



The Jaguar's Purr



THE JAGUAR'S PURR
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DELAWARE VALLEY JAGUAR CLUB
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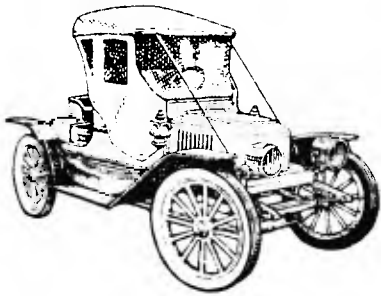
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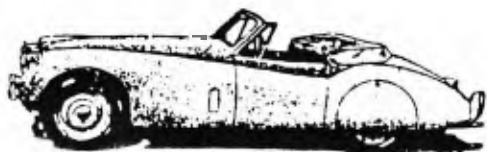
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PRESIDENT'S MESSAGE

For those of you who missed the Fall Foliage Rally I really do feel sorry for you all. It was a fun day, much enjoyed by 8 of your fellow club members along with 17 members of the MGT Register. The last stop, Pat & Dan Ameys home in Hockessin, De. was overflowing with good cheer lots of tasty food & drink and most important of all lots of English Car Jargen. Those victuals that were disposed of early were replaced by others even more tasty. Most of the covered dishes were brought by the participants ourselves, in fact Bernice and I like the idea so much we are contemplating its institution at a future meeting. All comments relative thus will be appreciated.

The Chanukah, Xmas Party promises to be lots of fun. Come out, ENJOY, this your Club. Let it work for you!

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TRANSMISSION TIPS

Remember to replace transmission fluid every 2 years or 24,000 miles. Those of us with Borg-Warner transmissions must use type F fluid which is also commonly used in Fords. Newer Jags with GM transmissions should use Dexron II. These transmissions should NEVER be interchanged, although there is now a Dexron II with Mercon which can be used in both GM and Fords. Always refer to the manuals, but be aware of the 2 major transmission types.

When replacing the transmission pan, always use a new gasket. A little trick I like to use is applying splint washers under the pan bolts to prevent any loosening from vibration. When replacing the pan bolts, firm them up by hand or with a ratchet wrench and then tighten them up in an "X" pattern for the bolts at the corners and then alternate tightening bolts from side to side and front to back. This will prevent warping the pan and will provide more even seating of the gasket.

When checking the transmission fluid level, always make sure the car is on a level surface. Follow the manual as to whether to check the fluid when it is either hot or cold. When hot, the fluid will expand greatly and you may get a false high reading if it is supposed to be read cold.

When draining the pan, check to see how much fluid to add. Remember, you won't be draining the entire system as the transmission lines, torque converter, etc. will still be filled with fluid. DO NOT OVERFILL as this may cause serious problems.

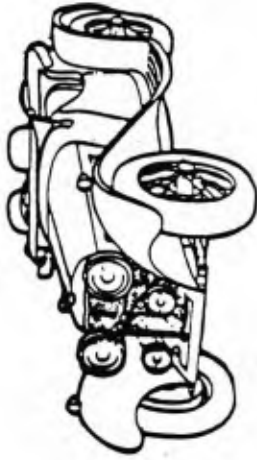
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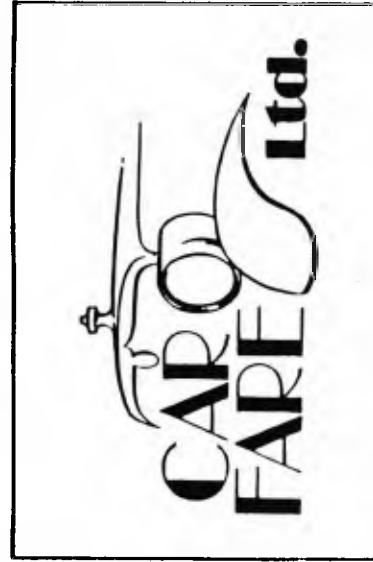
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Wednesday, September 20, 1989 22p Audited daily sale for August: 4,073,102 Thought: A gift horse



