

XE





**“THE CAR**  
IS THE CLOSEST THING WE WILL EVER CREATE TO SOMETHING THAT  
**IS ALIVE”**

SIR WILLIAM LYONS

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## SO DISTINCTIVE, SO INSTINCTIVE, AND SO ALIVE

**"The car is the closest thing we will ever create to something that is alive."**

**The words of Jaguar's founder, Sir William Lyons, combine the three strands of Technology, Performance and Design which form our Alive DNA. His uncompromising vision to set ever higher benchmarks is the philosophy we still live by today.**

**Alive Technology** creates the feeling that a Jaguar car is alive. Every innovation is developed to provoke a driving experience that always feels instinctive.

**Alive Performance** is constantly evolving for greater power, efficiency and refinement.

**Alive Design** pushes the boundaries of what is possible by ensuring that in every Jaguar, engineering and beauty coalesce like no other.





## XE CHANGES EVERYTHING

The most advanced, efficient and refined sports saloon car that Jaguar has ever produced. The latest in an illustrious bloodline. Instantly recognisable as a Jaguar, it feels like a Jaguar, it drives like a Jaguar – XE is a Jaguar to its core.

The first of a new generation of cars to be launched on Jaguar's state-of-the-art, all new Advanced Aluminium Architecture, the lightweight aluminium construction creates an incredibly strong body. It also informs XE's imposing profile with a sports car 'rearward cabin' look and a swept back windscreen, as well as delivering the lowest ever drag coefficient on a Jaguar car of just Cd 0.26. Advanced Aluminium Architecture is the perfect platform for a performance car – power with responsive handling. And the perfect platform for a luxury car – refinement with beautiful design.

XE is alive with the latest innovation, technology and design, connecting road to car, car to driver. It has a true sporting character and is packed with systems that empower the driver as well as enhancing the driving experience. From the outright exhilaration of a supercharged V6 to the frugality of up to 75mpg and efficiency of 99g/km of CO<sub>2</sub>, there is a range of engines to suit every driving style – XE rewrites the rules. XE is a wake up call for every other car in its class.

Discover more at [jaguar.co.uk/XE](http://jaguar.co.uk/XE)



## XE IS DIFFERENT

XE immediately catches the eye, standing out from the competition because of its upscale proportions. Its form possesses energy and organic vibrancy. Like all contemporary Jaguar cars, XE has a rising waistline to add drama and dynamism even when it is stationary. This is defined by the sharp design feature that flashes from the front bumper, along the flanks, to culminate at the tail. Chrome side vents, stamped with the Jaguar name, deliberately allude to F-TYPE; and there is even the tell-tale Jaguar loop that arcs around the side windows. Exterior aluminium panels have crease lines with the same tight radii, clarity and precision found on F-TYPE. It also has distinctly defined sculpting on the bonnet to ensure that it shares the athleticism of the other cars in the Jaguar range. XE is crouching, ready to pounce.

VEHICLE SHOWN LEFT: XE SE IN GLACIER WHITE WITH OPTIONAL 18" MATRIX ALLOY WHEELS AND PANORAMIC SUNROOF AND OPTIONAL BI-FUNCTION HID XENON HEADLAMPS WITH ADAPTIVE FRONT LIGHTING. DOCKLANDS, LONDON  
VEHICLE SHOWN RIGHT: XE SE IN GLACIER WHITE WITH OPTIONAL BI-FUNCTION HID XENON HEADLAMPS WITH ADAPTIVE FRONT LIGHTING



## DEFINITELY JAGUAR

One glance at the tail of XE and you know that it could only be a Jaguar. Only Jaguar has the technology and expertise to create those signature rear haunches – Jaguar is a world leader in aluminium car construction. It allows the creation of more radical designs and sharper creases from deeper, more innovatively formed pressings with the body side curvature of XE aerodynamically honed to sweep air seamlessly rearwards to the tail section. The deliberately cropped rear has a short overhang to underscore the car's performance credentials and enhance airflow. It is all crowned by high intensity LED tail lamps that are inspired by F-TYPE with a roundel intersected by a horizontal line. While the high-mounted centre brake light is a beautifully integrated, full LED blade that spans the complete width of the screen's top edge.

VEHICLE SHOWN: XE R-SPORT IN BLUEFIRE WITH OPTIONAL 19" STAR ALLOY WHEELS. CENTRAL LONDON







## HIGHLY ADVANCED ALUMINIUM

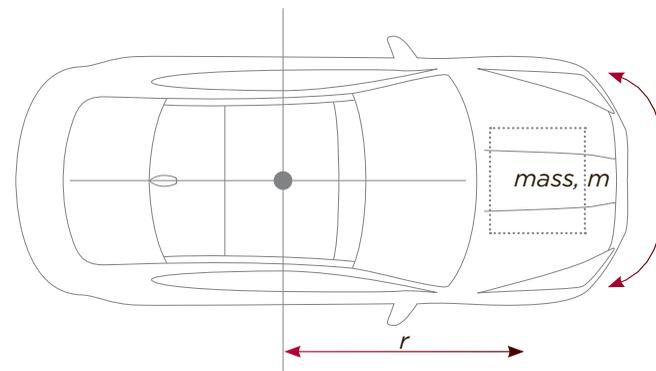
Jaguar has been at the forefront of aluminium car construction for more than a decade and continues to push the boundaries of this technology. XE is the first of a new generation of Jaguar cars to be based on the all new Advanced Aluminium Architecture, which uses expertise derived from the aerospace industry to deliver premium vehicle characteristics in performance, handling and refinement. This immensely strong bodyshell uses an all new material: high strength RC5754 aluminium alloy. Saving weight without compromising durability, it provides very high torsional stiffness of 22kNm/deg. It is also the ideal platform for a performance car and helps achieve optimum weight distribution of approaching 50:50 which gives XE its exceptional handling. The lightweight structure not only reduces fuel consumption and CO<sub>2</sub> emissions, it means that the XE range will be able to encompass everything from 99g/km to a maximum speed of 155mph.

Discover more at [jaguar.co.uk](http://jaguar.co.uk)

### MASS MOMENT OF INERTIA

XE's weight distribution approaches 50:50 - the closer the weight is to the car's centre, the easier it is to turn.

$$I = \sum_{i=1}^N m_i r_i^2$$



VEHICLE SHOWN: JAGUAR ADVANCED ALUMINIUM ARCHITECTURE WITH DOORS, BONNET AND BOOT LID IN FULLY GALVANISED, HIGH STRENGTH STEEL. CENTRAL ST. MARTINS, LONDON







## MAKE THE CONNECTION

You connect with XE the moment you slide into the form hugging seats - you sit low in a Jaguar. Directly ahead of you is the reassuring familiarity of two large, sports car analogue dials and message centre inspired by F-TYPE, all housed in a neat binnacle. You grip the chunky sports steering wheel - it too is from F-TYPE. Next to you the raised centre console adds to the cockpit feel, while the stepped fascia elegantly sweeps away - there resides the very latest in Jaguar Touch-screen technology. Throughout XE the soft natural forms of the interior architecture lend themselves to a choice of contemporary or traditional materials and finishes. Press the Start button and XE awakes. On cars with automatic transmissions, the Rotary Shifter rises to greet your hand. XE feels alive.



