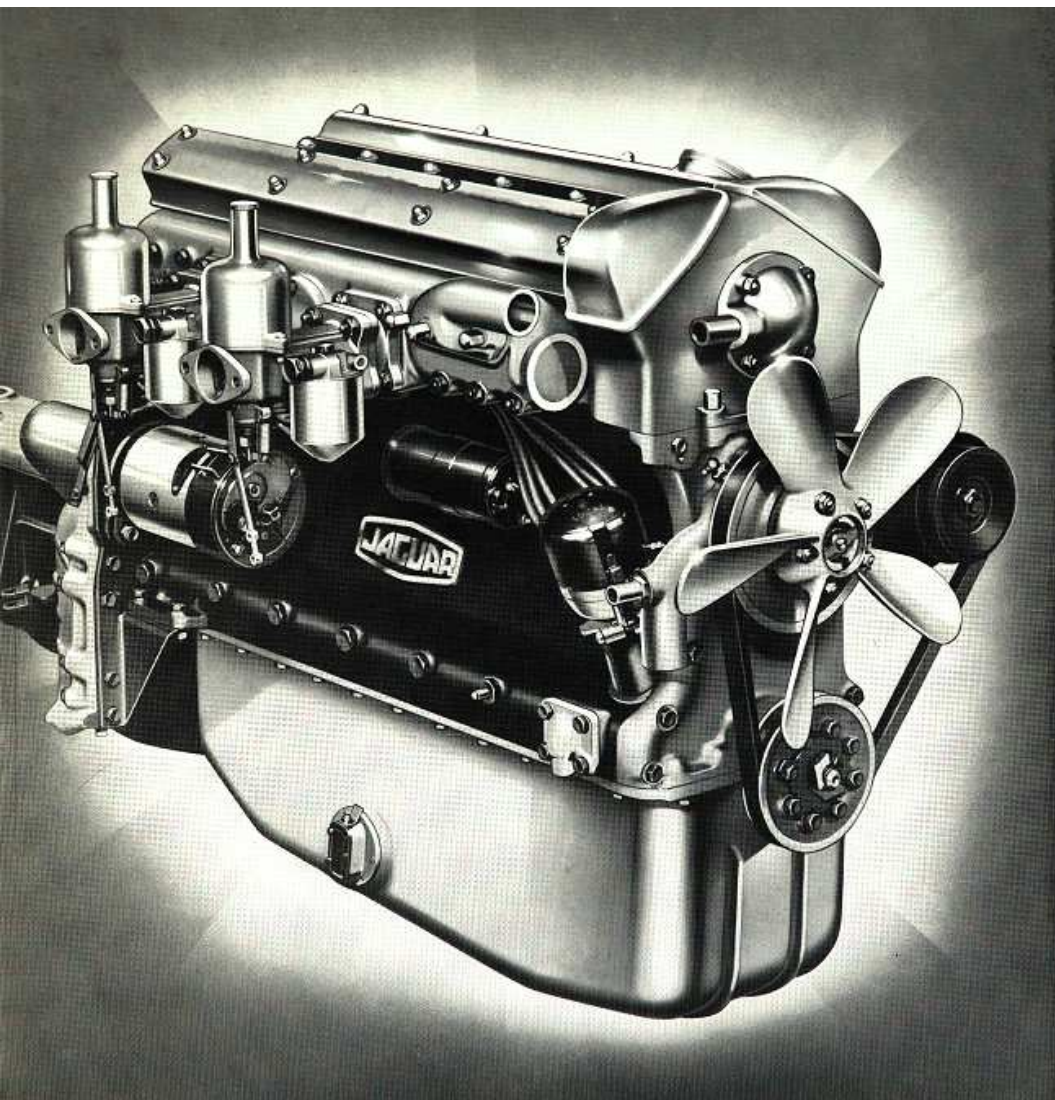




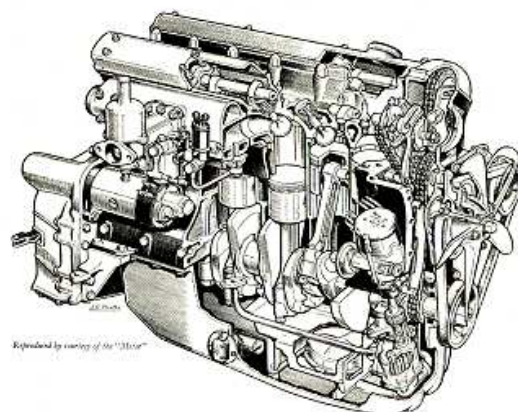
## *he world record breaking Jaguar X.K.120 engine*

