The Jaguar's Purr©

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AUGUST 2003



A 1704 grist mill and 150-acre park dedicated to bistorical preservation and ownroumental appreciation

DVJC PICNIC AUGUST 10 NOON TO 4PM Newlin Grist Mill

Rt 1 near the Franklin Mint at Chenney Road East of Route 202 in Glen Mills

A family picnic for DVJC members and their families and friends in the grounds of the Newlin Grist Mill - Kurt has reserved the use of the lovely Picnic Pavilion and there is ample parking. There are three miles of walking trails next to the Mill which was originally built in 1704. A tour can be arranged of the Mill if members are interested. Kurt will operate a "Jaguar Parts Scavenger Hunt" if enough children sign up !!!

Food: "A - H" Bring salad "I - R" Bring vegetables "S - Z" Bring dessert

The Club will provide hamburgers and hot dogs. Bring you own drinks and chairs.

Call Kurt Rappold at 610-358-4055 so he has a head count.

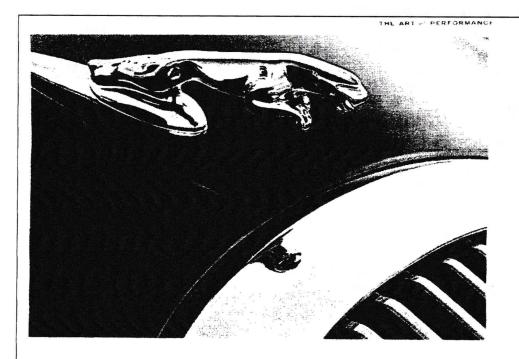
So bring your Jaguar, your wife, your kids, your dogs and enjoy a relaxing afternoon in the Park.

Directors note: there will be a board meeting at 11am before the picnic.

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XK XJ S-TYPE

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CALENDAR OF EVENTS

AUGUST

- JCNA/CART Track Day. POCONO Raceway. See Flyer info in this Purr
- Jaguar Auto Group Summer Slalom, Black River Barn restaurant, 1178 Rt10 West Randolph NJ 07869 Phone Paul Delatush 983-993-8300 if attending. JCNA Regulation Course
- Newlin Grist Mill DVJC PICNIC Noon to 4 pm RT 1 near the Franklin Mint at Chenney Road DIRECTORS MEETING starting at 11 am. Call Kurt at 610-358-4055 if attending
- 16-17 Duryea Hill Climb, Reading PA
- 24 Taste of Britain Car Show Rothsville PA on the Polo Grounds

The Tates and the Racettes have enjoyed this event several times in the past.

A wonderful collection of British cars including Jaguars in a great setting.

Polo Match begins at 2.30pm for a "Taste of Britain" cup. More information 717 292 0579

Directions: Rte 222 to Brownstown Exit, West on Rte 772 for approx. 2.5miles

Turn left onto Church Street for .4 miles. Polo Field is on the right

SEPTEMBER

- 1 Watkins Glenn Vintage Grand Prix
- 4 JCNA/CART Track Day POCONO Raceway. See flyer info in this Purr
- 7 Bryn Mawr Rehab Car Show
- 13 Fall Fest Car Show. Moss Motors, Dover NJ
- Buckingham Township 5th Annual Concours. The pre Concours dinner will be held on the 13th Application form in the newsletter.
- 14 Radnor Hunt Concours d' Elegance Show honoring Alfa Romeo, Corvette & Ford at Radnor Hunt 826 Providence Road, Malvern PA
- 19-20 13th Annual British Invasion, Stowe, Vermont. Jaguar is the featured marque.
- 21 Nation's Capitol Jaguar Owners Club Concours
- 28 Franklin Mint Annual Car Show

OCTOBER

- 5th Annual "Autumn Leaf Festival" British Car Club of Lehigh Valley, Moravian Academy, Merle-Smith Campus, Green Pond Road, Bethlehem 10am to 3pm. Info Gerry Kunkle 610-867-6955
- New Jersey Jaquar Touring Club Concours at Tinicum PA
- 8-11 Hershey AACA Flea Market, Hershey,
- 24-26 Pumpkin Fall Rally. Millsboro Delaware, JCNA sponsored

DECEMBER

7 Annual Holiday Party- Whitemarsh Country Club

CLASSIFIED ADVERTISEMENTS

FOR SALE: 1953 XK 120 Drop Head Coupe, British Racing Green, Tan roof, Sage Green Interior. New paint, new interior and roof installed by Bassetts. Fitted Connelly leather suitcases. Engine clear but not concours. \$45,000 Call Paul 215 646 6299, pracett@comast.net (April)



FOR SALE: 1961 Jaguar Mk IX sedan parts car. All there but would take too much to restore. All parts are good. Car has not run for 10 years and has been garaged in Huntingdon NY and can be seen at any time. Any reasonable offer considered. Call Al at 215-598-0882 days, Evenings and weekends 215-598-3427.