INTERIOR SHOWN RIGHT AND PREVIOUS PAGE: XE S FEATURING RED LEATHER SPORT SEATS WITH JET SUEDECLOTH INSERTS (NO COST OPTION). CENTRAL ST. MARTINS, LONDON



JAGUAR

JAGUAR

10:38 AM 15°C

22°C

19°C

P R N D S



JAGUAR

10:30 PM

15 °C



▲  
◀ MENU OK ▶  
▼ MODE

☂  
LIM RES  
CAN SET +





## IT LOOKS JAGUAR, IT FEELS JAGUAR

XE creates a special bond with the driver. It is focused, precise. Every control is perfectly positioned; it looks right; and it feels right. Steering wheel mounted buttons are tactile and meticulously engineered to provide the interface with key vehicle functions. On automatic models the gearshift paddles, which give manual control without the need for the driver's hands to be taken from the wheel, are both sturdy and accurate. Even the outer air vents are unique in the way that they extend the fascia to nestle in the door casings and give the feeling of width and space. Beautifully crafted with a satin chromed finish, on selected models, they are back lit to bring the cabin to life at night. XE is an inspired place for driver and passenger.

## IN COMMAND



XE's command centre is called InControl Touch. It is the hub which gives control over the car's major functions including audio, climate control and satellite navigation. It also enables telephone connectivity, to keep you in touch. The 8 inch Touch-screen in the centre console features an all new graphical interface and fast system response times, as well as familiar tablet and smartphones gestures such as 'stretch' and 'swipe'.

LOCATION: GOOGLE HEADQUARTERS, LONDON

## IN CONTROL



XE's all new InControl suite of products are accessed via the InControl Touch system. They offer the latest technologies to connect you and your car to the outside world.

**InControl Protect** (standard) includes SOS Emergency Call, which automatically brings the relevant services to your exact location in the event of a critical situation. It also provides Optimised Jaguar Assistance to transmit your location and vehicle diagnostic data to help minimise delays to your journey. The Remote Essentials App enables you to monitor your XE through your smartphone to check fuel level and whether, or not, it is locked.

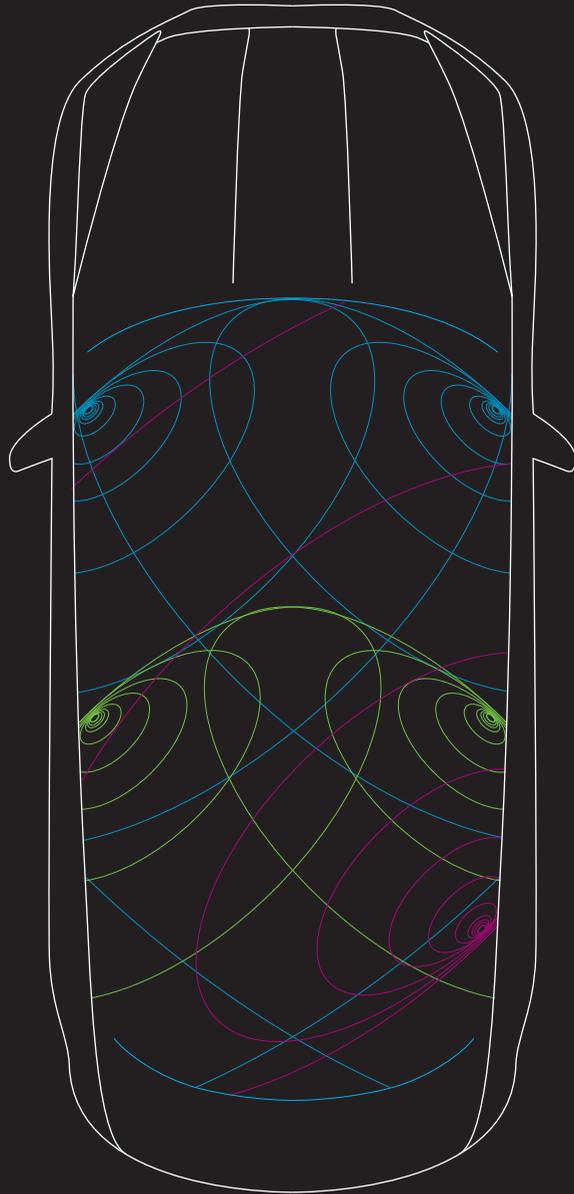
**InControl Secure** (optional) detects any illegal movement of your XE to alert you and liaise with the authorities to pinpoint the vehicle's whereabouts.

The InControl Remote smartphone App will work with Android devices from version 4.1 and Apple devices from iOS V6.0. Wi-Fi requires a SIM with a suitable data contract.

**InControl Connect** (standard). This provides additional features to the Remote Essentials App allowing you to remotely pre-heat or pre-cool the car. InControl Connect also features Jaguar InControl Apps. Simply download Jaguar InControl Apps to your smartphone. You can then connect your smartphone via the USB port to display compatible Apps on the Touch-screen in the centre console.

**Wi-Fi Hotspot** (optional) provides XE with a powerful external aerial for reception of the strongest possible mobile and data signal allowing passengers to wirelessly connect a range of devices with XE's Infotainment system and the Internet.





## IN CONCERT



JAGUAR  
SOUND SYSTEM

MERIDIAN 380W  
SOUND SYSTEM

Two superb audio systems bring entertainment in XE to life.

**The Jaguar Sound System** brings acoustic range and power to XE's interior with 80W, 4 channels and 6 speakers. An optional higher specification system, **the 380W Meridian Sound System**, designed in conjunction with British audio experts Meridian specifically for XE, offers superb audio reproduction through 12 channels and 11 speakers - including a subwoofer. It features advanced technology, such as Digital Signal Processing (DSP) technology, to optimise every element of the system and uses Meridian Cabin Correction's advanced algorithm to tailor the music experience to the precise acoustics of the vehicle's interior.

-  Fresh air subwoofer
-  Front door waves tweeter midrange bass
-  Rear door waves tweeter midrange

Diagram representative of Meridian 380W Sound System.



MERIDIAN



**80** 

WATTS

**4** 

AMPLIFIER CHANNELS

**6** 

SPEAKERS

**JAGUAR SOW**

80W, 4 channel amplifier, 6 Speakers,  
Audyssey MultEQ Audio Equalisation,  
Dynamic volume control



**380** 

WATTS

**12** 

AMPLIFIER CHANNELS

**11** 

SPEAKERS

**MERIDIAN 380W**

380W, 12 channel class D DSP amplifier,  
11 Speakers, Audyssey MultEQ Audio  
Equalisation, Dynamic volume control



# THE POWER OF XE



LOW FRICTION TECHNOLOGIES

SMART REGENERATIVE CHARGING

XE's power is delivered by a range of five highly advanced engines, including two from Jaguar's all new Ingenium engine family. Whether you choose our latest high-tech diesel engines or you prefer petrol, each one offers performance, refinement and economy to suit every driving style. There's an engine for every driver: from 99g/km and 75mpg to a maximum speed of 155mph. Advanced engine features include low CO<sub>2</sub> technologies, low friction technologies and smart regenerative charging, which prioritises battery charging during deceleration, rather than acceleration, to harvest kinetic energy and save fuel. There is a choice of transmissions available too, 8-speed automatic or 6-speed manual. Both offer superb flexibility and refinement. The sophisticated automatic is highly responsive and delivers rapid shifting for effortless acceleration and overtaking. It features JaguarDrive Control, which allows drivers to select modes for Dynamic, Winter, Eco and Normal driving. The system subtly changes steering and throttle mapping, as well as shift patterns, to suit the particular driving circumstances. Choose the 6-speed manual gearbox for even greater driver involvement - the lightweight unit is specifically designed for the performance requirements of sports cars and powerful saloons - and you'll discover slick, short changes and superb levels of comfort.