FORD SWOOP FOR STAKE IN JAGUAR

MOTOR giant Ford pounced on Jaguar yesterday and bought a multi-million pound stake in the luxury car firm. Ford's hit-and-run shares raid stunned Jaguar boss Sir John Egan. The first he knew of it was a phone call from Ford Europe chairman L. Lindsey Halstead, minutes before the buying spree. American-owned Ford were trying to buy up to 27million shares in Britain's prestige motor company, worth £125 mil-

By CHARLES RAE
Industrial Editor

lion. That is the maximum 15 per cent they can have by law at present—but is clearly the first step towards total takeover. Jaguar profits have slumped by over £20 million to £1.4million. But as soon as the Ford move leaked out yesterday, Jag shares shot up 61p to 466p. Ford are desperate for a luxury model to join their top-selling stable. But under the rules of Jaguar's privatisation

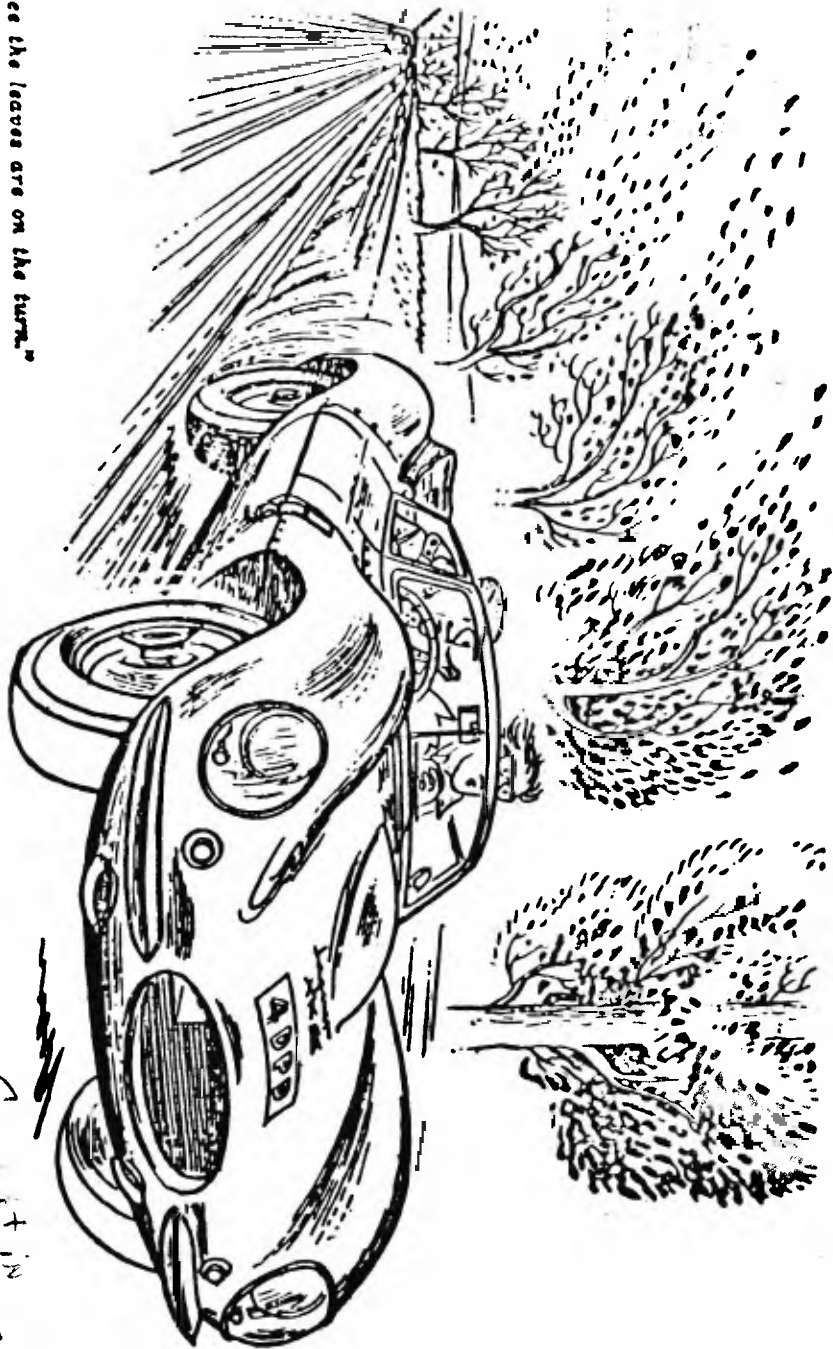
nine years ago—to protect it from takeover—Ford will be restricted to 15 per cent until next year. They can then increase their stake, and once it reaches 30 per cent, Ford must make a total takeover bid. Ford chief Mr Halstead pledged that Jaguar would stay "a separate and autonomous entity" if their holding increased. He called it "an outstanding company." Jaguar stayed silent.

