



the new
XJ Series





The new XJ Series has ruffled a few feathers at BMW,

Lexus and Mercedes. *Autocar recently advised all of these manufacturers:*

"Ignore this car at your peril". If you've seen any of the media coverage you'll understand

why. The verdict is that the first new Jaguar saloon in eight years is more than a match

for any of its rivals. Yet prices start at just \$119,980 and all cars come with a full 3*

year/100,000 km manufacturer's warranty and free scheduled servicing. It sets new

standards in build quality, performance, ride, handling and interior comfort. At the same

time there's more choice than ever before. Three distinct ranges – The Classic, Sport and

Daimler appeal to drivers with different requirements. We give you just a taste of each

on the pages which follow. By grouping the cars in this way we can offer you, in different

measures, the looks, style, luxury and sporting heritage which have made Jaguar one of

the most famous marques in motoring history. As Autocar went on to say: "There's nothing

like a Jaguar, and there's never been a Jaguar like this". *Recommended retail price plus dealer delivery and on-road costs.

**NOW THE CAT'S
AMONG THE PIGEONS.**







**"THE NEW JAGUAR IS MORE
BEAUTIFUL THAN ANY MERCEDES-
BENZ, MORE FUN TO DRIVE THAN
A BMW AND HAS MORE CACHET
THAN TOYOTA'S LEXUS"** THE TIMES

"There is no doubt that Jaguars
are better built than ever and more
professionally engineered"

The Independent

Classic models:

XJ6 3.2 and 4.0 litre

Sovereign 4.0 litre

XJ12 6.0 litre

*There's leading edge
automotive technology in every
part of the XJ Series. But in
looking forward we haven't
lost sight of the values of the
past. Classic lines and interiors
offering wood veneer and
leather luxury are everything
the discerning driver could
hope for. Yet advanced
technologies offer new levels of
performance and refinement.*

*With an engine management
system which can meet the
most stringent emission
regulations in the world, new
AJ16 engines deliver greater
refinement and fuel economy
but more power. Speed-
variable power steering on
all models and retuned
suspensions control that power
with sharp handling and
tenacious road holding. Ride*

*quality, as you would expect,
is supremely smooth. Inside,
12-way electrically adjustable
seats (standard on all
models), a class-leading
service package, advanced
trip computer and state-of-
the-art sound system, comfort,
protect and entertain you.
These cars combine classic
Jaguar values with twenty-first
century technology.*



**"THE JAGUAR XJR:
PROBABLY THE BEST SALOON
CAR IN THE WORLD"** PERFORMANCE CARS

"The XJR...makes the V8 BMW a rickshaw by comparison" Top Gear

Sports models:

XJ 3.2 litre Sport

XJ 4.0 litre Sport

XJR Supercharged

*Recommended retail price plus dealer delivery and onroad costs.

We've used all of our experience from the race track to give the whole range and our new sports models in particular, a magnetic attraction for the owner who loves to drive. Retuned sports suspensions, tauter steering and high performance tyres produce quite exceptional handling, without sacrificing the refinement for which we

are famous. Engines too are retuned and re-engineered to produce more power. But you don't have to pay more for these cars, prices from just \$126,980 for the sport range reflect traditional Jaguar value for money. The fastest model of them all, the XJR, uses supercharging to put huge amounts of torque and 322bhp at the disposal of the driver,*

whilst standard traction control gives responsibility with power. Low profile tyres, developed especially for the car by Pirelli, colour keyed grille and bumpers, with contrasting interior leathers and smoke-maple veneer, make it look the outstanding sports saloon that it is. The XJR is the worthy flagship of the purest sporting saloons we have ever produced.



DAIMLER RANGE

**"AN IMPRESSIVE
POWERFUL
LUXURY EXPRESS" THE TIMES**

"Jaguar has turned a car that was increasingly being bought by the heart into one that can be justified by the head" Car Magazine

Daimler models:

