



**JAGUAR 1986**

1986



Since Jaguar regained operational independence, we have been able to make a dramatic improvement in the quality of our cars as a result of our relentless pursuit of excellence.

Furthermore, since Jaguar became an independent public company in 1984 we have been able to concentrate on the rapid improvement of our world-wide sales and service network.

This has been largely responsible for the increase in demand over recent years shown clearly by our production figures which have increased three-fold in the last four years.

So it is with great pleasure and pride that I announce the Jaguar 1986 range. It includes new models and improved specifications for existing cars, together with a wider range of colours and upholstery.

The 1986 Jaguars are, quite simply, the best ever.

**John Egan**  
*Chairman and Chief Executive, Jaguar Cars Ltd.*



The story of Jaguar Cars Limited began in the unassuming surroundings of a small workshop in Blackpool sixty-four years ago, where the Swallow motorcycle sidecar was designed and built.

For its time, the Swallow sidecar had advanced standards of aerodynamics, comfort and quality. Standards which are still retained in today's unparalleled range of Jaguar cars.

In 1927 the Swallow Sidecar and Coachbuilding Company began to produce highly sophisticated aluminium car bodies for proprietary chassis. The following year, with business steadily growing, they moved to Coventry, right in the heart of the motor industry, and in 1931 launched the stylish SS1. It was their first complete motor car and caused a sensation at the London Motor Show.

The company broke the 100 mph (160 km/h) barrier in 1937 with the 3½ litre SS Jaguar 100. At the same time they changed the body shells from wood-framed to the stronger and lighter all-steel construction still used today.

After the war the company made its final name change to Jaguar Cars Limited and in 1948 the classic Mark V 2½ and 3½ litre coupés and saloons left the factory equipped with independent front suspension – an innovation at that time.

However, the legend was only just beginning. Barely a month later Jaguar announced the fabulous XK120 sports car at the Earls Court Motor Show. With its dynamic and dramatic streamlining, its twin OHC 3.4 litre engine, its 132.5 mph (212 km/h) top speed, and luxurious interior, it immediately set the standards for all other sports cars to follow. The stately Mark VII saloon appeared in 1950. Powered by the same engine as the XK120, it was capable of 100 mph (160 km/h).



Over the next few years, the classic XK120 evolved first into the XK140 and then the XK150. The Mark VII was superseded by the Mark VIII and Mark IX, and a range of smaller but powerful saloons was introduced.

A whole new range of Jaguars emerged in 1961, among them one of the most exciting Jaguars of all – the E-type. This spectacular car, with its 150 mph (242 km/h) top speed, was launched both as an open two-seater and as a fixed head coupé. Also in the new range was the big Mark X, powered by the same 3.8 litre engine as the E-Type.

1975 saw the end of an era when the E-Type was taken out of production after fourteen years. But the Jaguar legend was soon to take another step forward with the introduction of the XJ-S. Its refined V12 engine and sumptuous interior have won this car the reputation as one of the world's finest – and fastest – grand tourers.

Although the current XJ range of Jaguars may look very different from those first pre-war models, the philosophy of the company remains unchanged. To produce a range of cars, the envy of the world, combining style, speed and comfort.

In 1984, Jaguar Cars Limited was floated as an independent public company. This marked a dramatic renaissance in the company's fortunes which have gone from strength to strength, consolidating Jaguar's reputation as a leading manufacturer of high quality luxury cars.

The Jaguar legend continues to grow.



# Daimler

by JAGUAR

The Daimler legend begins half a century before Jaguar in Deutz, near Cologne in West Germany. It was there, in 1872, that Gottlieb Daimler, son of a master baker, accepted the post of Technical Director at a workshop where nine years earlier Doktor N.A. Otto had started his own business for developing the internal combustion engine.



Several years later, in 1895, the Daimler engine patent rights for England were bought by a private syndicate which became the Daimler Motor Company Limited with a factory in an old converted cotton mill in Coventry.

The first Daimler car left the Coventry factory in 1897 and quickly made the news. In July it was driven to the top of Malvern Beacon in Worcestershire. Then, a few months later, it made a demonstration run from John O'Groats to Lands End covering the 929 miles (1487 km) in 93½ hours running time.