FOR SALE 1958 Jaguar XK – 150 OTS S830268. Within the last 5000 miles the following work has been completed: Completely rebuilt engine with lsky cams, lightened flywheel, heavy duty clutch, new 5 speed transmission, Koni shocks, new rack and pinion steering gear box, brakes, new radiator, new gas tank, exhaust system, Dayton wire wheels, radials. Original parts available. Over \$60,000 in receipts. Will entertain reasonable offers. Call Carl 610-370-1476

OFFER: I have started a website for British cars at http://www.britishusedcars.com and I invite club members to put their free ads, parts ads, or wanted ads on my site. Cherie Titel 877-233-6497 Toll free fax/voice PO Box 54190 Cincinnati OH 45254 cherie@britishusedcars.com



	JAGUAR New XJ8	MERCEDES S500	BMW 745i
Year	2004	2003	2003
Price	\$59,995	\$74,995	\$79,195
Fuel MPG	28	22	26
Front legroom	43.1"	41.3"	41.3"

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THE PREZ SAYS AUGUST-SEPTEMBER 2003

Now that our weekends have changed from 10 consecutive rainouts to Summer's blistering heat, I hope you are all managing to enjoy your Jaguars to the fullest. Almost daily I come home to "How To" Jaguar owner messages and their various problems. The category of overheating has been the recent topic of many conversations. From my personal experience a good fresh water flushing every two years filling with fresh 50/50 antifreeze has always worked for me. Look for a product that says "Protects Aluminum" If you do your own maintenance, be sure to throw away the old liquid in a proper place. If your dog licks up any spill he will have a very unfavorable reaction and there will be nothing you can do to save him. (Editor: "my cat died because of this.")

The Folks at Jaguar Auto Group, a sister club, will be having their Slalom in Randolph NJ August 9th. It's only \$20 for JCNA members which you are if you are a paid up DVJC member. Also you should receive the bi-monthly Jaguar Journal. I have just signed the check to JCNA for another 10 new members which should put our membership over 200 families again this year. Look for information on the Slalom in this month's "Calendar of Events". If you do a Concours, a Slalom and a Rally you can be a candidate for the "Fred Horner Award" from JCNA. Last year there was only one person as a candidate in all of over 5,000 JCNA members. It's tough to get a local Slalom in order to win this wonderful award since we can't seem to get one together as a club. So here is your chance without driving hundred of miles.

Our pool party at the Trudi and Ron Musselmans' home was a pleasant experience. There were 9 Jaguars parked on the road and 19 people attended. Trudi and Ron went all out with the cooking on their upper deck and we all hung out on the lower deck which joins their custom pool which Ron built himself. Only Ann Perry & I and the Musselmans actually took advantage of the pool which was delightful. The rustic setting amongst their giant trees surrounded by giant rock was almost what Adam & Eve must have experienced!!



Being a democratic club, as we try to be, we voted on the three phase plan that chemist Ron proposed for the afternoon. We started with a guided tour of the custom garage Ron had built to his design so that he could restore an early "E" Type Coupe. It is a cool design with everything one would need to do a proper job including a spiral staircase from a storage/tool room/laundry/parts depot/observation deck to the shop floor where everything one would need was right at hand. We verified the "E - Type's" numbers down to the body panels, frame, motor and trans so that the project "E" is a thoroughbred matching numbers car. His under bonnet bolt pattern remains unmolested. On a lot of restorations little attention is paid to this particular pattern. On original cars I have seen they are all the same.



Ron's phase 2 involved eating the food to which everyone made a contribution. Phase three was desert which I must say the chocolate cake Fred Mack provided was scrumptious and phase four swimming was all a perfect delight!!

