



JAGUAR

Promotion for

1952



NATIONAL ADVERTISING HELPS SELL JAGUAR CARS

Here are a few proofs of national advertising sponsored by the Jaguar factory and your distributor. They tell the story of Jaguar quality and performance throughout the nation. They reach out to the most likely prospects, rouse their interest, and stimulate their desire to own a Jaguar.

Advertisements like these appear in

Time Magazine
Newsweek Magazine
The New Yorker Magazine
Road and Track

Sunset Magazine
The Wall Street Journal
Motor Trend
Auto Speed and Sport

THIS IS NATIONAL JAGUAR ADVERTISING

How it works

This advertising, sponsored by
the Jaguar factory and your distributor, reaches the most likely prospects

for Jaguar cars. It stimulates the desire, inbred in most Americans, to own
a really fine automobile. It is an "umbrella" that covers all

Jaguar dealers alike—helps you make more Jaguar sales.

COOPERATIVE ADVERTISING HELPS SELL JAGUAR CARS

Here's how to get a hard-hitting local advertising campaign at half-price!

The Jaguar factory and your distributor will pay one-half of the cost of any of these ads! And, you don't have to worry about writing or preparing them...they are ready made for you!

Start a local advertising campaign now and watch it pay off in increased sales! Here's how to do it!

1. Each ad proof enclosed is carefully marked for both ad number and size. Have your local papers quote you the national automotive rate for each size. (Half this cost is what you pay.)
2. Decide when, in what newspapers and on what dates you want the ads of your choice to run. (To help you decide

THIS IS JAGUAR COOPERATIVE ADVERTISING

How it works

Through these cooperative ads in local newspapers and other media such as society and club magazines, theatre programs, etc., you will help bring customers into your showrooms.

Your own signature will appear on these cooperative advertisements, and Jaguar and your distributor will share their cost with you.

PUBLICITY HELPS SELL JAGUAR CARS!

Publicity about you and Jaguar cars is an essential merchandising tool. The more people learn about the superiority of performance, the superb craftsmanship, the distinguished appearance of Jaguar cars, the more your sales will climb.

HERE'S HOW TO OBTAIN PUBLICITY FOR YOURSELF AND YOUR CARS:

Visit the editors of all the newspapers in your community. Tell them about your product, your dealership and yourself. Convince him that his readers will be interested in pictures and stories about Jaguar cars.

Invite each editor to go for a ride in your Jaguar. Let him drive it so he will be familiar with it and its performance. If other members of the staff -- sports editor, fashion editor, society editor -- want to come along, take them.

After this introduction, maintain frequent contact with these people. (It won't hurt to get to know the radio and TV people in town also.) Keep them advised of latest developments in the imported-car industry. Become known to them as a reliable source of information about this industry.

