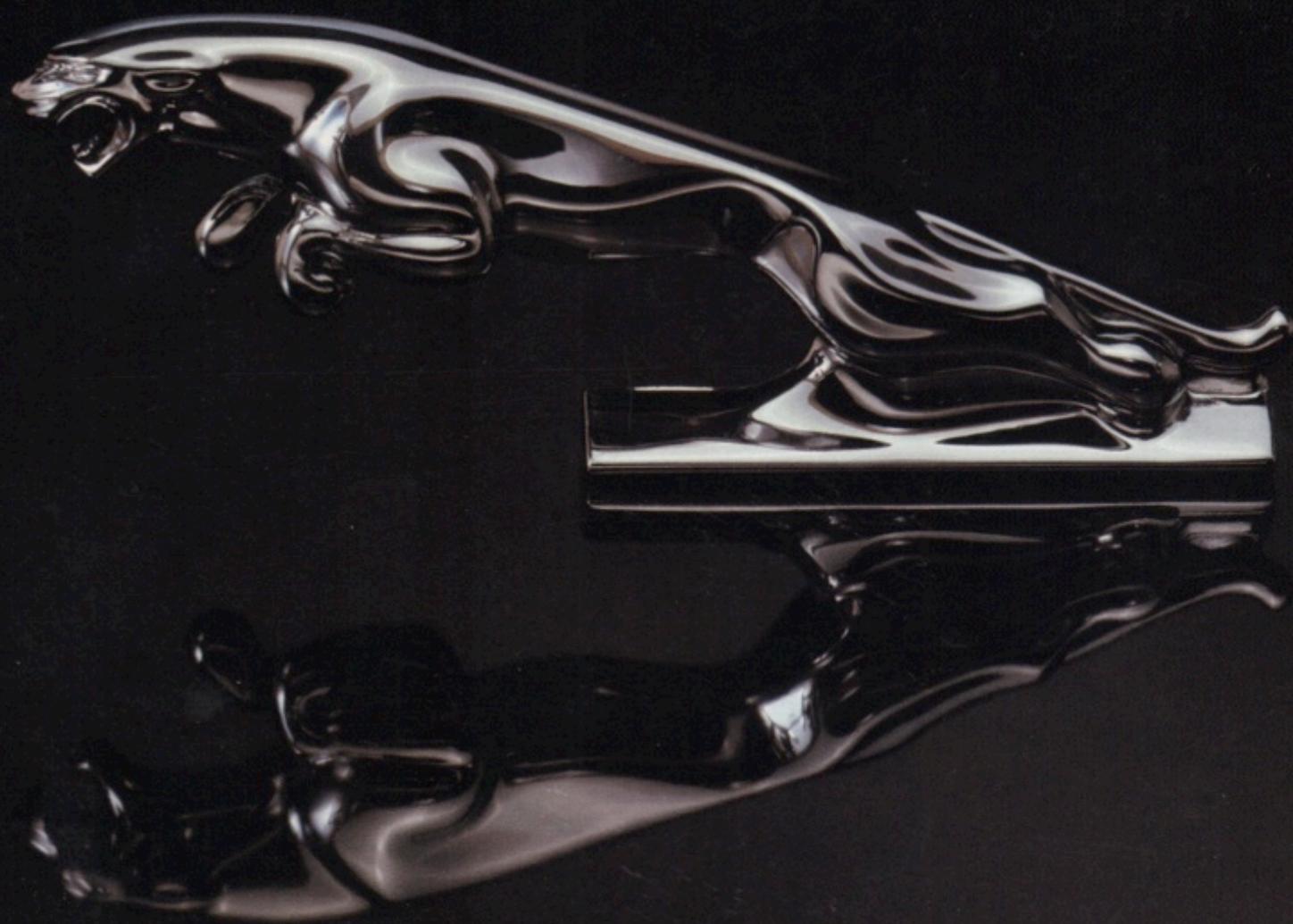


JAGUAR



A BLENDING OF ART AND MACHINE



The XJ6

In the manner of its legendary forebears, the XJ6 continues the 50-year tradition of style, speed and strength that is uniquely Jaguar. For 1990, the XJ6 is endowed with significant improvements—starting with a more powerful, 4-liter engine that produces an impressive 223 horsepower and 278 lbs. ft. of torque.