20 things about Jaguar
— See Page 6



Super saloon . . . The Sun's view of what a limousine built by Ford and Jaguar combined might look like

"I see the leaves are on the turn."



Seen it in
Jaguar
Tables

Jaguar's stalking its rivals starting with a 'cheap' XJ6

Pricing is critical to market



Vanden Plas model anchors top of Jag line

Under attack from Japan's terrible twins—Nissan and Toyota—some European luxury car makers have retreated to higher ground. But Jaguar has come out fighting.

For 1990 Jaguar is fielding an XJ6 for just \$39,700. That's \$4,300 less than last year. It's also right down there with the selling prices of Lexus and Infiniti.

The idea of cut-price Jaguars is not as "cheap" as it seems. For most of its history Jaguar's success was built on conspicuous value and luxury for the money. "We're stepping back into a 50-year niche that we had stepped out of for the past 24 months," says Mike Dale, Jaguar's senior vice president, sales and marketing.

Not that Jaguar is mesmerized by the Japanese. Dale says pricing is critical, but he claims "the key issue is not Lexus and Infiniti so much as that the domestic makes are now viable competitors."

Dale admits, however, the aggressive pricing approach carries risks. It could cheapen Jaguar's exclusive image, but it would be worse, he feels, to offer rebates. "And besides," he notes, "we've been very careful not to downgrade the car. You can attack with price or with specification. We're going to do it both ways."

Contrary to expectations, the base XJ6 doesn't get the 2.9-liter 12-valve six that's an option in Europe. It has the same 24-valve six as all U.S. sedans, except that for 1990 it's stretched from 3.6 to 4.0 liters. Horsepower rises from 199 to 223 hp and torque from 223 lb ft to 278 lb ft.

And the XJ6 is still lavishly appointed with leather and walnut trim, six-speaker sound system, cruise control, ABS and power-assisted everything. All it lacks, when compared with the '89s base model, is a sunroof and self-leveling rear suspension.

Those features are available on the \$43,000 Sovereign, which is basically last year's XJ6 with a new nameplate.

Common to all the '90 sedans are new analog instruments, and a single-key ignition/locking system. On the nuts-and-bolts side there are new-generation antilock brakes, revised shock absorbers and an upgraded four-speed automatic which now offers both sport and normal modes. ■

But just how authentic can it be if the electrics work?

U.S.-built Jaguar replicas



There'll be no rust termites for this XK120

If Jaguar is your favorite marque but the prices are too dear, Vintage Auto Works of Ligonier, Pa., may have the answer. The small corporation builds two models: reproductions of the Jaguar XK120 and SS100. A choice of engines, either a 2.8-liter Ford V6 or 3.8-liter Buick V6 is offered in each car. But don't go looking for modern electronics under the fiberglass hoods; these engines are retro-tech simple.

Vintage Auto Works has eliminated all electronic controls, and fitted two-barrel carburetors and points-type ignition systems. But, unlike the originals, either an automatic or manual transmission can be ordered.

