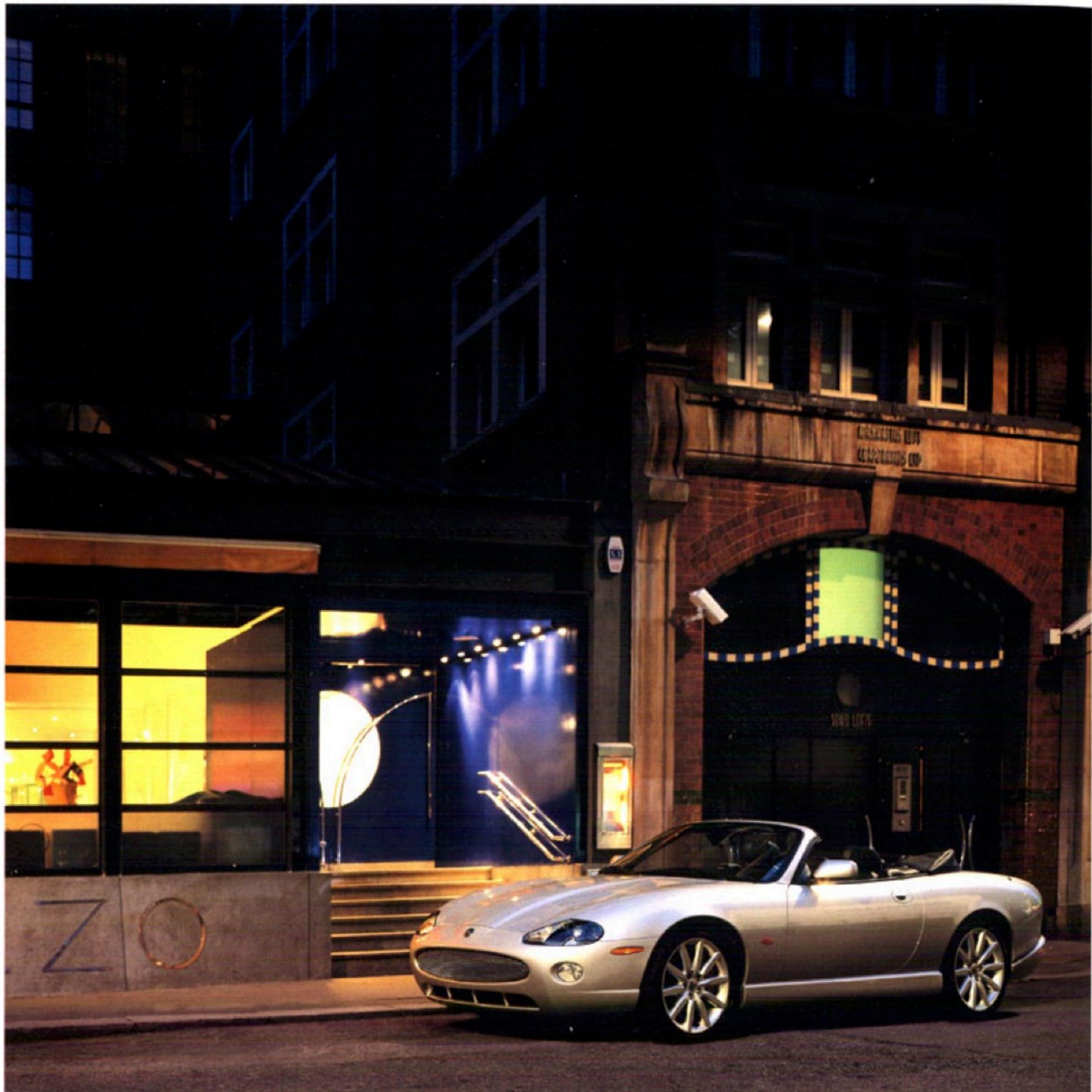




JAGUAR



JAGUAR XK



THE 2004 JAGUAR XK

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“CONTEMPORARY REFINEMENTS TO THE XK’S DESIGN HAVE RETAINED THE BASIC CHARACTER BUT MAKE IT FEEL MORE MODERN THAN EVER.”