Now you don't have to choose between economy and performance. Now you can have both. And in a Jaguar. The new 163PS Ingenium engine delivers the most efficient Jaguar ever and is available with a wide range of XE models. XE combines the thrill of driving a Jaguar with the benefits of lower ownership costs.

# DIESEL ENGINES

> INGENIUM ENGINES | FROM 99g/km | FAST WARM-UP FROM COLD

XE introduces Jaguar's state-of-the-art, all new Ingenium family of engines for the first time. Ingenium offers high performance and refinement with low fuel consumption and CO<sub>2</sub> emissions. Two engines from this incredible new range are available on XE, the 2.0 i4 180PS Turbocharged Diesel and the 2.0 i4 163PS Turbocharged Diesel, which delivers CO<sub>2</sub> from 99g/km.

## 2.0 LITRE i4

### 163PS TURBOCHARGED DIESEL

POWER 163PS
ACCELERATION 0-60mph 7.9 seconds
TOP SPEED 132mph
COMBINED 75mpg
CARBON DIOXIDE EMISSIONS 99 g/km



0-60MPH



TOP SPEED MPH

## 2.0 LITRE i4

### 180PS TURBOCHARGED DIESEL

POWER 180PS
ACCELERATION 0-60mph 7.4 seconds
TOP SPEED 140mph
COMBINED 67.3mpg
CARBON DIOXIDE EMISSIONS 109 g/km



0-60MPH



TOP SPEED MPH

Figures shown are for automatic transmission except for manual 163PS diesel. The figures provided are as a result of official manufacturer's tests in accordance with EU legislation. A vehicle's actual fuel consumption may differ from that achieved in such tests and these figures are for comparative purposes only.

# PETROL ENGINES



ALLOY ENGINE BLOCKS

SWITCHABLE ENGINE MOUNTS

Performance and refinement. XE's petrol engines offer the sheer driving pleasure of power and responsiveness throughout the rev range, while delivering reduced emissions and CO<sub>2</sub>. The two 2.0 i4 Turbocharged engines provide 6 cylinder refinement with all the benefits of 4 cylinder motoring - reduced fuel consumption and lower cost of ownership.

The 3.0 V6 340PS supercharged petrol engine, a mainstay of the F-TYPE range, features a Roots-type twin vortex supercharger mounted in the 'V' of the engine to maintain its compact dimensions and to complement the low aerodynamic lines of the bonnet. Supercharging provides linear power delivery and instant access to high levels of torque at all engine speeds.

## 2.0 LITRE i4

200PS TURBOCHARGED PETROL

POWER 200PS
ACCELERATION 0-60mph 7.3 seconds
TOP SPEED 147mph
COMBINED 37.7mpg
CARBON DIOXIDE EMISSIONS 179 g/km



0-60MPH



TOP SPEED MPH

## 2.0 LITRE i4

240PS TURBOCHARGED PETROL

POWER 240PS
ACCELERATION 0-60mph 6.4 seconds
TOP SPEED 155mph
COMBINED 37.7mpg
CARBON DIOXIDE EMISSIONS 179 g/km



0-60MPH



TOP SPEED MPH

## 3.0 LITRE V6

340PS SUPERCHARGED PETROL

POWER 340PS
ACCELERATION 0-60mph 4.9 seconds
TOP SPEED 155mph
COMBINED 34.9mpg
CARBON DIOXIDE EMISSIONS 194 g/km



0-60 MPH



TOP SPEED MPH



JAGUAR

## ADVANCED DRIVING DYNAMICS



EPAS

ADAPTIVE DYNAMICS

From its iron-grip when cornering to its immaculate poise on uneven roads, XE's precision-engineered chassis and advanced driving dynamic systems deliver outstanding sports performance in constantly changing conditions. XE possesses the lightest body in its class and has sports-car equivalent body stiffness of 22kNm/deg.

VEHICLE SHOWN: XE SE IN GLACIER WHITE WITH OPTIONAL 18" MATRIX ALLOY WHEELS

## NEXT GENERATION EPAS

XE's next generation Electric Power Assisted Steering (EPAS) offers outstanding feedback and control, as well as power assistance the moment you need it. The system adds to driver confidence by communicating the approach of the limits of grip during hard cornering. Only active on demand - saving power for where you really need it, as well as saving fuel - EPAS allows highly-tuned computer control to adapt the levels of steering support; whether giving you fine control at speed, or providing comprehensive assistance during slow manoeuvring.

## ADAPTIVE DYNAMICS\*

Adaptive Dynamics instinctively modifies XE's response to conditions and your driving style. It analyses acceleration and braking, cornering, throttle and brake pedal activity.

## NEXT GENERATION BRAKING

XE's next generation braking system is optimised for high performance and to save weight. Air deflectors fitted to the front suspension efficiently channel air to cool the brakes and reduce the risk of fade during enthusiastic driving. New technology in the pads reduces dust to improve stability, increase disc life and maintain the clean appearance of the wheels.

HOLD 3RD GEAR  
IN CORNER

## SOUNDS ALIVE

Jaguar doesn't just design a car's look and feel, but how it sounds, inside and out. From the gentle purr of the engine at idle, to the roar of the exhaust during enthusiastic acceleration. XE's design process realises the perfect combination of beautiful form, superior function with the ideal soundtrack. Wind noise has been minimised through state-of-the-art computational fluid dynamics while road noise is reduced through specialised alloys and innovative lightweight acoustic damping materials.

\*Adaptive Dynamics is standard on S and optional on all other derivatives





## ALL SURFACE PROGRESS CONTROL

Jaguar's unique All Surface Progress Control (ASPC) gives XE drivers added confidence in slippery conditions; whether starting from a snowy driveway, parking on an icy incline, or even towing on wet grass. XE's ASPC is a low speed cruise control, operating at speeds between 2mph and 19mph, that helps XE to cope with low traction situations whatever the weather and allows drivers to concentrate on steering the vehicle. ASPC is available on all engines fitted with automatic transmissions.



## IN THE EXTREME



**DYNAMIC STABILITY  
CONTROL**

**ROLL STABILITY  
CONTROL**

**ENGINE DRAG  
TORQUE CONTROL**

Whether you're driving XE enthusiastically or simply want the assurance of a car that will remain stable in challenging conditions, Jaguar's Stability Systems keep XE safely balanced through unexpected driving situations.

**Dynamic Stability Control (DSC)** monitors XE's dynamic behaviour and intervenes if the system determines that the vehicle is unresponsive to the driver's inputs. DSC reduces engine torque and/or applies braking to the appropriate wheels to correct the car's direction of travel by counteracting understeer or oversteer. XE's latest generation DSC system has enhanced understeer control to reduce speed and regain control more effectively.