Our picnic plans are right on track. If you can come, please fill in the coupon and send this to me. The big pavilion on the hill overlooking Newlin Mill is ours for the day. To get to the right spot go south on Chenney Road, up the hill, follow the split rail fence to the first opening at a large field. Follow the road round the field clockwise. About half way round a lane goes down to our parking field below a 5 acre stand of evergreens. Go through the opening in the split rail fence to the pavilion. At 11 am it is planned to have our quarterly Directors meeting as specified in our by-laws.

THE GREAT RACE ROAD RALLY> DETROIT TO DALLAS TO DAYTONA 2003

Ralph Steinberg and I drove the 840 miles to Peoria II to meet the two other JCNA members of our Jaguar team. We unloaded the XK 120-M topless Jaguar and proceeded to a country road for the afternoon to synchronize our new computerized speedometer. It was a good straight road for this testing. West Peoria D-30 is the one, just off Rt79. We synchronized the

speeds back and forth at evenly spaced road markers we hammered into the ground. They were painted bright safety orange. The XK 120 is working and sounding wonderful with the new "M" exhaust system and RS - 5 original tires. Finishing this work we re-loaded the XK 120 and drove to Livonia close to Detroit for the final registration, technical inspection and greeting of over 100 other old cars . At this point I learned if other JCNA folks driving Jaguars had entered the rally. The journey was 430 miles. Our plan was to stay over in a motel but we were held up for hours on the Interstate by a major accident. This meant the four of us slept in the car. I tried to help in driving but after 100 miles I could not hold out. We arrived in Livonia on time to register, get our rooms and prepare for the technical inspection. During the inspection we found our lower crankshaft pulley had broken. The JCNA Directory came in very handy as I was able to call the local club officers in Detroit. I must say a special thanks to Michigan Club President and his wife, Bob and Darlene Stevenson. Bob lent us a cast iron pulley but the bolt holes did not match up. The final solution was to strip one off Frank's XK 120 CP back home and FED EX to Livonia by 7 am on the first race day. It was all back together by 8 am and ready to rally. We detailed the Jag prior to the rally as it had just seen 1,400 miles of rain and road dirt.



The first rally for the 120 cars was from the Marriott Hotel out to the Michigan International Speedway for a lunch stop and two laps round the Speedway. I heard from many other Great Racers that the XK 120 M sounded wonderful at speed. Ralph "let it hang out" and both he and Navigator Dr. Dick McKone were all smiles after that ride around the track at triple digits. We learned our score was 1 minute 32 seconds, (Like golf lowest time wins) not bad for the first day but our race team was not at all pleased with this score.

The next day it was up early, check the car and go to Livonia Recreation Center to display all cars until noon. Mike Tate's son Russell with his

son Dylan was on hand to send us off on our way to rally the 150 miles to Lima, Ohio. We appreciated his support. Our score on this bright and beautiful day was 9 seconds over the allotted time with no handicap for the car's age. The team was extremely pleased at this since a construction crew and railroad train caused delays to the first 30 cars. As many planned to protest the delay it was decided to scratch this fourth stage. We had to display the cars from 5.00 pm to 8.30 pm. I did not meet any JCNA people in Lima but I did talk to a lot of interested Jaquar folks.

Next day was 230 miles to Indianapolis. We wound up with a perfect running Jaguar, no loss of fluids and only picked up a small amount of bugs - we held an appropriate funeral for them with our Maguires daily maintenance. On arrival we located the Adams Mark Hotel which was excellent. I got out my JCNA Directory and phoned all the Indianapolis Club Directors to give them a heads up that we were in town and also called ahead to St Louis to say we would be there Monday night. Mark Smith the Indianapolis Club President was kind enough to stop by the Adams Mark but we missed him. Thanks Mark. For the second day in a row the race was shortened by construction and another leg was ended because of this. On a 4,200 mile course this is bound to happen. Before leaving another local club member showed up in his original 40,000 mile XK 120. Thanks Dave Mark it was nice talking to you.

Our ride down to St Louis was uneventful. Saw lots of healthy cornfields. The car got a 46 seconds. At the finish of the day we were expecting several hours of display. All 8 of the local club members had other plans so all I could do was leave a message. The Jaguar came in with a missing front exhaust down pipe. Luckily I had advance warning so was able to arrange for a local muffler shop to stay open. It took two hours to get the new pipe made and installed. Thanks are due to Tony Mascailo for keeping his shop open.