JOE GREENWELL CHAIRMAN AND CHIEF EXECUTIVE OFFICER, JAGUAR CARS

INTRODUCTION

From the legendary XK120 that introduced the XK name to the roads – and thousands of owners to the delights of a Jaguar – through to the current range of coupes and convertibles, Jaguar’s XK sports cars have consistently set the benchmark when it comes to blending luxury, performance and grand touring ability.

Now a portfolio of subtle but significant upgrades has been applied to the 2004 Jaguar XK. Building upon the major updates already applied to every model over the past three years, where new technology and equipment has been brought online to ensure that the XK remains at the forefront of its class, the revisions for 2004 give the XK range even greater appeal.

The XK’s iconic looks have been given a more contemporary feel with the addition of a revised nose and

rear section, complemented by new side sills, wheels and trim. The XKR also gets a new mesh grille, supplemented by a lower ‘mouth profile’ in the front bumper.

All Jaguar XK buyers (excluding North America and Japan) will now have the option of increasing the specification of their car by choosing new Premium and Technology packs. These optional packs will greatly increase specification over a standard car by combining desirable extras such as reverse park control, sports seats, larger wheels and revised interior trim into an optional package at a significantly reduced price. A new Automatic Speed Limiter is added to the wide range of electronic systems already standard across the XK range to further enhance the driver’s ease.

From its launch in 1996, the XK8 rapidly became the

"THE NEW JAGUAR XK IS MORE ASSERTIVE THAN PREVIOUS VERSIONS BUT IT HAS BEEN DONE IN A WAY THAT HASN'T AFFECTED WHAT IS A CLASSIC DESIGN. THE NEW INTERIOR TREATMENTS ARE ALSO MUCH MORE CONTEMPORARY WHICH WE RECOGNISE IS IMPORTANT FOR THE FUTURE."

MIKE WRIGHT MANAGING DIRECTOR, JAGUAR CARS

fastest-selling sports car in Jaguar's history. It soon forged a place as one of the world's most desirable cars, thanks to stunning looks and thrilling performance. And like a fine wine it has simply become better and better.

A programme of enhanced electronics and other equipment options that focused on safety, comfort and ease at the wheel was implemented in 2001. All XK models were fitted with the Jaguar A.R.T.S. (Adaptive Restraint Technology System - which senses the severity of a crash, the position of the driver and front-seat passenger and the usage of seatbelts to determine the most appropriate airbag deployment energy levels during a frontal crash) and Adaptive Cruise Control was an added optional extra.

In 2003 a major update to XK powertrains saw the

introduction of larger, more powerful 4.2-litre V8 engines (in 300bhp normally aspirated form and a 400bhp super-charged version), a class-leading six-speed automatic transmission and further key features including Emergency Brake Assist (which increases brake force in an emergency) and Dynamic Stability Control.

This new range is the ultimate expression of the current XK8, as Jaguar Chairman and CEO, Joe Greenwell, explains: "The changes that were made in 2003 to the powertrains really ensured that the XK8 and XKR remained thoroughly competitive from a technology standpoint. Now contemporary refinements to the XK's design have allowed us to retain the basic character of the car but make it feel more modern than ever."





THE 2004 XK AT A GLANCE

- » New exterior styling gives the XK range a more aggressive, contemporary stance
- » New style mesh grille and deeper front and rear bumper and side sills give a more powerful look and improve aerodynamics
- » New, larger exhaust tailpipe finishers for XK8 models and new quad tailpipe finishers for the XKR
- » All XK8 models now have a rear spoiler as standard, while the XKR has a new, larger rear spoiler
- » Three new multi-spoke wheel styles are introduced: 18-inch Aris, 19-inch Atlas and 20-inch BBS Sepang
- » A driver-controlled Automatic Speed Limiter is standard on all models. This feature supplements the XK range's already high level of driver aids
- » Choice of 15 body colours, 11 of which are metallic
- » New veneers are available on interior trims - a rich Elm and modern but opulent Piano Black