**Roll Stability Control (RSC)** uses on-board sensors to monitor the roll angle's rate of change during cornering. If the system detects a sudden increase in roll angle, it immediately brakes the outer wheels to initiate understeer. This widens the turn radius and helps reduce the likelihood of a roll-over.

**Engine Drag torque Control (EDC)** mitigates the chance of wheel lock-up caused by strong engine braking in slippery conditions by increasing torque to the affected wheels.

VEHICLE SHOWN: XE S IN ITALIAN RACING RED WITH OPTIONAL 20" PROPELLER ALLOY WHEELS

# TORQUE VECTORING BY BRAKING



INCREASED STEERING PERFORMANCE

IMPROVED CORNERING CAPABILITY

XE's Torque Vectoring by Braking maximises control through the tightest corners. Torque Vectoring technology provides controlled braking on the inside rear wheel delivering outstanding sports car agility and added driver confidence.

BRAKE PRESSURE IS APPLIED TO INSIDE REAR WHEEL

GREATER AMOUNT OF POWER IS DISTRIBUTED TO OUTER REAR WHEEL

ADDITIONAL ROTATIONAL FORCE APPLIED AROUND VEHICLE'S AXIS

# YOU TAKE CARE OF THE DRIVING, XE TAKES CARE OF YOU

Jaguar's innovative technology distinguishes XE as a leader in its class. State-of-the-art systems support safety, inform, warn, communicate and, of course, entertain. As the technology assists and empowers you XE comes alive, sensing the world and the hazards around you. XE assures a rewarding drive while helping you to stay safe.

In XE, you hardly ever need to take your eyes off the road. Using technology pioneered in military jets, XE incorporates an industry-first Laser Head-Up Display\* that projects key information, onto the windscreen, directly in your line of vision. Using the latest, brightest laser display technology for maximum clarity, it allows you to watch your speed, see navigation and access turn by turn guidance and gear selection.

XE even monitors road signs for you. Jaguar's Traffic Sign Recognition technology can detect current speed limit signs to display them on both the instrument cluster and Head-Up Display. This smart system is also aware of local conditional speed limits. When mandatory lower speed limits are in place, due to adverse conditions, traffic congestion or other factors, these will be displayed until they are lifted. If you are towing, the appropriate legal speed limit will be shown. 'No Overtaking' signs also display in the instrument cluster.

XE's forward facing stereoscopic cameras actively monitor the road ahead. If they detect that a collision with another vehicle or stationary object is likely, the AEB system will pre-charge the brakes in preparation for driver braking. If the driver does not brake the system will intervene automatically to apply the brakes to prevent a collision or mitigate its severity (depending on the vehicle's speed).

\*Available as an option

IMAGE SHOWN: OPTIONAL HEAD-UP DISPLAY



ADAPTIVE CRUISE  
CONTROL\*



ISOFIX  
CAR SEAT SAFETY  
SYSTEM



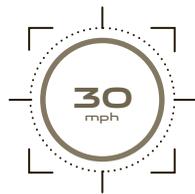
AUTONOMOUS  
EMERGENCY  
BRAKING



LANE DEPARTURE WARNING



BLIND SPOT MONITOR\*



TRAFFIC SIGN RECOGNITION





Go behind the scenes at Jaguar. Download the Jaguar Magazine app - just search "Jaguar Magazine" in the App Store™.





## YOU AND YOUR XE

This is where it becomes your XE. Your choices create the car you'll love. Select the body colour and pick the perfect wheels to complement it. You can make your XE unique inside by choosing from a collection of premium materials and textures as well as a palette of stunning colour combinations. With Jaguar's exceptional collection of accessories and options your XE is ready to fit in with your life and your lifestyle. The finest XE in the world. Yours.

Discover more at [jaguar.co.uk/personalisemyxe](http://jaguar.co.uk/personalisemyxe)

VEHICLES SHOWN: XE S IN ITALIAN RACING RED WITH OPTIONAL 20" PROPELLER ALLOY WHEELS, XE SE IN GLACIER WHITE WITH OPTIONAL 18" MATRIX ALLOY WHEELS, XE R-SPORT IN BLUEFIRE WITH OPTIONAL 19" STAR ALLOY WHEELS. LONDON

# MODELS



## XE SE

### ENGINES

2.0 Litre i4 163PS Turbocharged Diesel with either 6-speed manual transmission or 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 180PS Turbocharged Diesel with either 6-speed manual transmission or 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 200PS Turbocharged Petrol with 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

### KEY FEATURES

17" Turbine 10 Spoke Sparkle Silver Alloy Wheels

17" Aerodynamic 10 Spoke Sparkle Silver Alloy Wheels (only on 163PS Diesel engine)

Interior featuring cloth seats

Gloss black veneer

Radiator grille - black with chrome surround

Chrome side power vents

Sill finishers with Jaguar lettering



## XE PRESTIGE

### ENGINES

2.0 Litre i4 163PS Turbocharged Diesel with either 6-speed manual transmission or 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 180PS Turbocharged Diesel with either 6-speed manual transmission or 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 200PS Turbocharged Petrol with 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

### KEY FEATURES (OVER SE)

17" Crux 7 Twin Spoke Sparkle Silver Alloy Wheels

17" Aerodynamic 10 Spoke Sparkle Silver Alloy Wheels (only on 163PS Diesel engine)

Interior featuring Taurus leather seats with contrast stitch

Brushed Aluminium veneer

Radiator grille - black with chrome surround

Chrome side power vents

Metal sill finishers with Jaguar lettering

Heated front seats

### STANDARD FEATURES

#### DRIVING DYNAMICS

- Torque Vectoring by Braking
- Intelligent Stop/Start System
- JaguarDrive Control
- Speed proportional electric power steering

#### DRIVER ASSISTANCE AND SAFETY

- Cruise control with Automatic Speed Limiter (ASL)
- Lane departure warning
- Autonomous Emergency Braking (AEB)
- Traffic Sign Recognition
- Dynamic stability control and Traction Control
- Rear parking aid
- Hill launch assist
- Electric parking brake
- Automatic lights and wipers
- Variable intermittent wipers
- Hazards under heavy braking
- Emergency brake assist

#### INFOTAINMENT AND INTERIOR

- InControl Touch with 8 inch colour Touch-screen
- Navigation system
- Jaguar Voice
- InControl Connect and InControl Protect
- Bluetooth® telephone connectivity and Bluetooth® Streaming
- Soft grain leather steering wheel
- DAB digital radio

VEHICLE SHOWN: XE SE IN GLACIER WHITE WITH OPTIONAL 18" MATRIX ALLOY WHEELS AND PANORAMIC GLASS SUNROOF

VEHICLE SHOWN: XE PRESTIGE IN TEMPEST GREY WITH OPTIONAL 18" MATRIX ALLOY WHEELS AND PANORAMIC GLASS SUNROOF



## XE R-SPORT

### ENGINES

2.0 Litre i4 163PS Turbocharged Diesel with either 6-speed manual transmission or 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 180PS Turbocharged Diesel with either 6-speed manual transmission or 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 200PS Turbocharged Petrol with 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 240PS Turbocharged Petrol with 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

### KEY FEATURES (OVER SE)

18" Star 5 Spoke Silver/Diamond Turned Alloy Wheels

17" Lightweight 15 Spoke Sparkle Silver Alloy Wheels (only on 163PS Diesel engine)