Built on a specially designed tubular ladder frame, the copycats take a minimum of three weeks to build. Real retro-tech leaf springs are used in the rear, while burlled elm is used in the interior. Snap-in side glass windows are used in place of roll-up windows. The 2500 pound XK120G lists for \$27,000, while the SS100G is priced at \$33,000. Vintage's eight-man operation builds the replicas in a small shop nestled in the mountains of Pennsylvania. "We have a talented group of people working here; six craftsmen building the cars and two wives keeping the records straight," Rotsch says.

Three cars have been built to date (four have been sold), and Rotsch has hopes of franchising the cars through several dealerships in the near future.

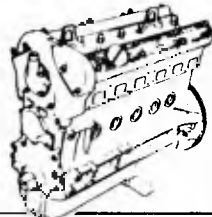
Cooper Classics in Greenwich, N.Y., is the first dealer to handle Vintage Auto Works' wares. ■

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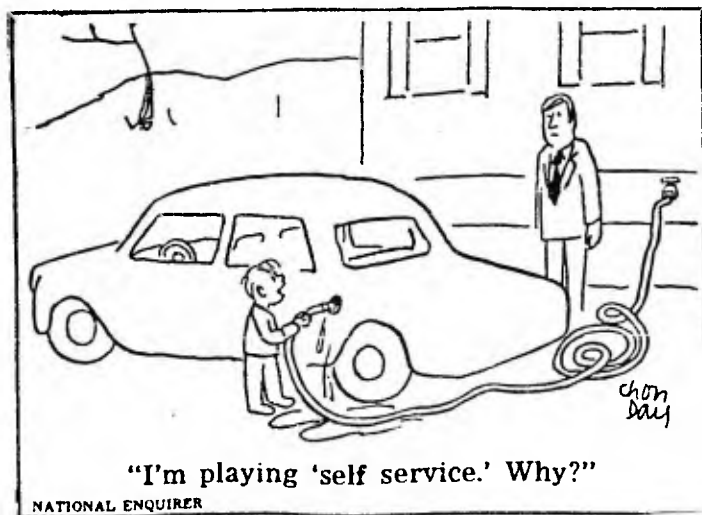
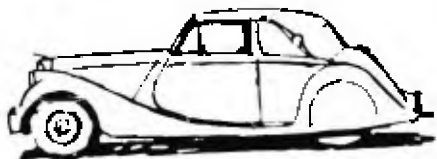
* 88-89 XJ6 and 89 XJS Convertible

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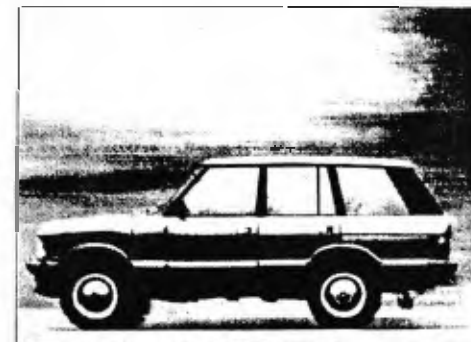


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The Jaguar XJ6
 is not only \$15,000 less than a
 Mercedes 420 SEL, it's 7" wider,
 2" lower, and 100% prettier.



A
 Quick Announcement
 From
 Range Rover.

While some European manufacturers have a well-earned reputation for charging a lot of money for their cars, Jaguar maintains its tradition of giving you a lot of car for your money.

Take the Jaguar XJ6, for example. Its interior, unlike some of its European competitors, is neither cold nor austere. Instead, you'll find warm, polished burl walnut and rich, hand-stitched leathers. You'll also find impressive performance and a near-perfect balance of riding smoothness and handling agility.

We invite you to see and drive the XJ6.