Daimler had their share of successes in competition, too, gaining sixteen major awards in Britain's first serious long-distance event – the Thousand Miles Trial of 1900. It was soon after this that Daimler began its long and proud association with royalty when HRH Prince of Wales – later King Edward VII – bought a 6 hp Daimler with phaeton bodywork by Hooper of St. James's Street.

In those early days, the motor car was a fast-developing machine. Daimler was responsible for many notable technical innovations during this period, including the introduction of sleeve-valve engines in 1908.

Much later, in the early 1930s, the company was to make another major innovation with the development of preselective transmission with fluid flywheel coupling.

In 1946 the company celebrated its 50th anniversary by gradually returning to car production after the war with the classic 'Twenty-Seven' and 'Straight-Eight'. These were succeeded in the early fifties by the smaller and more modern Conquest series which were some of the most successful of all Daimlers.

One of this series, the more powerful Century, heralded a new era of high performance Daimlers the first of which was the V8-engined 2½ litre SP250 sports car of 1959. In 1960 the Majestic 'Major' saloon with its 4½ litre V8 engine was launched.

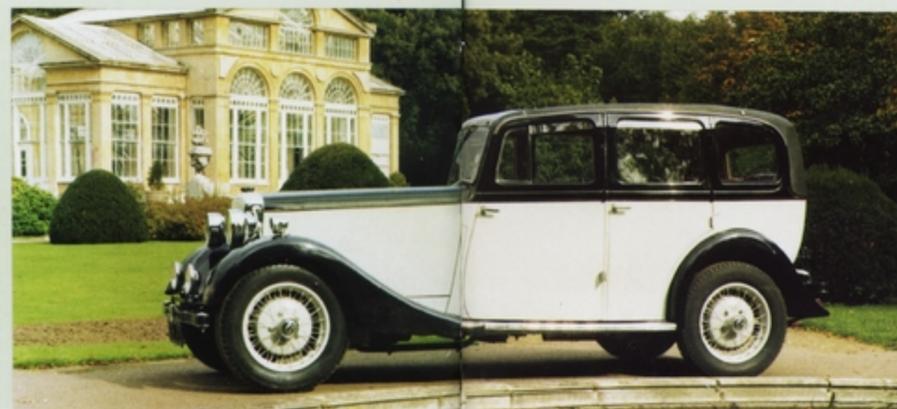
It was also in 1960 that the Daimler Company was acquired by Jaguar. The purchase of the company gave Jaguar much-needed space for their machine shops and for engine manufacture as well as a fine range of cars.

The current Daimlers are as distinctive and distinguished as they have ever been, epitomising the highest standards of luxury and performance.

The Daimler name lives on as the longest-established marque in British motoring history.



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## Engineering

The heart of any car is its engine, and high performance cars like Jaguars need not only a big heart, but also a very refined one.

Jaguar engines are painstakingly built by expert engineers from precision components to ensure that they give optimum performance throughout their long lives.

The six-cylinder XJ6 engines have a most impressive engineering pedigree. Directly descended from the renowned XK engine, they have more than thirty years of development and competition successes behind them.

The 5.3 litre fuel injection V12 has for many years been the only V12 production engine in the world. This configuration was chosen because it is technically the most perfect for maximum power, balance and flexibility. The result is an engine of unsurpassed smoothness and refined power.

Every Jaguar engine is assembled by hand. Then every engine is hot-run for several hours on a test bed, a procedure most other manufacturers abandoned long ago as too time-consuming.

But the engine is only part of the Jaguar story. Equally impressive is the suspension. The design is unique to Jaguar. It has often been copied, but never equalled.

The front suspension has computer-designed anti-dive characteristics to eliminate nose-heaviness, and the rear suspension controls wheel movements and eliminates road noise. Each wheel is independently suspended by two coil springs and damped by two shock absorbers.