Interior featuring Taurus perforated leather Sports seats with Contrast Stitch

Leatherette wrapped dashboard

Etched Aluminium veneer

Bi-function Xenon HID headlamps

Radiator grille – gloss black with satin chrome surround

R-Sport bodykit – R-Sport front bumper, R-Sport body-coloured side sills, satin chrome side power vents with R-Sport badge and boot lid spoiler

Metal sill finishers with Jaguar 'R-Sport' branding

Sports suspension

Heated front seats

Extended interior mood lighting

VEHICLE SHOWN: XE R-SPORT IN BLUEFIRE WITH OPTIONAL 19" STAR ALLOY WHEELS



## XE PORTFOLIO

### ENGINES

2.0 Litre i4 163PS Turbocharged Diesel with either 6-speed manual transmission or 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 180PS Turbocharged Diesel with either 6-speed manual transmission or 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

2.0 Litre i4 240PS Turbocharged Petrol with 8-speed electronic automatic transmission with Jaguar Sequential Shift and All Surface Progress Control

### KEY FEATURES (OVER SE)

18" Arm 6 Spoke Sparkle Silver Alloy Wheels

17" Aerodynamic 10 Spoke Sparkle Silver Alloy Wheels (only on 163PS Diesel engine)

Interior featuring Windsor Soft Grain leather seats with Herringbone perforations and tonal stitch

10 way electric front seats

Leatherette wrapped dashboard

Embossed Aluminium veneer

Bi-function Xenon HID headlamps

Radiator grille – gloss black with chrome surround

Chrome side power vents

Metal sill finishers with Jaguar lettering

Meridian 380W Sound System

Extended interior mood lighting

VEHICLE SHOWN: XE PORTFOLIO IN AMMONITE GREY WITH OPTIONAL 18" MATRIX ALLOY WHEELS



## XE S

### ENGINE

3.0 Litre V6 340PS Supercharged Petrol with 8-speed electronic automatic transmission, Jaguar Sequential Shift and All Surface Progress Control

### KEY FEATURES (OVER SE)

19" Star 5 Twin Spoke Silver Alloy Wheels

Interior featuring 'S' branded Sports seats with perforated Taurus leather and contrast stitch

10 way electric front seats

Leatherette wrapped dashboard

Meshed Aluminium veneer

Radiator grille – gloss black with satin chrome surround

S Bodykit – S front bumper, S body-coloured and gloss black side sills, S gloss black rear valance and boot lid spoiler

Satin chrome side power vents

Red brake calipers

Bi-function HID Xenon headlamps

Metal sill finishers with Jaguar 'S' branding

Bright stainless steel pedal covers

Sports suspension

Meridian 380W Sound System

Adaptive Dynamics

Jaguar Smart Key system – keyless start and keyless entry

Powered boot lid (open and close)

Additional 12v sockets in rear and in boot

Extended interior mood lighting

VEHICLE SHOWN: XE S IN ITALIAN RACING RED WITH OPTIONAL 20" PROPELLER ALLOY WHEELS AND PANORAMIC GLASS SUNROOF



## EXTERIOR COLOURS

### SOLID

Polaris White

Ebony

### METALLIC

Glacier White

Rhodium Silver

Osmium

Quartzite

Ammonite Grey

Bluefire

Dark Sapphire



Odyssey Red

Italian Racing Red

British Racing Green

Ultimate Black

PREMIUM PALETTE  
Ingot

Tempest Grey

Storm Grey

Celestial Black

Black Cherry

> 17" ALLOY WHEELS



17" AERODYNAMIC\*  
10 SPOKE SPARKLE SILVER



17" LIGHTWEIGHT\*  
15 SPOKE SPARKLE SILVER



17" TURBINE  
10 SPOKE SPARKLE SILVER



17" CRUX  
7 TWIN SPOKE SPARKLE SILVER



17" PROJECTOR  
5 SPOKE SPARKLE SILVER

> 18" ALLOY WHEELS



18" STAR  
5 SPOKE  
SILVER/DIAMOND TURNED



18" ARM  
6 SPOKE SPARKLE SILVER



18" MATRIX  
7 TWIN SPOKE SPARKLE SILVER



18" MATRIX  
7 TWIN SPOKE BLACK



18" TEMPLAR  
5 TWIN SPOKE  
SILVER/DIAMOND TURNED

**>** 19" ALLOY WHEELS



19" STAR  
5 TWIN SPOKE SPARKLE SILVER



19" RADIANCE  
15 SPOKE SPARKLE SILVER



19" RADIANCE  
15 SPOKE  
BLACK/DIAMOND TURNED

**>** 20" ALLOY WHEEL



20" PROPELLER\*\*  
10 SPOKE SILVER/DIAMOND  
TURNED



19" VENOM  
5 TWIN SPOKE  
SILVER/DIAMOND TURNED



19" VENOM  
5 TWIN SPOKE BLACK

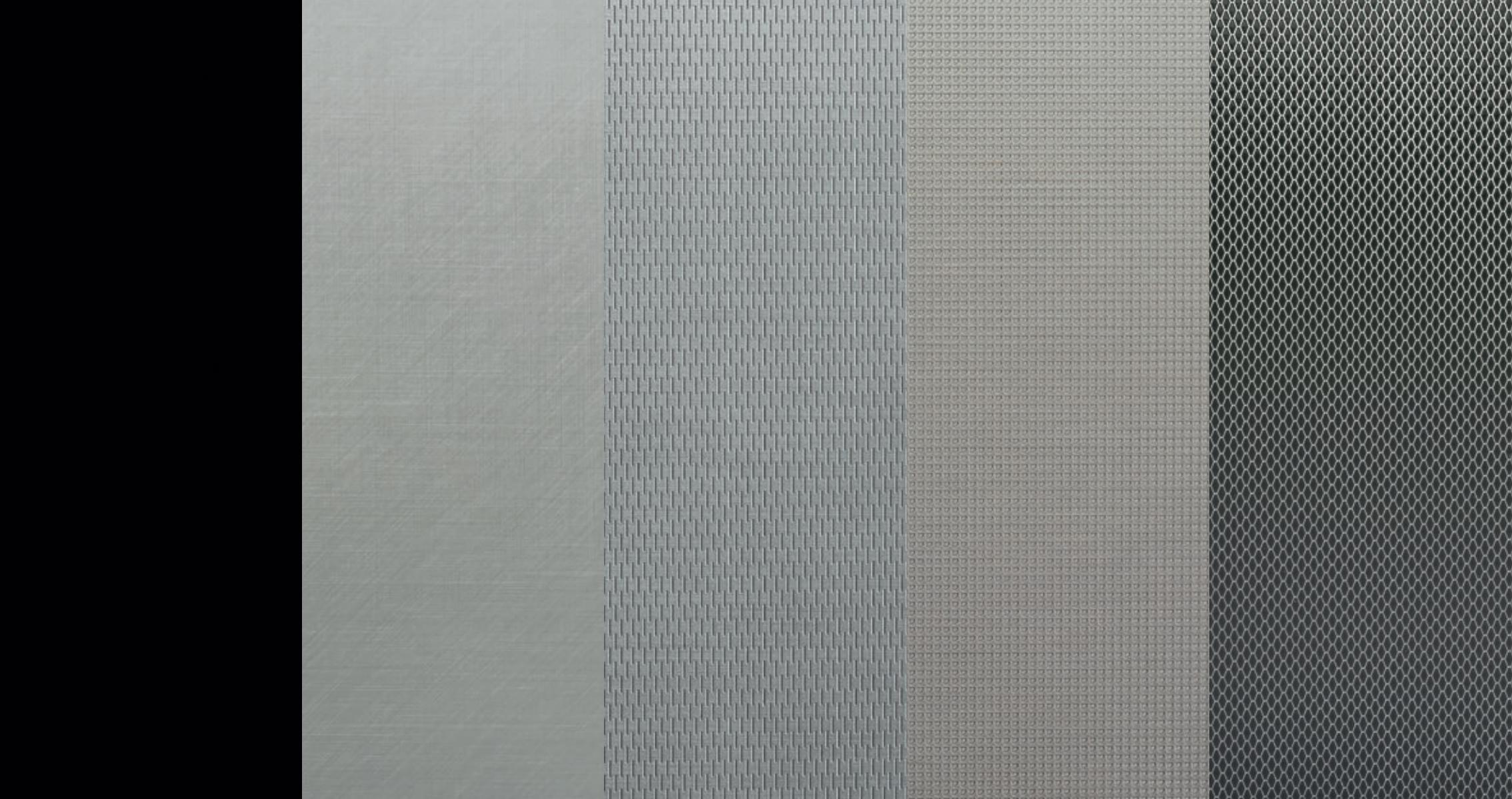
\*Only available on models with 163PS Diesel engine  
\*\*Only available on XE S