JAGUAR

It's hard to keep things brief when the 1989 Range Rover comes with:

- a new, more powerful 3.9 liter V8 engine that significantly improves acceleration
- a sophisticated system that automatically compensates for conditions where traction might otherwise be lost
- a new six-speaker stereo system
- an automatic lock on the tailgate
- a heated front windshield
- an interior that now has... (continued at The Great Britains)

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Letters to Editor

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Vendor Source Book

The DVJC has recently found threw NCJOC Jaguar's Roar that there is a rather complete list of (names and phone numbers) to companies that supply parts and/or restoration services for Jaguar Cars. It includes suppliers of used, new, and reproduction parts; shops which perform general restoration or major services (such as engine rebuilds) and specialty shops which can perform specific services on your car (such as clock rebuilding or rear axle repair). It even includes sources in Great Britain.

It is broken down into 18 headings, with each heading covering one section on the car. This makes it very easy to find quickly the source you need. I think that anyone undergoing or contemplating a restoration or major repair on a car would find this very useful.

To obtain this 40 page source book, please mail a check for \$8.00 to me, and I will send you a copy by return mail.

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Jon Akass



Crash go our dreams of the true Brit car

YOU do not have to be a vroom-vroom man to regret that Jaguar, our last major independent car manufacturer, is no longer a player in the big league.

Due largely to fluctuations in the exchange rate, especially the pound against the dollar, they are unable to sustain a development programme that would ensure a reputation for excellence.

In Toyko, Mrs Thatcher gave her approval to a 15 per cent investment by Ford, thus removing any jingoistic impediment to the haggling to come.

Not for the first time, I wonder if the Prime Minister's political eyesight, once as sharp as a hawk, is beginning to dim.

People remain jingoistic about motor cars long after they have abandoned dreams of empire and foreign conquest.

Superior

In foreign parts, it is pleasing to watch the products of British engineering genius forming traffic jams in the streets.

This pleasure is now mostly confined to relatively backward countries like India and Pakistan.

In the traffic jams of Europe and America, the pride is more occasional and selective.

Every now and again

you spot a Jaguar or Rolls-Royce looking, one likes to imagine, a trifle superior.

What you also see are old British sports cars, lovingly preserved regardless of expense.

Having established an international reputation for these little beauties, which used to be the symbol of rich and exciting youth, we naturally stopped making them.

Nostalgia aside, what ought to be troubling our self-esteem is that almost anybody can make a success of the British motor industry except the British.

First the Americans, then the French, now the Japanese, seem to have no trouble establishing

viable plants producing machines that eager motorists demand.

Somehow we have lost the knack. Or else, as in the case of Jaguar, we are unable to provide the finance for a brilliant, but necessarily chancy, future.

Only a few years ago, it was enough to blame a bolshevik workforce in which strikes seemed to be the twitches of an incurable nervous disease.

But these same people,

or any rate their sons and daughters, are now working away, if not happily, at least without continuous protest, for foreigners.

Admired

In any global calculation, Jaguar is a small concern — although it once, briefly, overtook whisky as our most lucrative export.

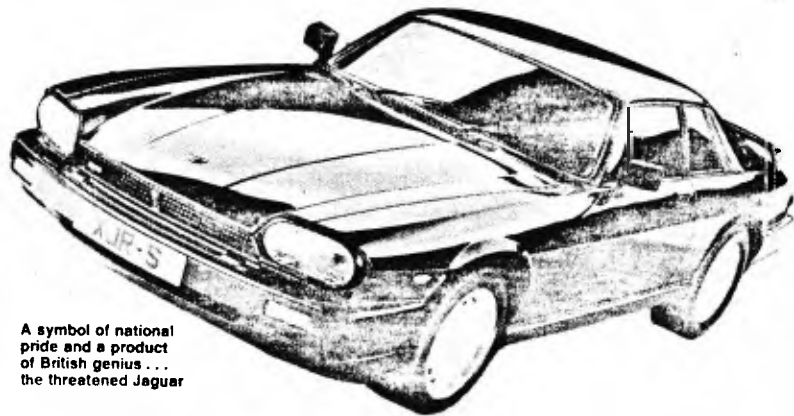
But we are not talking in money here. We are talking symbols.