A new, electronically controlled, four-speed automatic transmission not only channels the larger engine's power, it also enables the driver to switch the transmission to an exhilarating "sport" mode for more spirited driving.

A more sophisticated Teves anti-lock (ABS) braking system helps the driver maintain steering control while braking hard on slippery roads. Larger front brakes improve fade resistance.

Jaguar's four-wheel, fully independent suspension system provides a near-perfect balance of smooth-riding comfort and athletic agility.

But perhaps the most distinctive characteristic found in all Jaguar sedans is their styling—a heritage developed by a company with a 50-year history of building one classic automobile after another.



Within the handsome cabin of the XJ6, select hardwoods display their natural beauty. On the doors, fascia and center console, the rich warmth of highly polished walnut has been carefully hand fitted by Jaguar craftsmen. Supple leather graces the orthopedically designed seats.

To provide a superb driving environment, the XJ6 has sophisticated cockpit controls, classically British analog gauges and a six-function trip computer. The steering column telescopes for driver comfort. Jaguar's new electronically controlled transmission provides effortless automatic shifting. Move the shifter to the left side of the unique J-gate and it limits upshifts to your choice of second or third gear.

Computerized climate control maintains the cabin temperature you select and allows you to adjust the level of incoming humidity for added comfort. Vent controls in the center console allow rear seat passengers to adjust cabin air flow to the back. For your listening pleasure, Jaguar's 80-watt sound system plays through six high-fidelity speakers to surround you in near-concert-hall quality sound.



The Sovereign

A car of classic proportions, the brand new Sovereign blends British style and elegant bearing with the Jaguar traditions of advanced engineering and inspired technical innovation.

Aerodynamic headlights—in the manner of fine European Jaguar sedans—shine a brilliant pathway through the darkness. An electrically operated sunroof floods the cabin with fresh air, sunlight, or the glow of a moonlit evening.

The warmth of inlaid and book-matched, burl walnut graces the interior of the Sovereign. Each beautifully tailored seat is faced in leather and all four seats are equipped with headrests.

To help keep the cabin of the 1990 Sovereign whisper quiet, specially molded Teroson insulation is fitted throughout the body.

The Sovereign also has the additional benefits of Jaguar's electronically controlled, hydraulic leveling system. It automatically raises the car to an appropriate height to keep Jaguar's patented, fully independent suspension in the proper position when the car is heavily loaded.

The Vanden Plas

Over 100 years ago, the European firm of Vanden Plas was heralded as one of the world's finest coachbuilders. Today, the traditions of fine coachbuilding and Jaguar's legendary performance are brought together in the 1990 Jaguar Vanden Plas.

Outside, chrome bodyside moldings and rear trim, fog lamps, flush wheel-center covers, heated headlight washers and unique badging set the Vanden Plas apart from other Jaguar sedans.

Inside, you'll find the warmth of inlaid burl walnut. Fleecelike throw rugs grace the passenger footwells and the fragrance of leather abounds. Fold-down, burl walnut tables, adjustable reading lamps and individual headrests give rear seat passengers the comfort of a favorite clubroom reading chair.

Lively performance comes from Jaguar's 4-liter, 24-valve, double-overhead cam engine. A limited-slip differential offers superior traction on slippery surfaces. The Vanden Plas also has the sophistication of Teves anti-lock braking, as well as Jaguar's automatic suspension leveling system.





The Vanden Plas Majestic

Grace, elegance and unabashed style are the hallmarks of the Vanden Plas Majestic—without question the most luxurious and exclusive sedan Jaguar offers.

From its distinctively fluted chrome grille and regency red, mica-metallic finish, to its polished, diamond-turned wheels, this is clearly a very special Jaguar Vanden Plas.

Tasteful appointments abound inside the cabin. mulberry piping on the seats accents the glorious magnolia interior, while red sheepskin rugs counterpoint wine-red carpets. The rich warmth of burl walnut graces the deep fascia, control panel, center console, door inserts and rear fold-down picnic tables. Unique rear badging identifies the Majestic as a limited edition.