 MATERIALS

CLOTHS AND LEATHERS





## VENEERS AND FINISHERS

Gloss Black  
(Standard on SE)

Brushed Aluminium  
(Standard on Prestige)

Etched Aluminium  
(Standard on R-Sport)

Embossed Aluminium  
(Standard on Portfolio)

Meshed Aluminium  
(Standard on S)



Carbon Fibre  
(Optional)

Satin Ash Burl  
(Optional)

Gloss Figured Ebony  
(Optional)

Satin Grey Ash  
(Optional)

Satin Grey Figured Ebony  
(Optional)

Satin Fine Line Wood  
(Optional)

# XE SE

The essence of XE. Class leading, driver-focused performance with refinement.

## OPTIONS AND ACCESSORIES\*



Optional 18" Matrix 7 Twin Spoke Sparkle Silver Alloy Wheel



Optional Panoramic Sunroof



Accessory Roof Cross Bars



Accessory Rubber Loadspace Liner

\*Available at extra cost

VEHICLE SHOWN: XE SE IN GLACIER WHITE WITH OPTIONAL 18" MATRIX ALLOY WHEELS AND PANORAMIC SUNROOF



 Configure your vehicle at [JAGUAR.CO.UK](https://www.jaguar.co.uk)

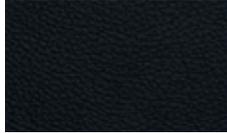
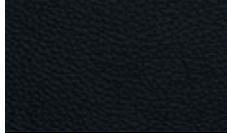
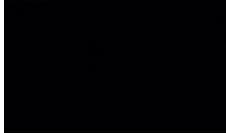
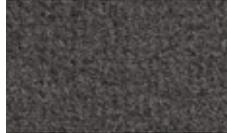


Interior Shown: Jet cloth seats with Jet facia and Gloss Black finishers

# XE SE

## INTERIOR COLOUR COMBINATIONS

### STANDARD

	SEAT	FACIA	FINISHER	HEADLINING*	CARPET
TR01	 Jet	 Jet	 Gloss Black	 Light Oyster	 Jet
TR02	 Latte	 Jet	 Gloss Black	 Light Oyster	 Jet
TR03	 Pebble Grey	 Oyster	 Gloss Black	 Light Oyster	 Oyster

### OPTIONS AND ACCESSORIES

1. Optional advanced parking pack
2. Optional powered boot lid
3. Accessory rubber floor mats

\*Jet Morzine headlining available as a cost option



# XE PRESTIGE

Adding even greater luxury, a contemporary space with modern materials.

## OPTIONS AND ACCESSORIES\*



Optional 18" Arm 6 Spoke Sparkle Silver Alloy Wheel



Optional Bi-function HID Xenon Headlamps with LED Daytime Running Lights and Headlamp Power Wash. Also available as part of Lighting Pack (shown)



Accessory Satin Chrome Front Splitter (shown) and Body-Coloured Spoiler



Accessory Chrome Mirror Covers

\*Available at extra cost

VEHICLE SHOWN: XE PRESTIGE IN TEMPEST GREY WITH OPTIONAL 18" MATRIX ALLOY WHEELS AND PANORAMIC SUNROOF



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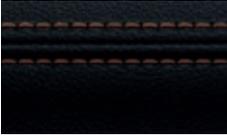
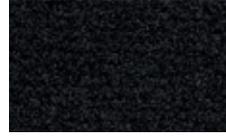
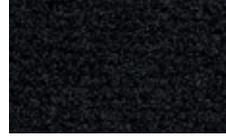
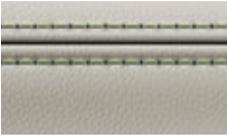
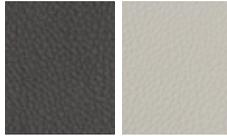


Interior Shown: Jet Taurus Grain leather seats with Siena Tan contrast stitch, Jet fascia upper, Jet fascia lower, Brushed Aluminium finisher and Gloss Black console finisher

# XE PRESTIGE

## INTERIOR COLOUR COMBINATIONS

### STANDARD

	SEAT WITH CONTRAST STITCH	FACIA UPPER/LOWER	FINISHER*	HEADLINING	CARPET
TR05	 Jet with Siena Tan	 Jet with Jet	 Brushed Aluminium	 Light Oyster	 Jet
TR06	 Latte with Jet	 Jet with Latte	 Brushed Aluminium	 Light Oyster	 Jet
TR07	 Light Oyster with Pistachio	 Oyster with Light Oyster	 Brushed Aluminium	 Light Oyster	 Oyster



### INTERIOR TRIM OPTIONS

#### HEADLINING

Jet

#### VENEER

Satin Ash Burl, Gloss Figured Ebony, Satin Grey Ash, Satin Grey Figured Ebony or Satin Fine Line Wood

### OPTIONS AND ACCESSORIES

- Optional Meridian 380W sound system
- Accessory illuminated tread plates
- Accessory leather topped gear selector

\*Console finisher is Gloss Black

# XE R-SPORT

Bolder and more assertive. Unmistakable sportiness inside and out.