As we leave the Sheraton Hotel I see a beautiful day ahead. Our scores so far are 1.32 minutes, 9 seconds, 1.33 minutes, 46 seconds. Not bad at all. As we arrived in Springfield after driving 240 miles we found a nice clean city of 120K people and our accommodations were at the downtown Holiday Inn. The boys in the car had a good day. The only problem was when their clock battery loosened up. They fixed it by tightening the clamps. Another good score of 38 seconds was posted but they had been hoping for less than 10 seconds.

In the early morning we all took off for Ft. Smith, Arkansas. Leo, my support crew coworker and I made it to the Hampton Inn by 1.30 pm. We had the car trailer un-hooked,

registration and bags unloaded when we received a call that our car was out of the race. Apparently the route they were following took them down a grassy, un-paved rutted road when something struck the exhaust system causing another leak. Ralph checked under the car and found a lot of weeds and dirt wedged between the muffler and the wooden floor boards. For years now it has been written that we would always be on paved roads. The fact that this year there was a deviation is of great concern. We are sure this was the correct route because there was a 49 Ford parked by the side of the road. We did get some great scores which will be submitted to the JCNA rally championship. Hopefully next year's rally will be kept on paved roads. Overall we did get some great scores.

Driver Ralph Steinberg issued the following statement "The decision to withdraw from the competition was not caused by any fault of the car. I now realize why Jaguar was able to dominate the rally world in the late 40's through the 50's as the XK 120 is easily the finest rally machine I have ever driven. It will do anything

you ask it any time you ask it. In over 1500 miles of rallying we used 2 quarts of oil and ½ gallons of anti-freeze. We withdrew because Great Race changed the rules mid-stream and ran the competition on grass. Those of you who know 120's know that any with dual exhaust and a full load will have very little in the way of ground clearance. Luckily the damage was not too bad but I decided discretion was the better part of valor. It was very nice to see so many people at every stop come out to see the Jaguar. Two laps around Michigan International was a hoot too."

So there we are. It was a great team effort and learning experience. Better luck next time!

Kurt Rappold President

Question overheard at the pool party – how fast do you have to go in an E-type before your baseball cap flies off?

Larry Schear submitted this clipping for your amusement this month !!

Mexico Ranch to Serve for Jaguar Research

By THE ASSOCIATED PRESS

TÜCSON, Ariz. (AP) -- Conservationists from Mexico and Arizona announced Wednesday that a 10,000-acre ranch south of the border will become a jaguar preserve and research center.

"Today is a momentous day for jaguar conservation," said Scotty Johnson, a spokesman for Defenders of Wildlife.

Jaguars -- North America's largest native cat -- were indigenous to Arizona, New Mexico and Texas, and once roamed from Mexico to Argentina

But the animal has all but vanished within the United States.

A jaguar was photographed last year about five miles north of the border, northwest of Nogales in the Atascosa Mountains. Before that, the last time jaguars were photographed in Arizona was 1996.

Naturalia, a Mexico City-based nonprofit organization, bought the ranch, 120 miles south of Arizona. Three to five jaguars typically can be found on the ranch at any one time, experts said.

Conservationists believe the northern Mexico jaguar population offers the best chance of returning some of the cats to the American Southwest.



EDITOR'S RAMBLINGS AUGUST-SEPTEMBER 2003

I am late getting the Purr to you this month. The fault for this lies entirely on my shoulders or, should I say, back. My wife and I went to visit our son and family in Michigan for July 4th and our visit for a week turned into two weeks. A pinched nerve in my back turned very painful and the resulting high blood pressure sent me off to hospital for three days. The story goes on but I have been drugged up to me eyeballs until August 1 when I eventually emerged and started to tackle the Purr. So we are combining the months of August and September and the next issue will be in October. The thing that incensed me most was when someone on the medical staff insinuated that driving for 600 miles from Philly to Michigan set my back off. Obviously they have never sat in the wonderful seats of an

SELLING MY 1968 E-TYPE OTS WITH FACTORY HARDTOP

A couple of months ago I reluctantly decided to sell my E-Type Roadster. The reasons were many but foremost is that I have too many cars to properly maintain; my XK 150 S Roadster was nearly ready to come home after years of restoration work; my E -Type was probably in as good a condition as I would ever get it and good E-Types were fetching good money (I was asking \$55,000) which I needed to feed my hobby. So I placed adverts in "The Purr", Hemmings and Sports Car Magazine. I had a number of phone calls all answering the advert in Sports Car Magazine despite the fact that my phone number was listed incorrectly! Two of the phone calls were local. One from the Main Line who said he would come and see it the next week. The second was from New Jersey and is the reason I am telling this tale as I found the following events amazing.

