

Jaguar presents

The background of the advertisement features a large, stylized, embossed version of the Jaguar winged lion logo. The lion's head is in the center, facing forward, with its wings spread wide to the left and right. The wings are composed of multiple parallel lines, giving them a sense of motion and depth. The entire logo is rendered in a light, metallic-looking color that contrasts subtly with the cream-colored background.

the finest car of its class in the world

**ENGINE:** Special six cylinder 3.8-litre Jaguar engine. 70° twin overhead high lift camshafts driven by a two-stage roller chain. 87 mm. bore by 106 mm. stroke. 3,781 c.c. developing 225 b.h.p. Compression ratio 8:1. High grade chrome iron cylinder block, cooling by pump with by-pass thermostat control. Cylinder head of high tensile aluminum alloy with hemispherical combustion chambers developed from "C" and "D" type racing heads. Aluminum alloy pistons. Steel connecting rods. Forced lubrication throughout by submerged pump with full-flow filter. Twin S.U. type H.D.6 horizontal carburetors with electrically controlled automatic choke. 2¾ ins. diameter counterweighted crankshaft carried in seven large steel-backed precision bearings. Twin exhaust system. This engine has been specially developed to produce exceptionally high torque in the lower and middle speed ranges.

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

**TRANSMISSION:** (A) MANUALLY OPERATED GEARBOX. Four-speed single helical synchromesh gearbox. Gear change lever on floor between front seats. Gear ratios: Top, 4.27; 3rd, 5.16; 2nd, 7.47; 1st, 12.73; Rev., 12.73. (B) MANUALLY OPERATED GEARBOX WITH OVERDRIVE. Gear ratios: Overdrive, 3.54; Top, 4.55; 3rd, 5.50; 2nd, 7.96; 1st, 13.56; Rev., 13.56. (C) AUTOMATIC TRANSMISSION. Borg Warner Automatic Transmission with driver-controlled intermediate gear. Gear ratios: Low range from 21.2 to 9.86; intermediate range from 13.2 to 6.14; top (direct drive), 4.27 to 1.

**WHEELS AND TIRES:** Pressed steel bolt-on disc wheels with wide base rims fitted with Rimblishers and Dunlop 6.70 x 16 ins. Road Speed tires.

**HEATER:** Built-in heater with controlled warm air flow and incorporating windshield de-frosters. Two-speed booster fan.

**BODY AND APPOINTMENTS:** All steel full five or six seater with sliding roof. Four doors. Ventilating windows front and rear. Special security locks to rear doors for child safety. Bench-type front seat (automatic transmission model only) adjustable for reach; bucket seats on other models adjustable for height and reach. All seats luxuriously upholstered in highest quality fine-grain soft-tanned Vaumol leather over extra-deep moulded Dunlopillo. Polished figured walnut instrument panel and interior garnishings. Two glove compartments, passengers' glove box fitted with lock. Sunvisors. Four ashtrays. Polished figured walnut flush folding occasional tables in rear compartment. Padded armrests all round and central fold-back armrest in rear and front compartments on bench seat model, rear compartment only on bucket seat model. Deep pile carpets upon ¼" thick felt underlay. Additional nylon floor rug in rear. Boudoir clock and document cabinet fitted with lock in rear compartment (bench seat models only).

**LUGGAGE ACCOMMODATIONS:** The extraordinarily capacious luggage trunk fitted with an interior light, 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 volume provided for the carrying of luggage is 17 cubic feet.

**SPARE WHEEL:** Fitted with Road Speed tire and carried in luggage compartment with necessary tools for wheel changing.

## SPECIFICATIONS MARK IX SEDAN



**FUEL SUPPLY:** Twin S.U. electric fuel pumps. Fuel capacity 20½ gallons in two separate tanks of 11 and 9½ gallons, with turn-over switch on instrument panel.

**ELECTRICAL EQUIPMENT, INSTRUMENTS AND FITTINGS:** Lucas 12-volt system. Twin 6-volt batteries giving 64 amp./hour at 10-hour rate, with current voltage control. Flush fitting headlamps and sidelamps, twin adjustable fog lamps, integral stop, tail lamps with built-in reflectors, reverse lamp, self-cancelling flashing direction indicators with warning light, panel lights, door-operated and manually controlled interior lights, twin-blended note horns, twin-blade two-speed screen wipers, three cigar lighters, starter motor, vacuum and centrifugal automatic ignition advance, oil coil ignition, 5 ins. diameter 120 m.p.h. speedometer, 5 ins. diameter revolution counter, ammeter, oil pressure gauge, water thermometer gauge, fuel gauge, electric clock, windscreen washers.

**PRINCIPAL DIMENSIONS:** Wheelbase, 10 ft. 0 ins.; track front, 4 ft. 8½ ins.; track rear, 4 ft. 10 ins.; overall length, 16 ft. 4½ ins.; overall width, 6 ft. 1 in.; overall height, 5 ft. 3 ins.; ground clearance, 7½ ins.; turning circle, 36 ft. 0 ins.; dry weight, 3,976 lbs.

**SUSPENSION:** Independent front suspension incorporating transverse wishbones, long torsion bars and telescopic shock absorbers. Rear suspension by long silico-manganese steel half-elliptic springs controlled by telescopic shock-absorbers.

**CLUTCH:** Special heavy duty 10" single dry plate clutch with hydraulic operation.

**BRAKES:** Dunlop 4-wheel disc brakes, servo assisted and special quickly detachable pads.

**STEERING:** Burman power-assisted re-circulating ball-type steering. Power assistance is by hydraulic pressure from a pump driven from the rear of the dynamo. Number of turns from lock to lock, 3½. 18" adjustable steering wheel.

**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 the jack provided.

**COLOUR SCHEMES:** A wide range of colour schemes is available.

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

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# The Luxurious MARK IX Sedan



Here to join the world-famous XK and sports sedan models is the Mark IX — one of the most luxurious sedans ever offered as a series production car.

Interior furnishings, cabinet work, fitments and accessories are in a tradition of refinement and craftsmanship usually associated only with the art of specialized coach-builders, while mechanical advances have been achieved which stamp this car as outstanding. The Mark IX, with the powerful new 3.8-litre XK engine, has all the acceleration and performance the most discriminating motorist could demand. Accurate, finger-light, power-assisted steering ensures completely effortless control at all speeds, while the unparalleled stopping power of race-proved Dunlop Disc Brakes on all four wheels invests the Mark IX with the highest degree of safety. With its superb finish, luxurious interior furnishings and advanced technical specifications, the Mark IX takes its place as a distinguished addition to the Jaguar range of fine cars—and all this at a surprisingly reasonable cost.



*Tool compartments are recessed in front doors, a luxury detail that makes Jaguar an example of the finest in British craftsmanship.*



*Matched, polished walnut instrument panel, garnish rails and window surrounds, two glove compartments, are in Jaguar's luxury tradition.*



*Walnut folding occasional tables, soft leather upholstery over foam rubber, deep-pile carpets — here is passenger comfort of the highest order.*



*Luggage compartment of 17 cubic feet capacity, with interior light, will accommodate all the luggage of the most discriminating traveler.*