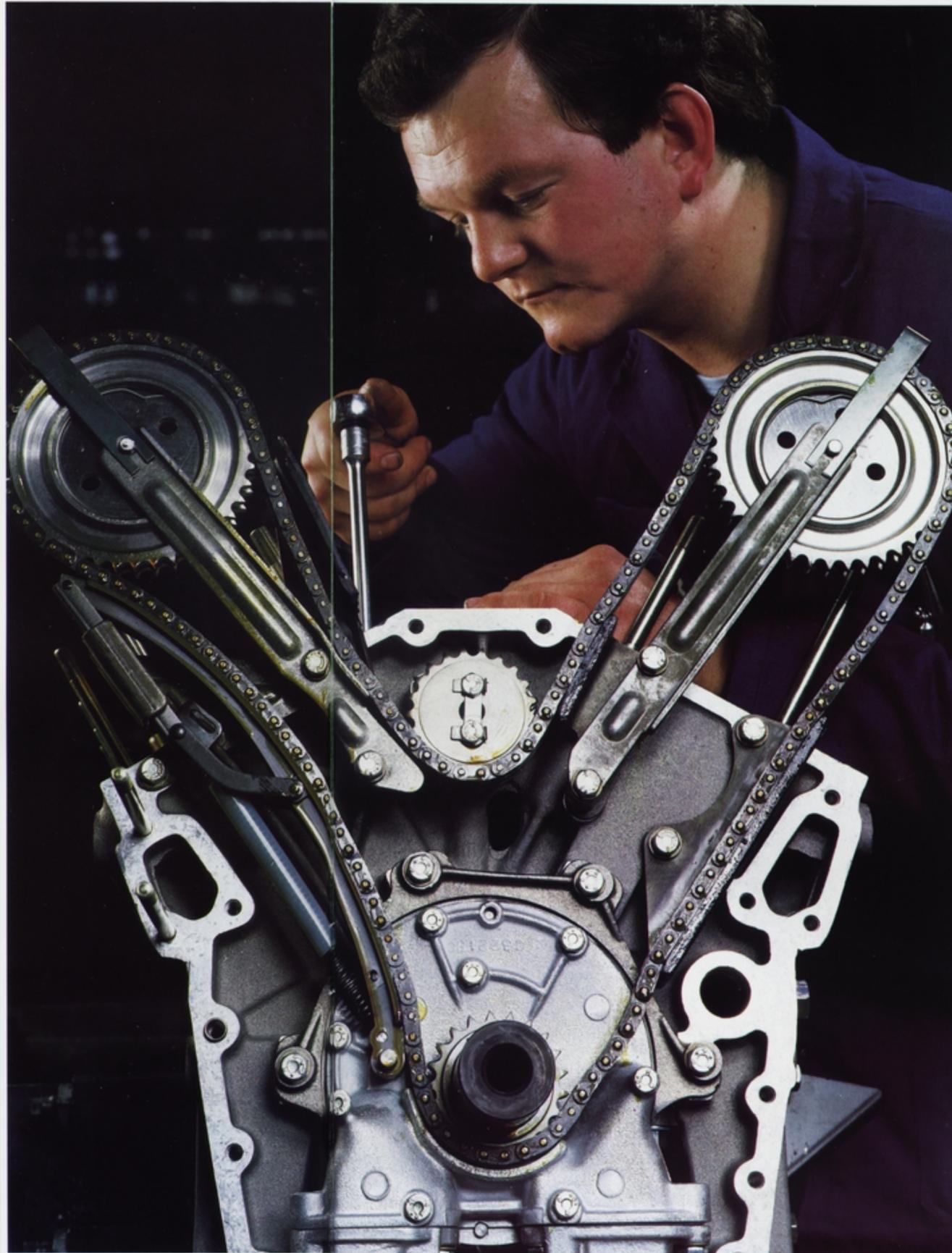
Jaguar has always been proud of their pioneering spirit which has led to an unrivalled reputation for technological leadership.

The latest phase in this leadership is the recent completion of a multi-million pound investment in Computer Aided Design and Computer Aided Manufacture, more usually known as CAD/CAM. This has freed designers and engineers from the drudgery of endless calculations and tedious manual drafting, allowing them to work much more creatively.

Accuracy, too, has improved through the use of CAD/CAM techniques. As a result, Jaguar cars are now even safer and more durable than ever before.

But it has always been the policy of Jaguar to adopt advanced technology only when it will result in improved performance, safety, economy, durability or comfort.