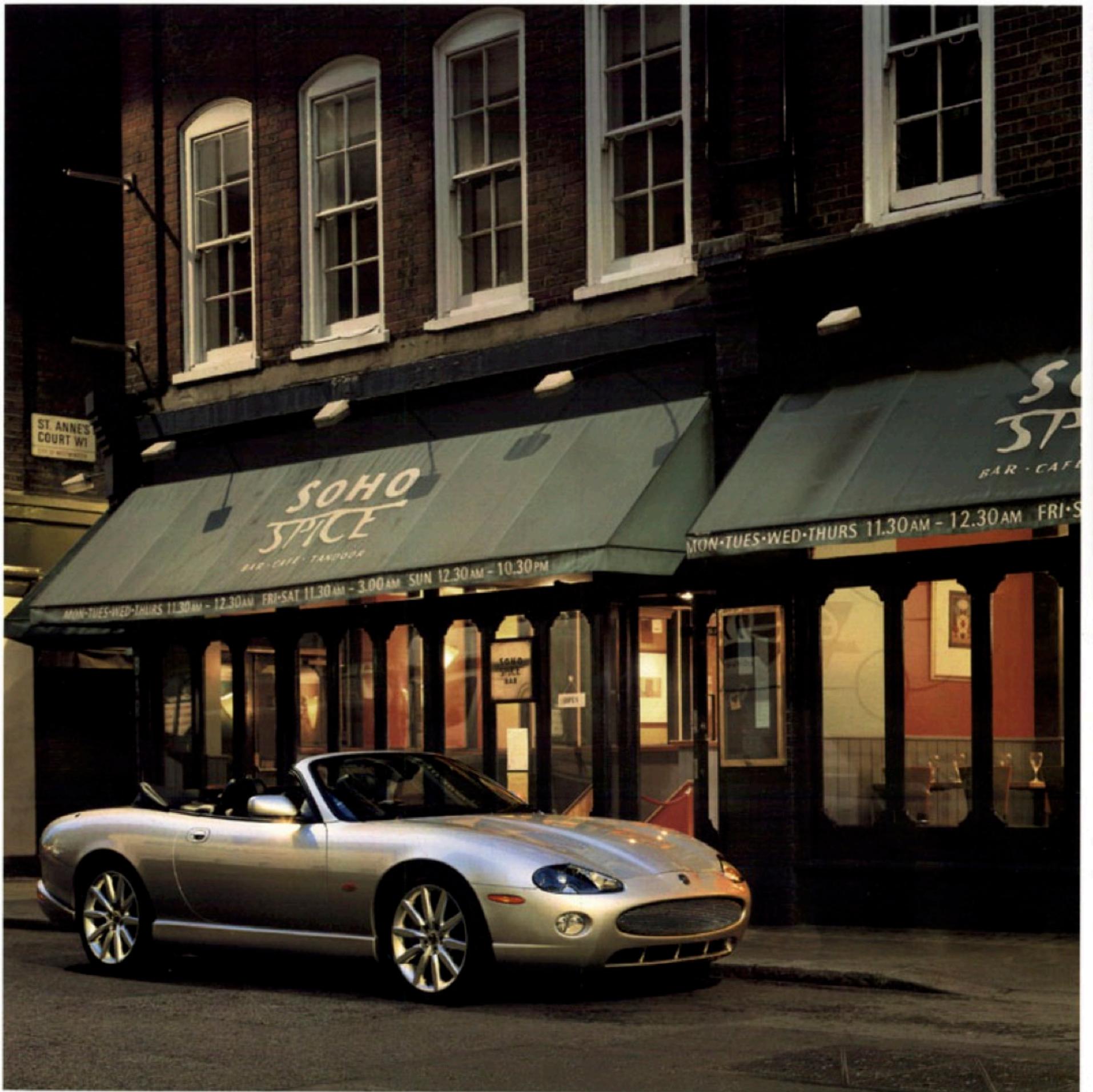
- » Black window surrounds replace the grey that featured on previous models
- » New 'Premium' and 'Technology' option packs offer value for money choices to customers looking to further increase the equipment specification of their XK (dependent on market)
- » In short this is the most modern and technologically advanced XK to date