THIS IS YOUR OWN JAGUAR ADVERTISING

How it works

National and cooperative

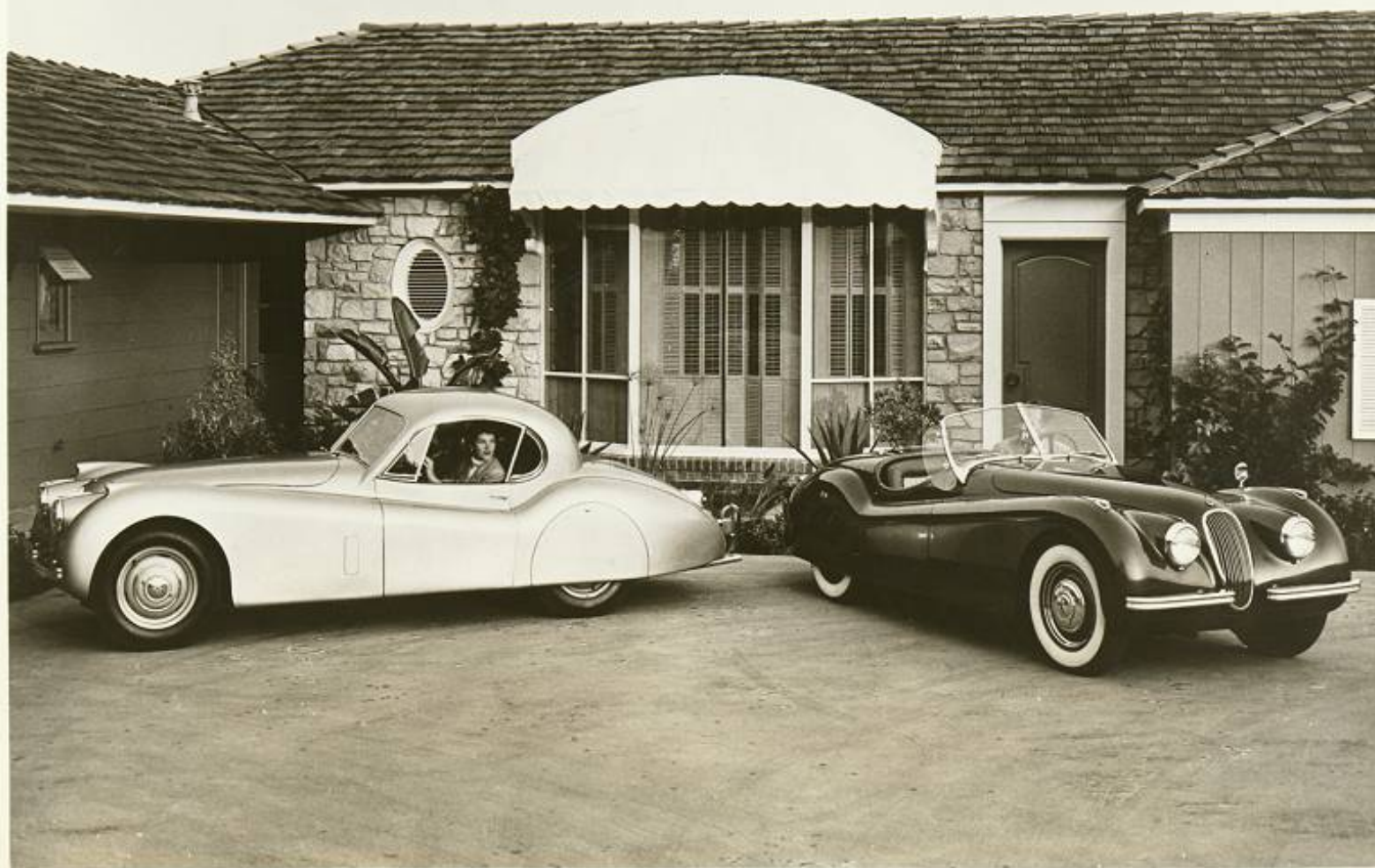
advertising for Jaguar doesn't do the whole job. You will want
to establish direct mail and publicity programs of
your own. This material will help you start—help you
create and maintain good-will—help you get new customers.



The British Jaguar Mark VII is now on display at _____.
Car is powered by the famous Jaguar XK-120 twin-overhead camshaft engine and is capable of speeds in excess of 100 m.p.h. Over-all length of this five passenger sedan is 16 ft. 4 in. Interiors are handcrafted and instrument panel is highly polished walnut wood.



Newest model in the line of British Jaguar cars is the Sports Coupe. This hard-top version of the world's record holding XK-120 combines the performance of a sports car with the comfort and utility of a completely enclosed coupe. This car is currently on display at _____.



British Jaguar Sports Cars now on display at _____
are causing considerable comment. Both cars are capable of speeds in excess of
100 m.p.h. The XK-120, right, holds the world's production car speed record of
132.6 m.p.h. The Sports Coupe, left, is the newest model in the Jaguar line.



Three distinguished British Jaguar cars now on display at _____.
Left, the XK-120, holder of the world's production car speed record of 132.6 m.p.h.
Center, the Sports Coupe, a fully enclosed version of the XK-120. Right, the
beautiful Mark VII Sedan, a five passenger car with superb, handcrafted interior
appointments.