## OPTIONS AND ACCESSORIES\*



Optional 19" Venom 5 Twin Spoke Black Alloy Wheel



Optional Black Pack



Power Fold Heated Door Mirror with Memory.  
Available as part of Memory Pack with Power Fold



Accessory Luxury Loadspace Carpet Mat

\*Available at extra cost

VEHICLE SHOWN: XE R-SPORT IN BLUEFIRE WITH OPTIONAL 19" STAR TWIN ALLOY WHEELS AND ADAPTIVE FRONT LIGHTING



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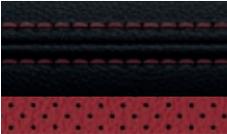
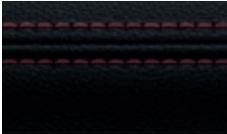
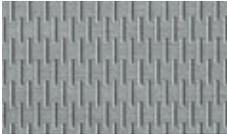
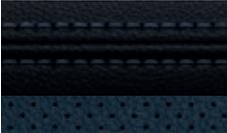
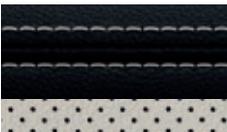
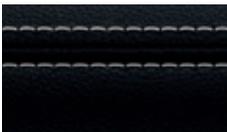


Interior Shown: Jet Taurus Grain leather Sports seats with Light Oyster contrast stitch, Jet fascia with Light Oyster contrast stitch, Etched Aluminium finisher and Gloss Black console finisher

# XE R-SPORT

## INTERIOR COLOUR COMBINATIONS

### STANDARD

	SPORTS SEAT WITH CONTRAST STITCH	FACIA WITH STITCH	FINISHER*	HEADLINING	CARPET
TR08	 Jet/Jet with Light Oyster	 Jet with Light Oyster	 Etched Aluminium	 Jet	 Jet
TR10	 Jet/Red with Red	 Jet with Red	 Etched Aluminium	 Jet	 Jet
TR12	 Jet/Midnight Blue with Blue	 Jet with Blue	 Etched Aluminium	 Jet	 Jet
TR13	 Jet/Light Oyster with Light Oyster	 Jet with Light Oyster	 Etched Aluminium	 Jet	 Jet

### VENEER OPTIONS

Satin Grey Ash, Satin Grey Figured Ebony, Satin Fine Line Wood or Carbon Fibre

### OPTIONS AND ACCESSORIES

1. Optional Wi-Fi hotspot
2. Optional premium carpet mats
3. Accessory sports pedals

\*Console finisher is Gloss Black



# XE PORTFOLIO

The pinnacle of XE luxury, craftsmanship and attention to detail.

## OPTIONS AND ACCESSORIES\*



Optional 19" Radiance 15 Spoke Sparkle Silver Alloy Wheel



Optional 19" Venom 5 Twin Spoke Silver/Diamond Turned Alloy Wheel



Optional Electrically Deployable Tow Bar



Accessory Luggage Roof Box

\*Available at extra cost

VEHICLE SHOWN: XE PORTFOLIO IN AMMONITE GREY WITH OPTIONAL 18" MATRIX ALLOY WHEELS AND ADAPTIVE FRONT LIGHTING



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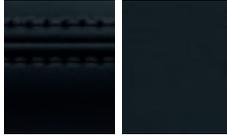
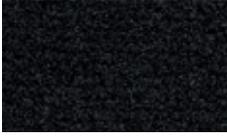
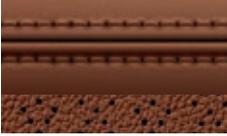
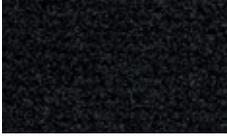
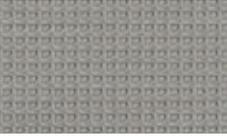
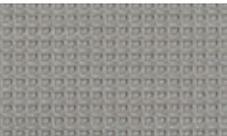


Interior Shown: Light Oyster Windsor Grain leather seats with Herringbone perforations and Light Oyster tonal stitch, Oyster facia upper with Oyster tonal stitch, Light Oyster facia lower, Embossed Aluminium finisher and Gloss Black console finisher

# XE PORTFOLIO

## INTERIOR COLOUR COMBINATIONS

### STANDARD

	SEAT WITH TONAL STITCH	FACIA UPPER WITH TONAL STITCH/LOWER	FINISHER*	HEADLINING	CARPET
TR17	 Jet with Jet	 Jet with Jet/Jet	 Embossed Aluminium	 Light Oyster	 Jet
TR18	 Siena Tan with Siena Tan	 Jet with Jet/Siena Tan	 Embossed Aluminium	 Light Oyster	 Jet
TR19	 Brogue with Brogue	 Jet with Jet/Brogue	 Embossed Aluminium	 Light Oyster	 Jet
TR20	 Light Oyster with Light Oyster	 Oyster with Oyster/Light Oyster	 Embossed Aluminium	 Light Oyster	 Oyster

### INTERIOR TRIM OPTIONS

#### HEADLINING

Jet

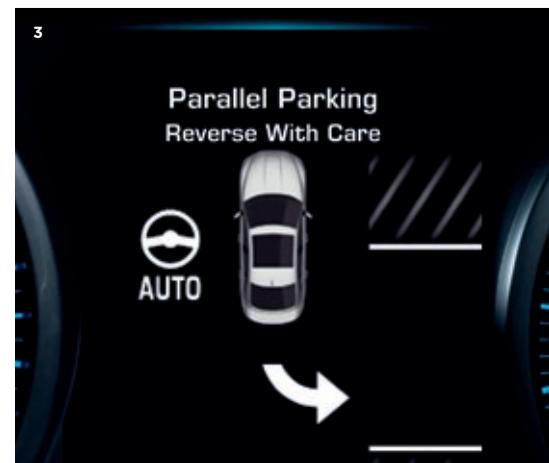
#### VENEER

Satin Ash Burl, Gloss Figured Ebony, Satin Grey Ash, Satin Grey Figured Ebony or Satin Fine Line Wood

### OPTIONS AND ACCESSORIES

1. Optional cold climate pack including heated front windscreen (shown)
2. Optional panoramic glass pack including electric sunblind for rear windscreen (shown)
3. Optional advanced parking assist pack

\*Console finisher is Gloss Black



# XE S

XE at its most thrilling and most performance-focused. XE with F-TYPE power.

## OPTIONS AND ACCESSORIES\*



Optional 20" Propeller 10 Spoke Silver/Diamond Turned Alloy Wheel



Optional Adaptive Front Headlamps. Available as part of Lighting Pack



Optional Privacy Glass



Accessory Carbon Fibre Mirror Covers

\*Available at extra cost

VEHICLE SHOWN: XE S IN ITALIAN RACING RED WITH OPTIONAL 20" PROPELLER ALLOY WHEELS AND PANORAMIC SUNROOF AND ADAPTIVE FRONT LIGHTING



 Configure your vehicle at [JAGUAR.CO.UK](https://www.jaguar.co.uk)

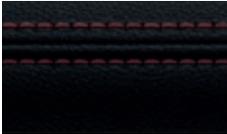
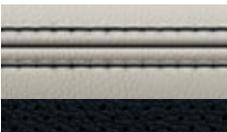
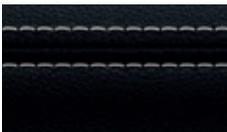


Interior Shown: Jet perforated Taurus Grain leather Sports seats with Light Oyster contrast stitch, Jet fascia with Light Oyster contrast stitch, Meshed Aluminium finisher and Chrome console finisher

# XE S

## INTERIOR COLOUR COMBINATIONS

### STANDARD

	DUOTONE SEAT WITH CONTRAST STITCH	FACIA WITH STITCH	FINISHER*	HEADLINING	CARPET
TR21	 Jet/Jet with Light Oyster	 Jet with Light Oyster	 Meshed Aluminium	 Jet	 Jet
TR14	 Red/Jet with Jet	 Jet with Red	 Meshed Aluminium	 Jet	 Jet
TR15	 Midnight Blue/Jet with Jet	 Jet with Midnight Blue	 Meshed Aluminium	 Jet	 Jet
TR16	 Light Oyster/Jet with Jet	 Jet with Light Oyster	 Meshed Aluminium	 Jet	 Jet