THE 2004 XK RANGE

- » XK8 Coupe 4.2 V8
- » XK8 Convertible 4.2 V8
- » XKR Coupe 4.2 V8 Supercharged
- » XKR Convertible 4.2 V8 Supercharged

- » The 2004 XK goes on sale in March depending on markets





“AS A DESIGN, THE XK8 IS VERY PURE. FOR THIS NEW VERSION I WANTED TO ADD A LITTLE MORE CHARACTER... TO REVIVE ITS ESSENTIAL PRESENCE.”

IAN CALLUM DIRECTOR OF DESIGN, JAGUAR CARS

AN AUTOMOTIVE DESIGN CLASSIC

The mere mention of the XK name evokes memories of generations of stunning sports cars. From the moment the very first XK120 was unveiled to the public in 1948, its beautiful looks had the motoring world in raptures. Rarely has a car had the ability to produce such emotion simply on sight; a fact that Jaguar's Director of Design, Ian Callum, feels is down to the original's styling:

“Jaguar's name was made by the XK120 and today's XK model has had an equally important impact on our image. All XKs have had voluptuous lines; they've always been lithe and nimble. I describe it to my design team as 'a visual agility'. The XK that was released in 1996 is no exception to that. It's a sculptured car but also gets its sportiness as much from its graphics as it does from its overall form.”

But famously, the missing link between today's XK8 and

the XKs of the 1950s (be it the original XK120 or its equally admired successors the XK140 and XK150) is, of course, the E-type. Known in the American market as the XKE, this icon of automotive history played an equally significant role in the continuation of the XK legend, as Jaguar's Director, Global Marketing, Martin Runnacles explains:

“Jaguar has been defined by its sports cars throughout its history – in 1948 when the original XK was launched, then in 1961 with the E-type (or XKE), and then in 1996 with the current XK8 and XKR range. Each launch took sports cars in a new direction yet Jaguar's brilliant designers have always managed to combine contemporary elements with a sense that this car has evolved from previous generations. XKs are, and always will be, uniquely Jaguar.”

Now the 2004 XK range brings the story up to date, with

“JAGUAR HAS BEEN DEFINED BY ITS SPORTS CARS – THE ORIGINAL XK, THE E-TYPE AND THE CURRENT XK RANGE. THEY TOOK SPORTS CARS IN A NEW DIRECTION, YET COMBINED CONTEMPORARY ELEMENTS WITH A SENSE THAT THE CARS HAD EVOLVED FROM PREVIOUS GENERATIONS.”

MARTIN RUNNACLES DIRECTOR, GLOBAL MARKETING, JAGUAR CARS

contemporary new design features accentuating its timeless nature. A new nose and front bumper brings 21st century muscle to that sleek look – a conscious move that Ian Callum feels is totally in keeping with the modern sports car:

“When I looked at the XK8 I always felt it was a very pure design. For this new version I wanted to add something idiosyncratic, a little more character. The XK now sells in a very competitive market and I felt what was needed was something to revive the essential presence that it possessed when it was launched.”

A deeper mouth for the front air intake and lower front bumper give the car a more aggressive stance. There's an added performance benefit, too, as the lower front end improves the car's aerodynamics. In keeping with the new nose section, the design team has also lowered the side sills and added a new rear bumper and boot spoiler to

ensure the more squat appearance is noticeable from any angle. The XKR gets a larger rear boot spoiler as well as new quad exhaust tailpipe finishers.