We made a date to meet at my home at 10 am the following Tuesday. I had the E-Type out and ready. Two hours late this very smart red XJS pulled into the driveway with a "sorry I just popped into the office". Fine! He was the customer! He proceeded to minutely inspect the car saying "wonderful car...wonderful car" We then went for a run and the car behaved impeccably. He then stood and studied the car from all angles and proceeded to point out minute "dings" that I could not see eventually saying "It's not a 99 point car as advertised". I replied that the DVJC judges thought it was at the Concours last week. After 2 hours of inspection we walked up to my barn to look at my SS1 Tourer and Mk 2. On the way back he put his head in his hands and said "There is no way I could justify spending \$55,000 on a car." I did not say "what are you doing here then" but "how much could you justify then." " I will have to think about it," he said and departed. I did

not expect to hear from him again but my wife held the contrary view.

I did not hear from the man from the Main Line until the following weekend and we made a date for the following Thursday. Again the "E"-Type was made ready. He was traveling with a friend and they phoned to say they were 20 minutes late. Good to meet thoughtful and nice people! They arrived in a black Ferrari which the friend had just picked up. Great car! They both inspected the "E"-Type, listened to its history (documented since new) and then out for a very smooth run. On our return he made me an offer reasonably close to my asking price, a deposit exchanged hands and they were off with a promise to collect the following Tuesday. Sure enough they arrived at the appointed time and I sadly waved goodbye to my treasured "E"-Type. A few days later the guy from New Jersey phoned and asked if I still had the car!! "Why?" said I. "I want to make an offer." "How much?" said I. "\$47,000" he said. I told him it was sold and the phone went "click."

Wait....wait...that's not the end! A week later the phone goes again and it's my friend from New Jersey."I am calling about the car...I don't think you have sold it. You're just trying to get my offer up." To which I said "Listen, fellow. I don't play silly games like you. It's sold. I have a friend who has the same car as mine in red for sale." He said "I want a silver one." "Well you just missed one," I replied. Click. Game over!



My late E-Type Roadster !!

DAYTONA WIRE WHEELS

We received the following message from Anthony Gildone of Rims-Online. "We provide Dayton Wire Wheels to club members across the country. We would be honored to serve your members as well." You can visit them at their website www.rims-online.com or by phone at 215-351-3858 x6

JAGUAR DIESEL

Jaguar has released for sale in September what is termed as the crucial new X-Type 2.0 turbo diesel. Initially the car will be sold in the fuel economy driven market of Europe. It is expected to account for over half of all X -Types sold. Since 2001 Jaguar has sold 135,000 Xs. So this

gives us a clue to potential club members of the future We must realize that the club potential is not just XK's and E's! It is said that the diesel engine is smooth and refined, and compares well with the competition. Its top speed is 125mph with an overall mpg of 50.3. Acceleration 0-60 mph is 9.5 seconds.

JAGUAR KEEN TO REVIVE F-TYPE

Under the above headline the British magazine "CAR" says that Jaguar engineers are aiming to forge ahead with a radical new platform-sharing strategy that should see the stillborn F-Type revived. They say that Bennie Fowler (head of research and development at Jaguar) is keen to extend its range of aluminium-intensive platforms, initiated by the new XJ, to underpin future Jaguar models including the F-Type roadster and coupe. They say that if given the nod by Ford's cost-conscious product planners. we would see a muscular coupe and a roadster with a simple folding canvas roof in showrooms by the end of the decade. That's a long way off, however it is said that F-Type development is already at an advanced stage. Also the lightweight car will be ultra-simple and Jaguar will not use overt electronic aids and glitzy showroom gadgetry such as active steering, computer-controlled dampers and adjustable anti-roll bars in favor of a front-engined rear drive model.



CAR continues to say that with extremely light aluminium construction, the weight should be under the 1300kg mark which should be good enough for 0-60 in 6 .0 seconds and a top speed of 150 mph. The F-Type program hasn't been canned, far from it claims CAR's source. We're very keen to see it go into production as soon as possible. We just need more money!