The XJ-S Coupe

Bred to advance the art of true grand touring, the 1990 XJ-S coupe displays a powerful sense of purpose in its broad-shouldered stance.

On the interstate or the switchbacks of a winding road, the sophistication of the S-type's fully independent suspension system, power disc brakes and one of the most advanced anti-lock (ABS) braking systems in the world provide a near-perfect blend of smooth riding comfort and athletic handling agility. The XJ-S is powered by Jaguar's extraordinary, 262 horsepower, overhead cam, V-12 engine.

Inside the S-type's handsome 2+2 cabin, leather abounds, while the warmth of hand-polished burl walnut graces the fascia, control panel, console and door waist rails. The specially contoured front sports seats offer power-variable lumbar support and electrical heating for comfort.

The steering wheel tilts for optimum position and also houses a driver-side air bag. Jaguar's 80-watt sound system plays through four, acoustically matched speakers.





The XJ-S Convertible

Thoughtfully designed and ingeniously executed, the XJ-S convertible is an elegant performer that offers the added excitement of top-down motoring.

Jaguar engineers designed the chassis of the S-type convertible with a degree of structural rigidity rarely found in open motorcars. The S-type convertible's beautifully tailored top closes at the touch of a button.

Inside the elegant cabin, supple leather on the doors and seats and the warmth of polished burl walnut add Old World elegance.

Under the hood, lies a race-bred V-12 engine. For 25 years, Jaguar has been perfecting V-12 power with the philosophy that the quality of power an engine delivers is just as important as the quantity of power it produces. Jaguar's V-12 has more firing pulses per crankshaft revolution than a six- or eight-cylinder engine. The additional pulses make the V-12 operate more smoothly—helping to account for the S-type's uncannily silent cabin and quiet ride.



Inside the XJ-S, the luster of hand-finished burl walnut graces the fascia, console and door waist rails. Carefully tailored leather covers the seats, console sides, armrests and door pockets.

The S-type's sports seats are uniquely contoured to offer refined comfort for elegant motoring, as well as support for spirited driving. Both front seats feature power-variable lumbar support and electrical heating.

The leather-covered steering wheel tilts for optimum driving position and also houses a driver-side air bag.

A full array of analog gauges on the instrument panel keeps the driver fully informed. Beautiful sound is provided by Jaguar's 80-watt stereo system which plays through four acoustically matched speakers.

The rear seat in the coupe is comfortably contoured for occasional seating. In the convertible, the area behind the front seat provides luggage space and a lockable stowage compartment.



The XJ-S Rouge

With dashing style and Jaguar's proud heritage of blending performance with luxury, the new 1990 XJ-S Rouge brings added excitement to the time-honored concept of grand touring.

From its glorious signal red body to its highly polished, diamond-turned wheels with spokes faceted in red, the Rouge stands apart as an XJ-S coupe so special, only a limited number will be available.

Gold-plated badging on the hood and trunk identify the Rouge as Jaguar's ultimate grand touring coupe.

Inside, the magnolia leather interior is accented by red piping on the seats, while deep-pile, champagne carpeting covers the footwells.

For added distinction, only the XJ-S Rouge, among all Jaguars, receives the warmth and beauty of highly polished burl elm on the fascia, control panel, console and door waist rails.



The security of Jaguar's uniquely comprehensive support.

Jaguar's uncommon concern for quality and customer satisfaction

is reflected in its extensive warranty and comprehensive roadside assistance plan.

Under its new car warranty, for three years or 36,000 miles, whichever comes first, Jaguar will repair or replace any part of your new Jaguar that proves defective. The tires carry their own manufacturer's warranty.

Jaguar's Service-On-SiteSM program will provide free emergency roadside assistance should your new Jaguar become dis-

abled due to a warranty-covered defect, flat tire, dead battery or ...if it simply runs out of gas. It can also provide trip interruption benefits—including lodging, meals and alternative travel arrangements—if your Jaguar encounters a warranty-covered defect more than 50 miles from your home.

See your dealer for details on Jaguar's limited warranty, applicable in the USA and Canada, and on Jaguar's Service-On-Site Roadside Assistance Plan.

Specifications and colors subject to change without notice.

Jaguar Cars Inc., Leonia, NJ
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