It's not just the XK's exterior that has been modified; the interior has been refreshed with the introduction of two new wood veneers. Elm is similar to the classic Burr Walnut veneer in colour but has a richer feel, while Piano Black provides an optional high-gloss black finish for XKR customers. An R-Performance option of aluminium surrounds for the facia instrumentation, J-gate gear selector and pedals can also be chosen for an ultra-modern appearance.

New wheels complete the update with three new multi-spoke options made available in the form of the 18" Aris, the 19" Atlas and the 20" BBS Sepang. The 17" Gemini, 18" Hydra and 20" BBS Montreal and Detroit styles are carried over.







“THE MARK OF A TRUE CLASSIC IS THAT YOU DON'T NEED TO TINKER WITH IT. THE 2004 XK IS SIMPLY FINE-TUNING OF A BRILLIANT CAR.”

JOE GREENWELL CHAIRMAN AND CHIEF EXECUTIVE OFFICER, JAGUAR CARS

THE WORLD'S MOST LUXURIOUS SPORTS CAR?

There are few greater luxuries in life than driving a true grand tourer across countries (and even continents), in total comfort, with phenomenal performance and control at your fingertips. That's what the XK8 and XKR have always offered their owners and that flawless engineering is as much a part of the Jaguar experience as wonderful design.

Jaguar Cars Chairman and CEO, Joe Greenwell, explains how every XK has satisfied the demands of performance combined with luxury:

“The straight-six cylinder engine that powered the very first XK became famous in its own right, going on to drive – in competition guise – the famous C-types and D-types that dominated sports car racing in the 1950s. It was a fantastic engine and the 4.2-litre AJ-V8 that powers the

2004 XK evokes similar emotions among owners.”

The 2003 update to engines and powertrains endowed the top of the range Jaguar XKR with an awesome 400bhp (DIN) from its supercharged V8 engine. But whether you opt for forced induction or a normally aspirated 4.2-litre unit, all XK engines release their power with a silky smooth delivery that symbolises Jaguar's expertise at engine-building.

And that is all that's needed to keep the Jaguar XK range at the forefront of the modern Grand Tourer market, as Joe Greenwell reveals:

“The mark of the true classic is that you don't constantly need to tinker with it. This new model is simply fine-tuning of an already brilliant car.”





“OUR DEVELOPMENT PROGRAMMES
HAVE CONSTANTLY IMPROVED THE
XK. EVERY CAR IS ENGINEERED TO
THE HIGHEST QUALITY.”

RUSS VARNEY CHIEF PROGRAMME ENGINEER, XK SERIES

AN XK FOR THE 21ST CENTURY

While sensuous lines and flowing curves will always be a part of the XK's seductiveness, the new model successfully blends more modern design and technology cues with the classic look and feel of the car.

“The 2004 model is more assertive and stands out from previous XKs,” says Jaguar Cars Managing Director, Mike Wright. “It has been done in a way that hasn't affected what is a classic design but it has moved it on. The availability of more contemporary materials is also something that we see as increasingly important in the future.”

The 2004 Jaguar XK also introduces as standard a further key electronics feature in the form of ASL, or Automatic

Speed Limiter. The ASL system enhances the security of XK drivers and their passengers by preventing the car from exceeding a pre-selected maximum speed.

When the driver has programmed a speed beyond which they don't wish to go, the Automatic Speed Limiter will constantly monitor the throttle inputs and engine speeds. Once the selected maximum speed is reached, ASL will maintain the limit speed even if the throttle pedal is depressed beyond that point. However, to ensure absolute safety, ASL is automatically cancelled if the driver applies full kickdown via the throttle pedal and the automatic transmission.

2004 JAGUAR XK – NEW OPTION PACKS

To make the Jaguar XK's extensive options accessible to as many customers as possible, a new range of value-for-money option packs will be available in all markets except Japan and North America.

There are three options packs to choose from – separate Premium Packs for both XK8 and XKR, as well as a single Technology Pack for both cars. The objective of these packs is to upgrade significantly the specification of any model but at a cost that will represent true value for money.