FORMULA ONE

There has been much said in the past months about driver Antonio Pizzonia's position in the Jaguar racing team. Jaguar Racing has recently said with hand on heart that his position is safe for the remainder of the season. Having heard that, I was not surprised to hear that he had been replaced by Justin Wilson starting this past weekend at the German Grand Prix. Unfortunately he crashed out at the start together with race favorites Rubens Barrichello, (Ferrari), Kimi Raikkonen (McLaren-Mercedes),

and Ralph Schumacher in a spectacular pile up. Jaguar said Pizzonia was dropped because "he has not been able to realize his potential with the team and it is neither in his best interests, nor in the team's, for Antonio to continue driving as a full-time race driver at this time."

However Mark Webber has been really driving well and Jaguar has had a number of finishes in the points, which is in stark contrast to last year's dismal showing.

Sports Car Magazine in their September issue repeatedly comment that XK's and "E"-Types are continuing to increase in price. An example would be the 1956 XK 140 MC Drophead Coupe. Burgandy/tan leather. 72,398 miles. A lovely example ready to collect lots of awards Sold at \$128,500. They comment "Perfect XK prices have returned to the heights of 1989. Another 1956 Roadster. Gray/red leather 72,398 miles classed as "a driver and not a particularly nice one" Sold at \$52,875. A 1967 XKE Series 1 Coupe Silverblue/navy blue leather. "Good looking, well restored" Sold at \$44,650 "Excellent E-type coupes ans convertibles continue to edge up." A 1972 XKE Series 3 convertible. Silver/gray cloth Condition 3 Sold at \$31,900. Comment "Series 3 continue to creep up in value. A 1974 Series 3 convertible Burgandy/tan leather. Comment "Very Very nice Condition" Sold at \$55,000.

Michael Tate Co-Editor



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Jaguar Specialist

London and Browns Lane Tour By Jack Bednarski

My wife, Karen and I were on our way to dinner one evening with our long time friends, Tom and Jean Harfman in the back seat of the Vanden Plas. Tom said, "We have a friend who offered us his flat in Chelsea." That's Chelsea as in London, UK. They spent their honeymoon in London and their 31st anniversary was fast approaching. They asked us to share their vacation with them. We politely thanked them for the offer, thinking it was just a courtesy thing. But when Tom said we would visit the Jaguar factory, I immediately said, "We're in." Tom and I have been friends since college days and he has crewed on my sailboat for the past 20 years. He and Jean have traveled extensively and I knew they'd be perfect companions for Karen and me. Our travel dates were: leave Wilkes-Barre/Scranton International airport on May 16 and return on May 24.

Now if you're a guy like me who has never been to London, or any other cities in Europe, who do you ask for advice? None other than our own editor, Mike Tate. Mike's reputation as a world traveler, enologist, and storyteller are well documented. Rumor has it that Mike was born in that island country. Mike assured me that the trip to London would be memorable. We all speak the same language, sort of. He also suggested that I try and get an interview with someone at the Jaguar factory in Coventry. "Tell them you're on assignment from the Purr", he said. "Sure, that will get me in alright."

To arrange for a tour of the factory I had to call 1-800-4 jaguar. They connected me to Sharon Anderson who called Coventry and arranged the tour. I told Sharon that I was on assignment from the Purr and would like an interview at the factory. She said she had heard of the Purr, but I would have to speak to Valerie King at the factory. I promptly called Valerie with my She asked my credential and I request. referenced the Purr. She repeated the word, "Purr". I had a feeling she may have heard of it. She gave me the e-mail of Colin Cook, Director Corporate and Government Affairs.
 Apparently Colin also heard of the "Purr" because he said he would be pleased to grant me the interview. Mike and I got together on some questions for the interview and I was off.

We arrived at Gatwick Airport about 10 AM Saturday the 17th of May. We changed some money, bought a Travel Pass, and boarded the Gatwick Express for the 30-minute train ride to London. We were surprised by the plushness of the Gatwick Express. What a fancy train. That's when the conductor asked us if we knew we were in First Class. First Class on a subway? I never heard of such a thing. This is starting to remind me of Chevy Chase in European

Vacation. We were politely asked to leave and take our seats among the "other class". Except for the size of the seats, there isn't much difference in business class. We had a cup of tea and by the time it cooled we arrived at Victoria Station, London.



