



F-TYPE

2014MY F-TYPE PRODUCT BRIEF

DATE: SEPTEMBER 27, 2012
MODEL: F-TYPE
SUBJECT: 2014 MODEL YEAR INTRODUCTION



INTRODUCTION

Powerful. Agile. Distinctive. Alive. We are pleased to present the F-TYPE, the new two-seat convertible Jaguar sports car. This engaging driver's car will connect and thrill – an exciting addition to the model lineup that perfectly embodies the Jaguar “Alive” brand message.

Information on the launch specifications of the 2014 Model Year F-TYPE are detailed in the Product Brief that follows.

TABLE OF CONTENTS

1.	OVERVIEW.....	2
2.	TIMING.....	2
3.	HERITAGE.....	3
4.	PERFORMANCE.....	3
5.	STYLE.....	4
6.	POWERTRAIN.....	5
7.	CHASSIS & SUSPENSION.....	8
8.	BODY.....	9
9.	TECHNOLOGY & FEATURES.....	12
10.	INTERIOR.....	13
11.	ENVIRONMENT.....	15
12.	COMPETITION & SOURCE OF SALES.....	15
13.	PACKS & OPTIONS.....	17
14.	COLOR & TRIM.....	19
15.	SPEC CHART.....	23
16.	OTHER RESOURCES.....	26

Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.

1. OVERVIEW

“Jaguar is a founding member of the sports car segment with a rich sporting bloodline stretching over 75 years, and in the F-TYPE we’ve reignited that flame. The F-TYPE isn’t designed to be like anyone else’s sports car. It’s a Jaguar sports car – ultra-precise, powerful, sensual and, most of all, it feels alive.”

Adrian Hallmark, Global Brand Director, Jaguar

The automotive event the world has waited for. The launch of the F-TYPE is one of the most exciting and anticipated events in the automotive industry: speculated by the press, fearfully watched by competitors and eagerly awaited by enthusiasts. The car being delivered is better, faster and more beautiful than anything predicted, feared or hoped for. It is an exceptional sports car that will ignite passion in drivers the world over, a true heir to the incredible performance heritage of Jaguar.

Three versions will be available at launch. At launch, the F-TYPE will come exclusively in a convertible body style with three trim levels, primarily differentiated using performance and dynamic features rather than rising equipment levels:

- **F-TYPE** with a **340** horsepower supercharged V6
- **F-TYPE S** with a **380** horsepower supercharged V6
- **F-TYPE V8 S** with a **495** horsepower supercharged V8

2. TIMING

Key timing for the F-TYPE program:

- **Global Auto Show reveal:** Paris Auto Show, September 27, 2012
- **US ALIVE tour integration:** Starting with Chicago stop, October 5, 2012
- **US Auto Show reveal:** Los Angeles Auto Show, November 28, 2012
- **1st Dealer Order call:** February 2013
- **Job #1:** February 18, 2013
- **Start of Sales:** **May 20, 2013 (2014 Model Year)**

(All dates subject to change)



3. HERITAGE

Standing on the shoulders of giants. Like every Jaguar product launch the F-TYPE is boldly looking to the future, but does so standing on the shoulders of giants. This car's commitment to living up to its unmatched heritage is clear from its name – called the F-TYPE, it is the spiritual successor to the great C-, D- and E-TYPE cars of the past. But a bloodline and name is not enough: we could not just call it F-TYPE, we had to make it F-TYPE.



C- and D-TYPE from the Jaguar Daimler Heritage Trust

4. PERFORMANCE

0-60 in 4.2 seconds, 186mph. As a new sports car, the first question most people will ask is: how fast is it? The simple answer: very. All engine variants benefit from the following:

- **Supercharged engines** for linear and immediate power delivery.
- **Aluminum platform** to save weight and increase performance.
- **Double-wishbone** suspension for tremendous grip and handling.
- **Front-engine, rear-drive layout** with near perfect weight distribution for exceptional balance.

The headline figures (*manufacturer estimates*):

Model	Horsepower (hp)	Torque (lb-ft)	0-60 mph (sec)	Top speed (mph)	Weight (lbs)	MSRP (\$)
F-TYPE	340	332	5.1	161	3,521	69,000
F-TYPE S	380	339	4.8	171	3,558	81,000
F-TYPE V8 S	495	460	4.2	186	3,671	92,000

High power and low weight means effortless speed. By combining powerful engines with an all-aluminum body the F-TYPE achieves high power to weight ratios for each model to deliver a car that is fast, lively and responsive.

5. STYLE

True to the concept. When previewed on the C-X16 concept car it took the world by storm. The look of the F-TYPE has **purity and simplicity**, which gives it **lasting beauty**. The **proportions and stance** are uncompromised, for a look of poised muscularity and **latent energy**. It is the new shape of Jaguar sports cars, which takes the themes established by the Jaguar sedans and evolves them. No mere flight of fancy, the C-X16 was a **statement of intent**, and the F-TYPE has remained incredibly true to the concept.