"Our strategy with the new options packs is to offer bespoke luxury for our customers but with the ease, and at the price, of off-the-peg buying," reveals Mike Wright, Managing Director, Jaguar Cars. "Jaguars should be seen as the absolute in luxury and these packs give our customers the chance to sample that luxury by designing their ultimate Jaguar. You are getting superb options at a superb price."

In the United Kingdom, the XK8 Premium Pack will feature many of the XK range's newest features, including the latest 18" Aris wheels (with 19" Atlas as a further option), reverse park radar control, heated front windscreen, aluminium J-gate and bezel surrounds, Elm veneer, sports seats, Xenon headlights, heated mirrors, a seat and mirror positioning memory pack and a cup holder. The XK8 Premium pack will also be available in two smaller packs in Europe and other world markets (except North America and Japan).

The XKR Premium Pack will include the new 19" Atlas

wheels (with 20" BBS wheels as a further option), reverse park radar control, heated front windscreen, Recaro seats, cross-drilled brake discs, Sports steering wheel and Momo gearknob, a seat positioning memory pack, aluminium J-gate and bezel surrounds, Piano Black veneer (with Burr walnut veneer also optional) and a cupholder. Like the XK8 pack, it will also be available in two smaller packs for Europe and other world markets (except North America and Japan).

The Technology Pack will be available for both the XK8 and XKR in the UK, Europe and world markets (except North America and Japan). It will consist of Adaptive Cruise Control (which uses the latest in radar technology to maintain a minimum distance from the car in front when engaged), a premium sound system and satellite navigation.

Lastly, a list of individual R-Performance options will remain for any XK customer looking to give their XK the ultimate sporting feel. The R-Performance options list includes Recaro seats in a soft grain leather with 10-way adjustable electronic controls, heaters and a memory pack; an all-leather Sports steering wheel and Momo gearknob; aluminium brightwork for bezel surrounds, J-gate gear selector and pedals; 20" BBS wheels; cross-drilled Brembo brakes with red brake calipers; and a Coupe Handling Pack which includes cross-drilled brake discs, 20" wheels, Computer Active Technology Suspension with revised damper settings, uprated springs and anti-roll bar, retuned steering, and lower ride height.



TECHNICAL SPECIFICATION

ENGINE	XK8 COUPE	XKR COUPE
Cylinders/valves per cylinder	8/4	8/4
Bore/stroke - mm	86/90.3	86/90.3
Capacity - cc	4196	4196
Max power - DIN bhp (kW)	300 (224)	400 (298)
- EEC PS (kW) @ rev/min	298 (219) @ 6000	395 (291) @ 6100
Max torque - DIN lb ft (Nm)	310 (420)	408 (553)
- EEC lb ft (Nm) @ rev/min	303 (411) @ 4100	399 (541) @ 3500
Compression ratio	11.0:1	9.1:1
Transmission	6-speed automatic	6-speed automatic

PERFORMANCE (MANUFACTURER'S ESTIMATES)

Acceleration 0-60 mph [0-100 kph] - sec	6.1 [6.4]	5.2 [5.4]
Top speed - mph [kph]	155 [250] Limited	155 [250] Limited

FUEL CONSUMPTION (1)

Urban - mpg [l/100km]	16.9 [16.7]	15.7 [18.0]
Extra Urban - mpg [l/100km]	34.0 [8.3]	31.0 [9.1]
Combined - mpg [l/100km]	24.9 [11.3]	22.9 [12.4]
Carbon dioxide emissions - g/km	284	304
Tank capacity - gals. approx. [l]	16.5 [75]	16.5 [75]

WEIGHT (2) / DIMENSIONS

Kerb weight - lb [less options]	3715	3825
Kerb weight - kg [less options]	1685	1735
Gross vehicle weight - lb	4553	4639
Gross vehicle weight - kg	2065	2104
Turning circle [m]	36ft 2in [11.0]	36ft 2in [11.0]
Usable boot volume - VDA cu ft [m ³]	11.5 [0.327]	11.5 [0.327]

[1] The fuel economy figures were obtained in tests carried out in line with the Passenger Car Fuel Consumption Amendment Order 1996. [Reflecting EU Directive 1999/100 EEC fuel consumption test cycle.]