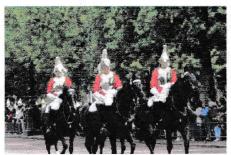
Tower Bridge

We stayed at 3 Sloane Gardens just 50 yards from Sloane Square and the tube station. Gateway to adventure! The London underground is clean and efficient. We used the tube extensively because the roads were cloqged with traffic. There are signs that announce the train and the time it would arrive. One sign said "Barking 3 minutes." I started barking when a lady told me, "Barking is the name of a station." From Sloane Square in just a few minutes we were at Tower Hill station and the famous, "Tower of London." That is as far east that we traveled. Everyday we worked our way back west. Westminster, Parliament, Big Ben, all have their own mystique. But nothing can compare to the thrill of seeing the greatest prize that England has to offer. No, it's not Harrods. It's the Queen herself. Luck would have it that the day we choose to visit Buckingham Palace, and I use the word, visit, loosely, Her Majesty was to present a flag to the Royal Horse Guard. The Royal Horse Guard is quartered about one mile from Buckingham Palace at the opposite end of the mall. Down wind I presume. We were making our way



Queen Elizabeth and Prince Philip

through the mall toward the Guard when a platoon of mounted cavalry and a carriage came galloping up the road. There were very few people on the mall that morning. Most were at the palace or at the Horse Guard. As the carriage came into view we saw the Queen and Prince Phillip. In typical American fashion we started waving and yelling, "It's the Queen, the Queen!" They waved back, hoping we wouldn't frighten their horses. We waited on the mall for her return trip to the palace. As they passed this time they waved and looked right at us as if they recognized us. God only knows what was going through that woman's mind. Boy, did we feel special.



Advance Guard

Thursday morning we were up bright and early. We had to catch the Silver Line to Coventry and the Jaguar XJ factory. An hour and a half train ride through the English countryside and you're in Coventry. A light rain was falling when we arrived at the station. We made our way to a small pub near the station called The Rocket. There we had a lunch of soup and sandwiches and some tea. Total bill for the four of us was 12 pounds or 20 US dollars. Not bad compared to London prices. We got in a cab and headed to the North gate of the Jaguar factory on Browns Lane. The rain had slowed to a fine misting when I announced to the guard that we were here for the factory tour. He told us the bus is in for repairs at present and won't be running for a while. It wasn't a Jaquar bus. We had to walk 1/4 mile to the reception area. There none other than Valerie King herself greeted us. Val is a no nonsense proper posture type of person with the demeanor of a sergeant in the Cold Stream Guard. No gaggle of tourists were going to bugger up her day. Her directions were clear and precise. We listened and we obeyed.

We were led into a theater room where we saw a movie about Jaguars and Jaguar corporate culture. Our guide through the factory was a retired employee at Jaguar by the name of Tony Redfern. Tony was enthusiastic about his job. He took special interest in showing us the plant. He was most proud of the fact that Jaguar XJ and XKs are hand made. No robots in this

building. We walked the line but didn't need ear protection or hard hats. The noise level was about the same as in your local Jaguar dealer's service area. The all aluminum bodies come from Castle Bromwich and are set on the chassis Ratchet wrenches and with hydraulic jigs. screwdrivers are the tools of choice. In the leather department a man cut a piece of leather by hand using a piece of plywood as a pattern. We watched another man fashion leather to a gearshift knob. In the fabric department ladies had teapots at their stations. Everyone seemed to enjoy his or her work. After the tour we went to the Jaguar Heritage Museum and I went for the interview.

I had an appointment with Collin Cook, Director – Corporate and Government Affairs. However, when I went to the second floor offices I was told Mr. Cook was out sick. Now what? I hadn't come all the way from Pennsylvania to miss out on an interview. I explained my situation to the receptionist, who directed me to a tall gentleman at the other side of the room. His name was Martin Broomer – Manager, Global Product Communications. I introduced myself and told him of my predicament. "I must have an interview; I'm on assignment from the Purr." "The Purr," Mr. Broomer said. "I've heard of it. In fact, I might have read it on line." We went into his office and began the interview.



Martin Broomer-Manager, Global Product Communication

To be completely fair to Mr. Broomer, I did catch him off guard. He had no advanced warning that I would be looking for an interview and he was gracious enough to interrupt his work and answer a few questions for me.