Daimler Six

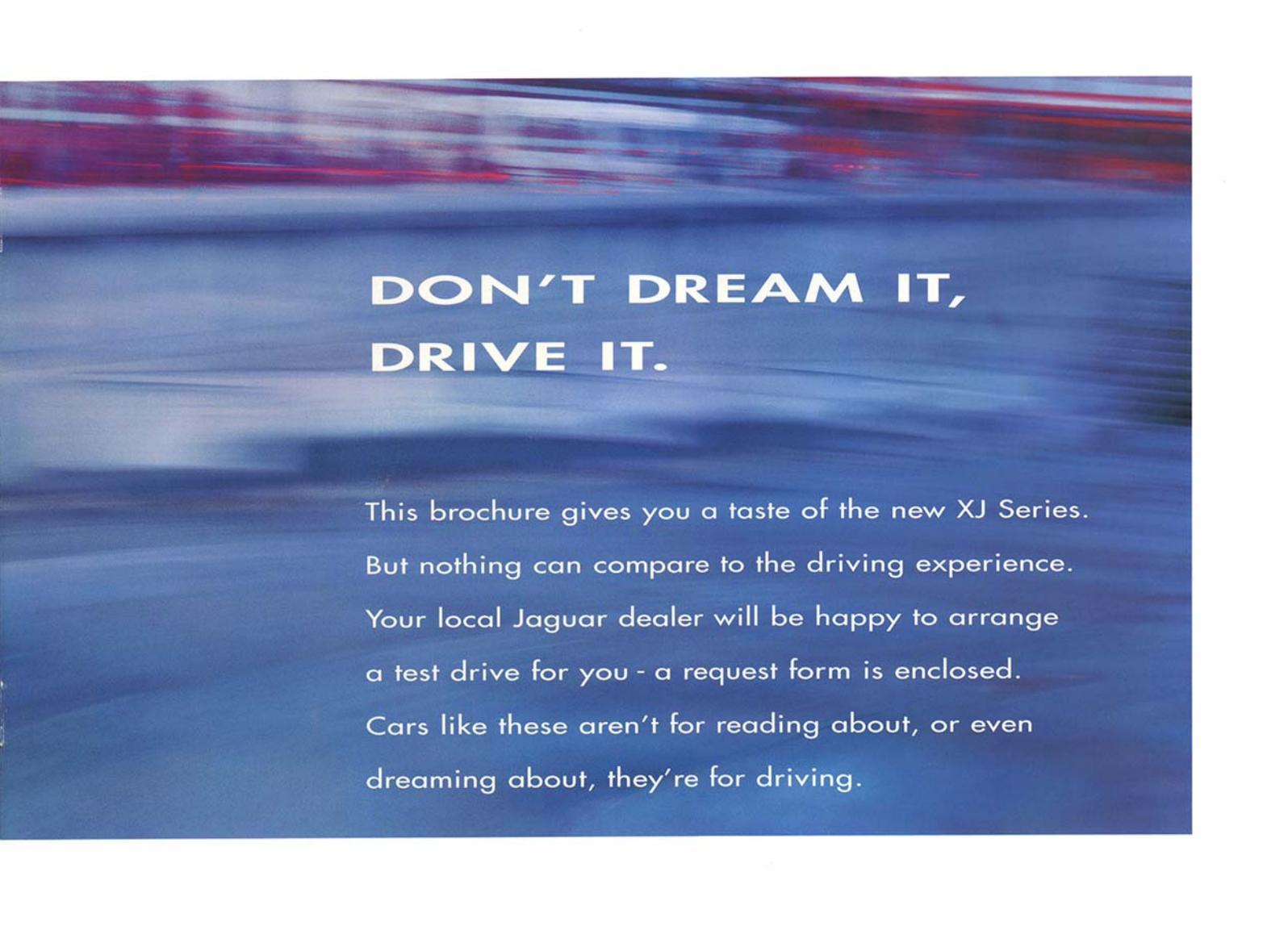
Daimler Double Six

In 1995, nearly 100 years after the first Daimler, two new cars will carry on one of motoring's most famous names. The Daimler Six with a whisper-quiet 4.0 litre version of the new AJ16 engine and the Daimler Double Six, powered effortlessly by the mighty 6.0 litre V12. Both have more space in the boot and the cabin. Ride and handling

characteristics are tuned to offer the smoothness of ride that is synonymous with Daimler while retaining formidable road holding. Every Daimler and every Jaguar has advanced anti-lock brakes, an energy absorbing body structure and twin air-bags for extra safety. Daimler interiors are furnished with supple

Connolly hide and matched burr-walnut veneer. With this uniquely high standard of craftsmanship go advanced modern features such as 12-way electrically adjustable seats, fully automatic climate control and a magnificent audio system. They all make their own contribution to a new level of comfort for the luxury limousine.





**DON'T DREAM IT,
DRIVE IT.**

This brochure gives you a taste of the new XJ Series. But nothing can compare to the driving experience. Your local Jaguar dealer will be happy to arrange a test drive for you - a request form is enclosed. Cars like these aren't for reading about, or even dreaming about, they're for driving.