ENGINE	XK8 CONVERTIBLE	XKR CONVERTIBLE
Cylinders/valves per cylinder	8/4	8/4
Bore/stroke - mm	86/90.3	86/90.3
Capacity - cc	4196	4196
Max power - DIN bhp (kW)	300 [224]	400 [298]
- EEC PS (kW) @ rev/min	298 [219] @ 6000	395 [291] @ 6100
Max torque - DIN lb ft (Nm)	310 [420]	408 [553]
- EEC lb ft (Nm) @ rev/min	303 [411] @ 4100	399 [541] @ 3500
Compression ratio	11.0:1	9.1:1
Transmission	6-speed automatic	6-speed automatic

PERFORMANCE (MANUFACTURER'S ESTIMATES)

Acceleration 0-60 mph [0-100 kph] - sec	6.3 [6.6]	5.3 [5.6]
Top speed - mph [kph]	155 [250] Limited	155 [250] Limited

FUEL CONSUMPTION (1)

Urban - mpg [l/100km]	16.8 [16.8]	15.6 [18.1]
Extra Urban - mpg [l/100km]	33.8 [8.3]	30.7 [9.2]
Combined - mpg [l/100km]	24.7 [11.4]	22.6 [12.5]
Carbon dioxide emissions - g/km	279	304
Tank capacity - gals. approx. [l]	16.5 [75]	16.5 [75]