Because Jaguar are interested not only in making cars which are just more advanced, but in making cars which are better.



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### Production and Testing

The people who build Jaguar cars are proud of their skills and take great pains to ensure that every car leaving the factory is worthy to carry the Jaguar name. For example, the rear axle assembly of every car carries a unique number. It is, in effect, the signature of the man who built it, because he is proud of a job well done.

At the Browns Lane factory in Coventry, Jaguar use some of the most modern production line techniques yet devised. But they are tempered by the extensive use of traditional hand-building methods.

Two other factories within a few miles of Browns Lane specialise in the building of engines and the manufacture of bodies. In these two factories, traditional skills and modern production methods have been successfully combined.

Jaguar engines are largely hand-built, but robots are used for certain repetitive tasks which lend themselves well to this type of production method.

At the body factory is what is probably the most technically advanced paint shop in the UK to give every Jaguar a superlative, corrosion-resistant finish. Yet in the midst of all this advanced technology, some complex parts of the body are still sprayed by hand. Because that is the best way to ensure the quality which Jaguar customers demand.

Jaguar bodies go through thirteen cleaning and pre-treatment processes before receiving four coats of acrylic paint which, after re-flowing, dry to a smooth glass-like finish that needs no cutting back or polishing.



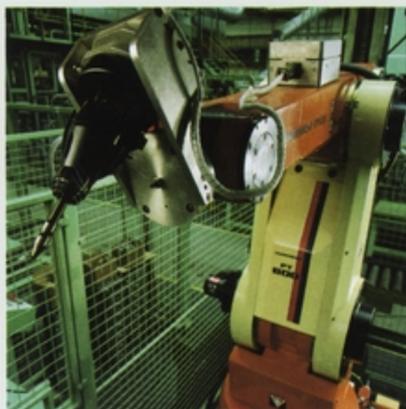
When a Jaguar leaves the factory it is as perfect as it is possible to make it, thanks to stringent quality checks at key stages of production, plus rigorous final testing.

At the end of the assembly tracks every car is run on a computerised rolling road. Then every Jaguar is individually road tested by an experienced test driver. This shows up any shortcomings in wind noise, creaks and rattles, handling, steering and suspension.

Finally, the car is tested for emissions and any last-minute adjustments are made before it is valeted and inspected ready for delivery.

It is attention to detail like this that makes Jaguar cars the choice of so many of the world's most successful people.

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### Craftsmanship

A sense of comfort and well-being has always been of paramount importance in Jaguar cars and it is in the interior of the car where the traditional skills of the craftsman come into their own.

Only the finest and most supple leather is used for the seating in Jaguar cars. It is cured and dyed from Scandinavian hides, because Scandinavia is practically free from insects and barbed wire which could cause damage to the hides.

Hides from which the upholstery is fashioned are carefully matched, not only for colour but also for grain, and every seat is carefully hand sewn.

To make the luxury of a Jaguar complete, deep pile carpets are fitted in the passenger compartment.

At the Browns Lane factory is an atmospherically-controlled store for the finest quality walnut and elm veneers. The veneers are all numbered so that only perfectly matched sets will be chosen for the dashboard and door cappings of each car.

The veneers are selected and hand-cut by craftsmen. Then they are laid on a birchwood base before being polished to a rich, lasting lustre.

The interior of every Jaguar car is where perfection in engineering blends with supreme craftsmanship creating a truly luxurious yet functional environment.



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## Jaguar Racing

Jaguar is one of the very few cars that can truly be said to be race-bred. The company's successes in motor sport can be traced as far back as 1924 when Swallow sidecars were fitted to the 2nd, 3rd and 4th placed motor-cycles in the Sidecar Tourist Trophy.

But it was in the late forties and fifties that Jaguar cars began to race formally. The XK120 won the first race it entered, at Silverstone, and went on winning.

One particularly spectacular success came in 1952 when an XK120 covered 16,852 miles (26,963 km) over seven days and nights at an average speed of over 100 mph (160 km/h), shattering four world records in addition to four class records.

The most famous period, though, was from 1951 to 1955 when Jaguar swept all before them in the Le Mans 24 hour race. A special version of the XK120, called the C-Type, won the race in 1951, as well as gaining 1st, 2nd and 4th places in the Tourist Trophy. These successes were followed in 1953 by both 1st and 2nd places at Le Mans.