JB: The F-Type looked right for the US market. When will it be produced?

MB: We have to look at the big picture. It's a matter of priorities. The F-type is on the back

burner. The project is continually reviewed and it is a natural niche for Jaguar.

JB: Jaguar relies heavily on promoting their past history and personalities such as Sir William Lyons, Lofty England and Norman Dewis. Who in the current crop of managers will rank alongside them in years to come?

MB: Mike Wright is the Managing Director. He came from Land Rover and is very capable and extremely knowledgeable about the Jaguar marque. Mike Beasley is retiring after 3 decades with Jaguar. He has done a great job. And of course, Ian Callum, our design director, who has been a Jaguar fanatic since his schooldays.

JB: Does it look like Jaguar will have a profitable year?

MB: Jaguar figures are not separated out and it is not our policy to give financial forecasts. In the past few years, Jaguar has invested huge amounts of money in research and development and in the next few years many new models will be introduced. These new models are now starting to generate financial returns.

JB: The new XJ8 was introduced long before it could be delivered. Was that the plan?

MB: Working with all aluminum presented new challenges. Product and design had to be adjusted and it did take a little longer than expected, but we are absolutely delighted with the end result.

JB: Can you comment on Jaguar's reliability?

MB: JD Powers data suggests we produce high quality cars. But, in this market you can never take your foot off the gas.

JB: BMW, Mercedes and Lexus all market a SUV. Will Jaguar?

MB: No. Our sister companies, Land Rover and now Volvo compete very capably in the SUV market

JB: Does Jaguar have any hydrogen cell vehicles in the works?

MB: We would rely on Ford Motor Co. R & D to develop such a technology. If appropriate, the technology would be available to marques in the Ford Motor Group.

JB: What will be the next big introduction for Jaguar?

MB: We will fill in the niche in the existing car lineup. A diesel engine for the S-type and X-type are very important in the European market. Eventually a new sports car will be introduced.

JB: The V-12 engine was powerful and a status symbol. Has that motor been give to Aston Martin? Are there any plans to bring it back to Jaquar?

MB: Aston Martin developed their own V-12. It did not come from Jaguar. The market is very pleased with the supercharged Jaguar V8. Power and torque are superior to the Jaguar V-12 but the V8 has less weight and the cornering characteristics are better. There are no plans to revive the 12-cylinder motor. It will remain a classic.



Jack & Karen Bednarski, Jean & Tom Harfman

With the interview concluded, Martin arranged for a cab to pick us up and offered to drive us to the North Gate of the factory. He handed me the keys to a new red XJ8 prototype. I collected my party and we all climbed into the XJ8. Karen and I were in the front, with Tom, Jean and Martin in the back seat. Tom said the back seat didn't have as much room as my 2001 VDP, but Martin, who is a rather tall man, said he was comfortable. A steady rain was falling and the windscreen wipers (the new XJ has *two*) were on. I'm more accustomed to the single wiper, I questioned Martin, "Don't you think that during these economic times 2 wipers are a bit of an extravagance?" No comment.

Our UK trip was memorable. The rain never stayed around long enough to dampen our enthusiasm. The people are friendly and the beer was good. I must thank our friends Tom and Jean Harfman for inviting us along with them; Mike Tate for deputizing me as a reporter for the Purr and offering possible questions; Her Majesty, the Queen, and the Royal Horse Guard for an unforgettable performance; and finally Martin Broomer of Jaguar Cars for his time and patience in conducting the interview.

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xfusionfd@aol.com jim_s@prodigy.net pracett@comcast.net Thomasmurrayadv@comcast.net kitracette@yahoo.com

cjolsonll@msn.com

gdoldecarr@aol.com

mjtate1414@cs.com

sxtn2@aol.com

annsjag@aol.com

kitracette@yahoo.com

kitracette@yahoo.com

AREA COORDINATORS

Delaware / MD Jeff Dement 302-798-1819 610-857-5341 Lancaster County Jack Donahue 609-497-2333 North New Jersey Ken Ruocco 856-338-1705 South New Jersey Tom Jones Bethlehem Robert Stieg 610-691-0726 Doylestown Dick Michie 267-880-0190

xfusionfd@aol.com

kjagnutguinness@aol.com jonestr@umdnj.edu

richardm526@comcast.net