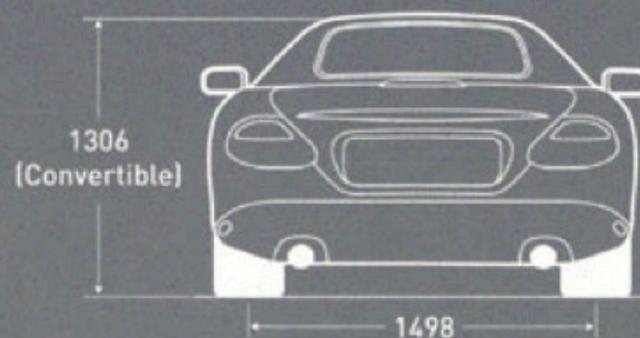
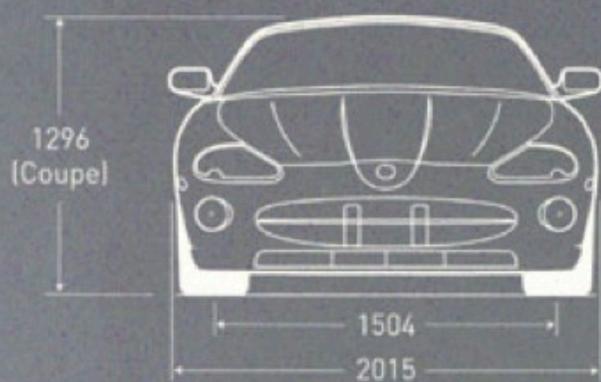
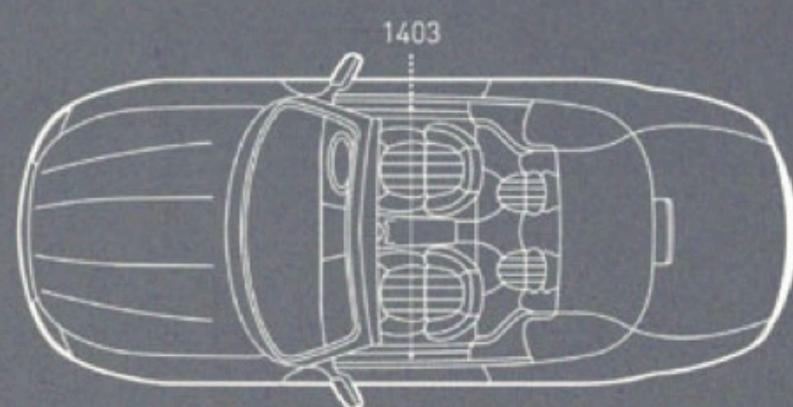
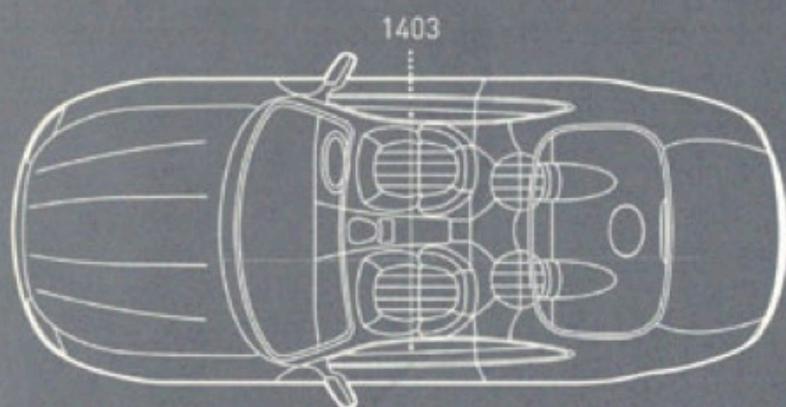
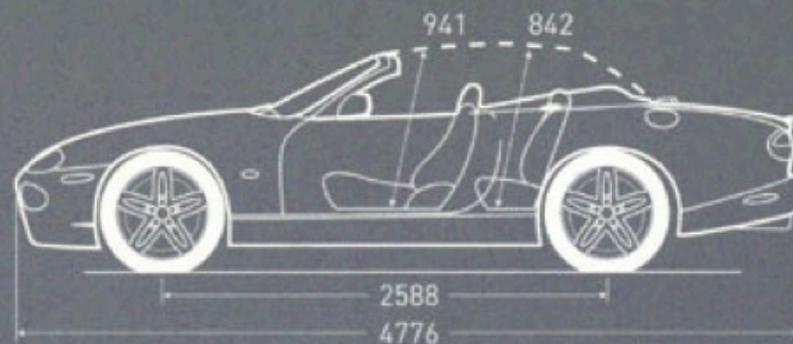
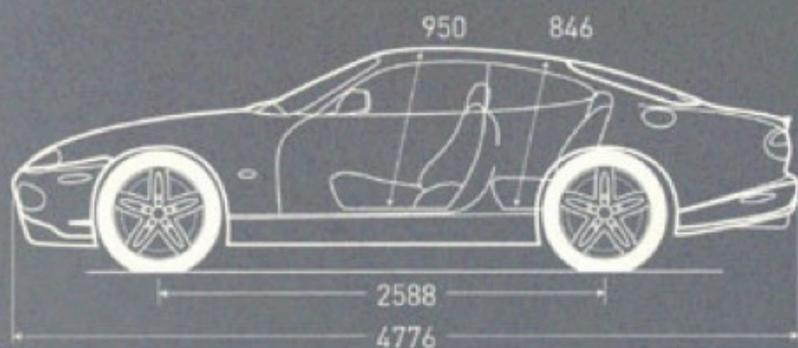
WEIGHT (2) / DIMENSIONS

Kerb weight - lb [less options]	3913	4001
Kerb weight - kg [less options]	1775	1815
Gross vehicle weight - lb	4762	4808
Gross vehicle weight - kg	2160	2181
Turning circle [m]	36ft 2in [11.0]	36ft 2in [11.0]
Usable boot volume - VDA cu ft [m ³]	10.8 [0.307]	10.8 [0.307]

[2] Please consult your dealer for details of changes associated with option fitment. Kerb weights reflect vehicles to standard specifications. Optional extras increase weight.

TECHNICAL SPECIFICATION

DIMENSIONS (ALL MEASUREMENTS IN MM)





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