From the following résumé of the more important features of the Jaguar Type XK engine, it will be seen that no reliance has been placed upon the use of new or untried inventions. Instead, a blend of known and proved detail designs of the highest efficiency has resulted in the creation of a production engine of unparalleled quality and performance. The following are some of the more important points :—Hemispherical head of high strength aluminium alloy ; valve seatings of special high expansion cast iron alloy are shrunk into the combustion head ; induction system, including the valve ports, designed in collaboration with Mr. Harry Weslake, generally accepted as the foremost expert in this particular science ; twin overhead camshafts, driven by a two-stage chain, act directly on the valves through floating tappets ; oiling system incorporates exceptionally large capacity oil pump with large diameter oil galleries, a feature which ensures an adequate supply of cool lubricant and eliminates frothing ; exhaust valves of high grade austenetic steel immune from lead attack. Water circulation is by direct flow across the head from a high pressure pump. The head is fed by a gallery alongside the block which ensures equal distribution between all cylinders. The cooling to the block is controlled by a constant temperature by means of restricted circulation. The crankshaft is a 65 ton steel forging, adequately counterweighted ; the seven main bearings are  $2\frac{3}{4}$  in. diameter ; these bearings are larger than have ever been previously used on passenger car engines of similar capacity, and are responsible to a large degree for the exceptional smoothness with which these engines deliver their power, which is maintained up to the high maximum r.p.m. of which they are capable. The bearings themselves are of the Vandervell thin shell type and have shown on test to have practically unlimited life. Pistons are of Aerolite aluminium alloy, fitted with chromium plated top rings, which tests show give over 100 per cent increase in life to the bores.





The graph above shows the power curve of the famous Jaguar XK engine. To the left is a general view of the engine showing the twin carburetors. Below is a partially sectioned drawing which shows the arrangement of the drive for the twin over-head camshafts.



Reproduced by courtesy of the "Motor"





## *International successes of the X.K engine...*

### **JABBEKE, BELGIUM, 1949**

In 1949, within a few months of its introduction, an entirely standard stock model Jaguar Sports Two-seater attained a speed of 132.6 m.p.h. over a measured mile running on ordinary pump fuel. This performance was officially observed and certified by the Royal Automobile Club of Belgium and represents the highest speed ever achieved by a stock production car.

### **SILVERSTONE, ENGLAND, 1949**

In the One Hour International Production Car Race, Jaguars were placed first and second, winning the race outright irrespective of class, and returning the fastest lap speed of the race.

### **PALM BEACH, FLORIDA, 1950**

At the race meeting promoted in January, 1950, by the A.A.A. the production car race was won by a Jaguar which also gained the special award for the best performance by a British car.

### **INTERNATIONAL ALPINE TRIAL, 1950**

This, the most severe of European Trials extends over five days and covers the worst mountain roads and passes of Switzerland and France for a distance of

2,000 miles. In the face of determined opposition from over 100 competitors, driving 30 different makes of cars, a Jaguar returned the best performance of any car, irrespective of class or size, and won the coveted Alpine Cup. It was also placed first in its class, returned fastest time in the flying kilometre, fastest time in acceleration and braking test, fastest time in timed climbs and won eight other awards.

### **QUEENSLAND (AUSTRALIA) ROAD RACING CHAMPIONSHIP**

This Stock Car Race, held in Queensland, was won by a Jaguar which also returned fastest speed by a production car.

### **SILVERSTONE, ENGLAND, 1950**

Jaguars again triumphed in the One Hour Production Car Race at this meeting, for, in addition to finishing 1st, 2nd, 4th and 5th in the Unlimited Class, they won the Team Prize also.

### **TOURIST TROPHY RACE, N. IRELAND, 1950**

The R.A.C. Tourist Trophy Race, Britain's most famous Sports Car Race, resulted in Jaguar sweeping the board.

Not only did a Jaguar win the race and the trophy outright, but Jaguars were placed 1st, 2nd and 3rd in their class, won the Team Prize and also the award for greatest distance covered.

### **MONTLHERY, FRANCE, 1950**

Driven in three-hour spells by two drivers, a Jaguar was driven for 24 hours at an average speed of 107.46 m.p.h. on October 24/25th. In the final hour, after 23 hours faultless running, an average of 112.40 m.p.h. was returned with one lap at 121.40 m.p.h. This performance was officially observed by the Automobile Club de France.

### **WORLD WATER SPEED RECORDS, 1950**

Further indication of the power and stamina of the Jaguar XK engine is provided by the following world water speed records set up on Lake Windermere by an 800 kg. craft fitted with a standard Jaguar XK engine: One Hour Record at 53.58 statute m.p.h. (previously held by Germany); Twenty-four Nautical Miles Record at 63.53 m.p.h. (previously held by Germany); Three Hour Record at 51.62 statute m.p.h. (previously held by Italy).

With the exception of the Jabbeke Record, all the above successes were achieved by private owners.