In 1954 the new D-Type Jaguar came 2nd in the Le Mans race only to follow this with a win the following year. Although the Jaguar factory withdrew from racing in 1956, privately entered D-Types gained 1st, 2nd, 3rd, 4th and 6th places at Le Mans that same year.

Jaguar continued to back private entrants during the following years but returned formally to the race scene in 1983 to compete in the European Touring Car Championship.

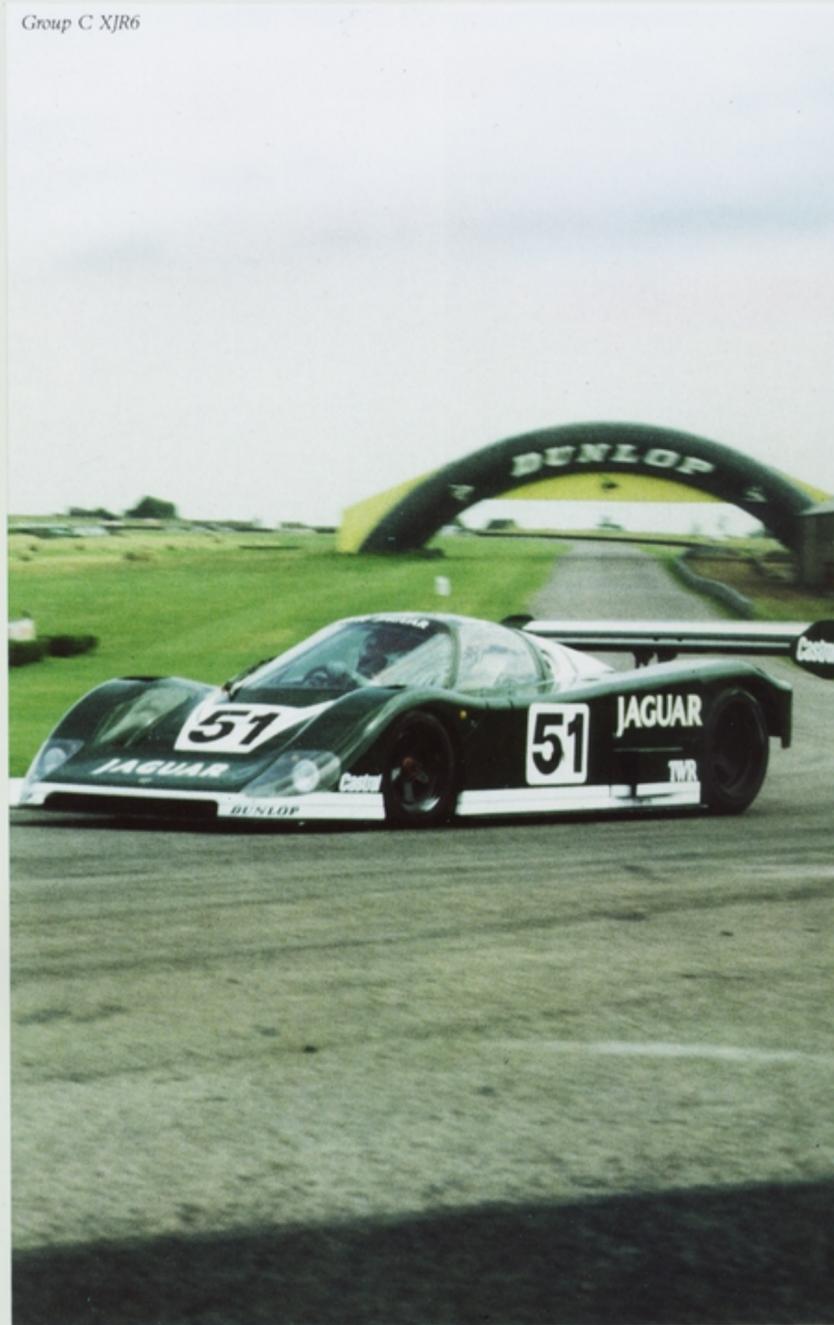
And in 1984, Tom Walkinshaw in the XJS won the ETC Drivers Championship outright.