### VENEER OPTIONS

Satin Grey Ash, Satin Grey Figured Ebony, Satin Fine Line Wood or Carbon Fibre

### INTERIOR TRIM OPTIONS

Colour combinations above are also available in Taurus leather/Suedecloth as no cost option

### OPTIONS AND ACCESSORIES

1. Accessory silver aluminium gearshift paddles
2. Optional laser Head-Up Display (HUD)
3. Optional heated steering wheel

\*Console finisher is Chrome with Chrome Touch-screen surround





# XE HITS THE FINANCIAL SWEETSPOT



**HIGHLY COMPETITIVE**  
LEASING PACKAGES

**LOW INSURANCE**  
GROUP RATINGS\*

**EXTENDED SERVICING INTERVALS -**  
UP TO 21,000 MILES

**5 YEAR**  
SERVICE PLANS

XE is the most appealing choice in its class. It is also one of the most cost-efficient cars in its class. XE has been designed to keep servicing costs to a minimum - the new Ingenium diesel engines can achieve an incredible 21,000 miles or 2 years\*\* between services due to intelligent design and advanced oil technology. Key components are also easily accessible for time efficient service and repair and to minimise scheduled maintenance and repair costs. With a focus on lower repair costs, XE delivers competitive insurance group ratings\* while exceeding the security requirements of Thatcham, the respected automotive research centre, achieving an 'E' security rating.

Two five year service plans are available\*\* to suit your driving style; 50,000 miles or if you have high mileage we have a service plan for 75,000 miles.

**Our 5 year 50,000 mile pack includes:**

- Two scheduled services (2 years/21k miles & 4 years/42k miles)
- MOT Protect - cover for up to £750 worth of repairs per MOT for years 3, 4 & 5
- 1 brake fluid change
- Unlimited AdBlu top-ups up to mileage threshold

**Our 5 year 75,000 miles pack includes:**

- Three scheduled services (21k miles, 42k miles & 63k miles)
- MOT Protect - cover for up to £750 worth of repairs per MOT for years 3, 4 & 5
- 1 brake fluid change
- Unlimited AdBlu top-ups up to mileage threshold

Your XE service plan covers all your servicing costs with one single, inflation-proof payment. Our technicians only ever use state-of-the-art equipment and follow factory-standard service and maintenance procedures to ensure that your XE stays in top condition. You'll be saving on the cost of ownership, without scrimping on quality.

To find out more about the compelling business case for XE, please contact your local Jaguar retailer.

\*Manufacturer's estimate.

\*\*Available on Diesel Engines only.

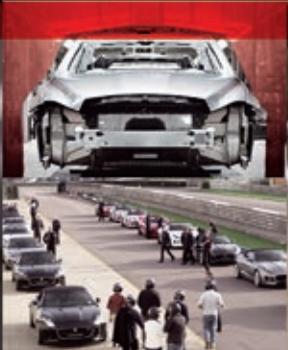




## EXPERIENCE JAGUAR

There's no better way to get to know Jaguar than by getting behind the wheel. Jaguar Experience offers a range of unique opportunities to really find out what we mean when we say our cars feel alive. Our experiences allow you to push yourself and cars from the Jaguar range to the limit. Jaguar Experience also offers the opportunity to see a Jaguar brought to life during a tour of one of our UK manufacturing facilities.

Find out more by visiting [jaguar.co.uk/experience-jaguar](http://jaguar.co.uk/experience-jaguar)







#### IMPORTANT NOTICE

Jaguar Land Rover Limited is constantly seeking ways to improve the specification, design and production of its vehicles and alterations take place continually. While 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. Distributors and retailers are not agents of Jaguar Land Rover Limited by any express or implied undertaking or representation. Comparisons are based on manufacturer's own data and testing.

#### ENVIRONMENTAL INNOVATION AT JAGUAR

Jaguar is proud to continue the company's tradition with its approach to Environmental Innovation. From the choice of lightweight materials and lean production methods to the efficiency of its engines and designs, Jaguar is committed to operating as a more sustainable business and reducing its overall environmental impact.

Jaguar's flagship XJ model was the first in the company to achieve ISO14040, the international standard for vehicle 'life cycle assessment'. This certification measures the environmental impact of XJ from component material sourcing and manufacturing process, through driving 200,000 km. But that's not all. Every new Jaguar is designed to be 85% Recyclable/ Reusable and 95% Recoverable at the end of the vehicle's life.

The XE, XJ, F-TYPE and XK's innovative use of lightweight aluminium, which incorporates up to 50% closed-loop recycled material from the manufacturing process of the body structures, provides considerable performance benefits. This includes improved fuel consumption and less CO<sub>2</sub> emissions during the use phase of the Life Cycle due to lighter structures. Our on-going target is to ensure scrap aluminium reclaimed from our stamping process is to be segregated and recycled through a closed loop system and re-melted into the same grade quality sheet, therefore reducing CO<sub>2</sub> emissions during the production phase of the Life Cycle. Jaguar is committed to reducing dependency on fossil fuels, using fewer resources and creating less waste as part of our approach to sustainability excellence.

The company plan includes 25% reduction targets in operating and tailpipe CO<sub>2</sub> emissions, waste to landfill, logistics efficiencies (15%) and water consumption (10%), all based on per vehicle built since 2007. In addition the manufacturing assembly CO<sub>2</sub> emissions of each Jaguar built in the UK since 2009 is 100% offset. For each tonne of CO<sub>2</sub> emitted in the assembly process, Jaguar invests in projects that reduce an equivalent tonne of CO<sub>2</sub> elsewhere. Taking into account the company's global sales growth and increased investment in more efficient operating facilities, we are proud to have delivered and in some cases exceeded our Environmental Innovation targets as planned for 2012. And we are on track to meet our 25% reduction in joint European fleet average tailpipe CO<sub>2</sub> emissions by 2015.

Looking forward, we have developed our 2020 vision for sustainable business growth that focuses on continued improvements in tailpipe CO<sub>2</sub> emissions, operational carbon neutrality and zero waste. To date the company has offset over 6 million tonnes of CO<sub>2</sub>, provided over 4,000 direct jobs in 60 emissions reductions projects in 17 countries and improved the lives of over 1 million people in our global cook stoves emissions reduction programme.

But it doesn't stop there. Our manufacturing facilities have been certified to ISO14001 since 1998 and we are accredited to Platinum Plus level in the UK's Business in the Community Corporate Responsibility Index.

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**FRONT COVER: XE S IN ITALIAN RACING RED WITH OPTIONAL PANORAMIC GLASS ROOF AND 20" PROPELLER WHEELS. CENTRAL LONDON, UK  
BACK COVER: XE SE IN GLACIER WHITE WITH OPTIONAL PANORAMIC GLASS ROOF  
IMAGE SHOWN: XE R-SPORT IN BLUEFIRE WITH OPTIONAL 19" STAR ALLOY WHEELS**

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Coventry, CV3 4LF, United Kingdom  
Registered in England Number: 1672070  
jaguar.co.uk

XE Main Brochure  
JLM/10/02/86/1014