It would be nice to have an independent British motor manufacturer whose products are universally admired by the spectators on the pavements.

It would be even nicer to have a system of engineers, managers and financiers that would make such a dream possible.

After all, nobody else has to dream.

They manage to turn out successful cars with their eyes wide open.



A symbol of national pride and a product of British genius... the threatened Jaguar

20 WILD THINGS ABOUT JAGUAR

(The car, not the cat)

By MIKE RIDLEY, City Editor

CAR giant Jaguar — target of a massive share buy-up by the Ford motor company — has led the field in luxury motoring for more than 50 years.

Here's 20 quality facts about the big cats.

1 Jaguar cars have been around since 1935 — the name was chosen by the firm's founder Sir William Lyons.

2 Nearly half the 50,000 Jags which roll off the assembly lines at Coventry are sold in the U.S.

3 U.S. car dealer Jake Weidengar, 48, sold £44million worth of Jags in one year — and made £2million profit!

4 The company once spent £50,000 saving 500 real-life jaguars from extinction in the jungles of Belize.

Jungles

5 Jaguar chiefs loaned Coronation Street's Johnny Briggs — who plays flash Mike Baldwin — a £29,500 XJS cabriolet to drive on and off the set.

6 Stars were also seen driving Jags in soaps like Dallas and Dynasty.

7 Last month the company launched its

Street star Mike got £29,000 perk



Purr-fect motor... Chairman Sir John with the XJ220

own PERFUME for men.

8 In 1980 each worker at Coventry produced 1.3 cars a year and the company nearly went bankrupt. Now each man produces four a year.

9 Two years ago workers were smashing production targets so fast that 250 men were sent home because component makers could not keep up.

10 In 1987 Americans paid a total of one billion dollars on the 148mph XJS sports car and the XJ40 saloon.

11 The boom ended when worldwide interest rates shot up last winter and U.S. sales fell by five per cent.

12 Jaguar chiefs had gambled that the pound would be worth more than 1.7 dollars. But sterling plunged to 1.5 dollars.

13 Every cent below 1.7 dollars wiped £2million off profits.

14 Chairman Sir John, is expected to take a cut in his £218,000 salary this year after profits slumped from £20million to £1.4million.

15 The figures were so bad, Jaguar chiefs delayed announcing their financial results.

16 Jaguar shares went on sale in 1984 for 165p and rocketed to 632p in 1987.

Dollars

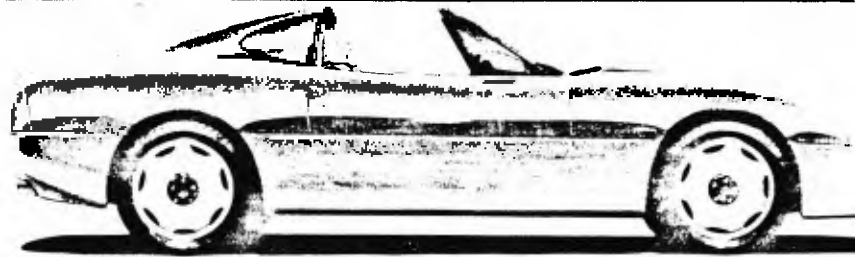
17 Many of the 9,000 workers are shareholders but it did not stop them striking earlier this year.

18 After the Government sold off Jaguar from state-owned BL in

1984 for £297million the newly-privatised firm installed the world's most sophisticated computers including one which spoke to report faults.

19 The company made a shock return to motor racing after a 30 year absence, winning the 1,000km race at Silverstone in a modified XJR.

20 A new 200mph XJ220 "supercar" stole the limelight at the British International Motor show but bosses are still deciding whether to put it into production.



F-Type Targa Turbo 0-60 in 5.5secs and 160mph



XJ80 Modern MkII saloon to rival BMW 5-Series

new models Jaguar can build with cash injections from new shareholders like Ford