Finally, in 1984, the company returned to the scene of their most glamorous successes - Le Mans - with the Jaguar XJR-5, powered by a modified V12 engine, which has won many races in the USA IMSA GTP Championship. And in 1985, despite stringent restraints on the amount of fuel which could be carried, a Jaguar car returned a creditable performance against the more heavily financed competition of other works teams.

But Jaguar have always been involved in racing not just for the glory but also to use motor sport as a valuable testing and development tool to improve their production cars still further.

Every Jaguar driver benefits from the successes on the race track. But Jaguar still enjoy the glory.

Group C XJR6



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The Daimler Limousine represents the ultimate in the traditional art and craft of coachbuilding combined with the very latest engineering technology. Its restrained yet majestic styling and distinctive fluted radiator grille are recognised as symbols of gracious dignity the world over.

Powered by a highly refined six cylinder engine with twin overhead camshafts, the limousine is equally at home at the low speeds of a state procession or driving swiftly along a motorway. The engine is smooth and quiet, its note rarely rising above a whisper. Indeed, it can hardly be heard at all in the rear passenger compartment.

Daimler



Daimler



Automatic transmission, power steering, servo-assisted disc brakes, and four quartz-halogen headlamps are among the standard features of the limousine.

In the front of the car are individual seats with built-in headrests. They can be upholstered in leather or cloth to match those in the rear of the car and are adjustable for reach and rake.

The true elegance of the Daimler Limousine is only revealed in the rear compartment. Beautifully polished walnut inlays combined with superb upholstery materials – including leather, West of England cloth and Dralon – and deep pile carpeting to give a feeling of understated luxury. Forward facing occasional seats are available as an optional extra and are upholstered in matching leather or fabric. They fold neatly away when not in use.

A comprehensive range of interior fitting options is available to enable every limousine to be tailored precisely to the customer's needs.



In-car entertainment equipment includes a range of stereo radio and cassette players as well as a colour television set and video recorder which can be installed in the optional cocktail cabinet. And a refrigerated cool box can be fitted in the boot.

Folding footrests, trimmed to match the interior, ensure maximum comfort, and footwell courtesy lights operate automatically when the rear door is opened. Colour-keyed, hand tailored curtains can be fitted to the side windows, as can blinds for the central division and rear window.

A highly efficient air conditioning system is available to keep the car at a constant temperature in all weather conditions.

However, since every limousine is individually built for the customer, specific requirements can be met through discussion with our representatives.

The Daimler Limousine is a truly impressive carriage with all the distinction, dignity and comfort demanded by those who will travel in it.



# Daimler Limousine

4.2 litre, 3 speed automatic

## Engine

4.2: In-line six cylinder water cooled engine. Straight port aluminium alloy cylinder head, twin overhead camshafts, hemi-spherical combustion chambers. Cast iron cylinder block, crankshaft running in seven main bearings, aluminium alloy pistons. Twin SU carburetors. Contact-breaker ignition system.

Bore mm	92.07
Stroke mm	106
Displacement cc	42.35
Compression	7.5:1
Maximum power (DIN) @ rpm	164 bhp (121kW) 4500
Maximum torque (DIN) @ rpm	222ft lb (301Nm) 2500

## Transmission

3 speed automatic

Torque converter

Ratios:	1st	2.50:1
	2nd	1.50:1
	3rd	1.00:1
	Rev	2.00:1

Final drive ratio: 3.54:1

'Powr-Lok' limited slip differential

## Fuel consumption (Manual choke)

	MPG	75mph
Urban	56mph	11.7
	19.1	14.7
	Litres/100km	
Urban	90kph	24.1
	14.8	19.2

## Steering

Variable ratio power assisted steering. Energy absorbing column with fore and aft adjustment. Turns lock to lock: 2.75. Turning circle: 46ft (14.02m).

## Suspension

Front: Independent suspension incorporating wishbones and coil springs with telescopic dampers. Anti-roll bar between lower wishbones. Rear: Fully independent rear suspension incorporating lower transverse tubular links with half shafts acting as upper links. Twin coil springs with telescopic dampers.

## Brakes

Servo-assisted four wheel disc brakes. Separate front and rear hydraulic circuits. Hand operated mechanical parking brake.

## Wheels

Steel wheels with chrome nave plates.

## Tyres

Michelin XVS 235/70 HR 15.

## Dimensions

Overall length:	226.0in (551cm)
Overall height:	63.75in (163cm)
Overall width:	77.5in (199cm)
Wheelbase:	141.0in (362cm)
Ground clearance:	7.0in (17.7cm)

## Weight

Kerb weight: 4703lb (2133kg)

## Body

All steel four-door Limousine body with central division, rust-proofed and treated for maximum sound deadening characteristics. Forward hinged doors. Rearward hinged bonnet, interior release. Counter balanced boot lid. Twin 10 gallon (45.5 litres) fuel tanks. Heavy duty bumpers with overriders. Chromium plated exterior trim. Hand painted coachline.

## Glazing

Laminated windscreen. Retractable door windows. (Electric window operation optional). Front door pivoting quarter lights. Rear compartment forward hinged quarter lights. Heated rear window. (Tinted glass optional).

## Locking

Separate door and luggage compartment keys. Anti-burst catches. Fuel filler locks. (Central locking system optional).

## Mirrors

Twin exterior door mounted mirrors.

## Exterior Lighting

Four circular quartz halogen headlamps, outer units incorporate side lamps. Twin tail, brake, reversing and fog guard lamps. (Front fog lamps optional).

## Instruments/Electrics

Comprehensive instrumentation, incorporating speedometer, tachometer, voltmeter, oil pressure, fuel and water temperature gauges. Warning lamps monitor ignition, oil pressure, brake fluid/parking brake (combined), main beam, low water level, direction indicators, hazard warning and heated rear window. Column mounted stalk operates direction indicators and main beam flash. Floor mounted headlamp dip switch. Master lighting switch. Separate switches operate 2 speed wipers, electric screen wash, hazard warning flashers, heated rear window, fuel tank changeover, map lamp. Variable fascia illumination. Twin-blended windtone horns operated from steering wheel centre pad. Electric clock. Front compartment map lamp. Rear compartment illumination provided by twin footwell and overhead lamps. Front and twin rear cigar lighters. 12V battery.

## Heating and Ventilation

Fresh air, dual heater unit. High or ambient temperature output. Separate heating to rear compartment with individual controls. Rear parcel shelf incorporates air outlets for through ventilation. (Fully integrated and automatic air conditioning system to front and rear or rear compartment only optional).

## Radio Equipment

A full range of In-Car Entertainment is optional, from a push button radio to an electronic stereo radio/cassette for front and/or rear compartment.

## Fittings and Seats

Fascia and waist rails, including central division, finished in polished burr walnut and incorporating safety padding. Leather bound steering wheel. Door casings, rear quarter panels and central division finished in colour-keyed trim. Deep pile carpeting. Headlining trimmed in cloth. Grab handles fitted to both D posts and central division. Anti-dazzle rear view mirror. Ashtrays to front and rear. Individual front seats. Full width rear seat with centre armrest and two forward facing fold-away occasional seats, designed to accommodate five/six passengers. Vinyl upholstery standard. (A wide range of trims are optional including Leather, West of England cloth and Dralon.)

## Interior Stowage

Lockable glovebox. Front map pocket. Rear parcel shelf.

## Luggage Compartment

Ample luggage accommodation. Fully trimmed and illuminated.

## Spare Wheel and Tools

The spare wheel is carried vertically in the luggage compartment and is readily accessible. A comprehensive set of tools is supplied and this together with the wheel-changing equipment is fitted behind the spare wheel which is supplied with a protective cover.

## Options

Vehicles are built to individual specification and accordingly a wide range of optional equipment is available, including such items as rear refreshment cabinet, electric central division, rear compartment blinds and rear reading lamps.

## Important Notice

Jaguar Cars Limited is constantly seeking ways to improve the specification, design and production of its vehicles and alterations take place continually. Whilst every effort is made to produce up to date literature, this brochure should not be regarded as an infallible guide to current specifications, nor does it constitute an offer for the sale of any particular vehicle.

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