C-X16 concept



F-TYPE

The grille of the F-TYPE is lower than that on the XF or XJ and is reshaped, with a slight forward lean to give a sense of motion and power.

Two 'heartlines' define the shape. Two bold strokes, called 'heartlines', define the signature look of the F-TYPE. These two lines were the first strokes penned by the designers to define the shape.



C-X16 concept



F-TYPE

The first heartline starts with the **blade bisecting the shark gill grille openings** of the bumper, runs **through the headlights**, and **over the top of the front fenders** before elegantly fading in the doors. This sweeping line is mirrored by the feature line that runs back from the side vent. The top of the side vent meets the lower edge of the clamshell hood, and the vent itself is stamped with the Jaguar name. An additional 'lightcatcher' surface detail above the side sills allows the door surface to wrap around the side of the car, creating a fuselage effect.

The second heartline begins at rear edge of the door, rising to create the **powerful haunch** over the rear fenders, emphasizing that the car is rear wheel drive. It then wraps around in an unbroken curve, forming a **low, wide and elegant tail**.

The width of the tail is emphasized by the slim, full-LED tail lamps that wrap all the way around the fenders almost to the trailing edge of the rear wheel arches. The tail of the vehicle actually **tucks inwards** creating the impression that the car is **actively waiting to leap forward into action**.



C-X16 concept

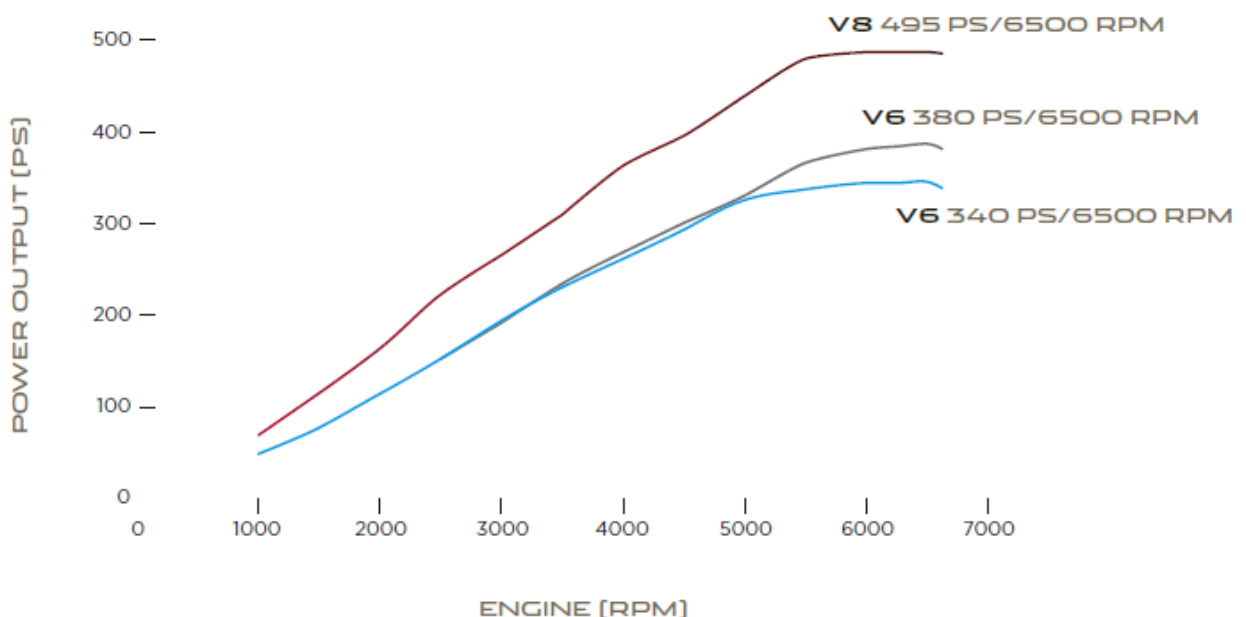


F-TYPE

6. POWERTRAIN

Every engine supercharged. The F-TYPE powertrain lineup is headlined by three supercharged engines: two V6 and one V8. The V6 is the **new 3.0 liter**, which is a version of the acclaimed Jaguar 5.0 liter V8. The key to those impressive power figures:

- **Roots-type vortex superchargers**, mounted in the 'V' of the engines.
- Intercoolers to reduce intake air temperature and improve power and efficiency.
- Superchargers that ensure **no lag** and **immediate power delivery**, so that the F-TYPE engines are **responsive and eager to rev**.



Efficient power. All three F-TYPE engines have **high specific power outputs** – the 380hp 3.0L V6 has the highest specific output of any production Jaguar engine ever at 127hp/liter. Every F-TYPE engine has **all-aluminum construction**, with die cast blocks and cross-bolted main bearings for strength and rigidity. All feature 4 valves per cylinder and dual variable cam timing to optimize power, torque and fuel economy. Like all modern Jaguar engines they use spray guided **direct injection**; fuel is delivered precisely to the center of the combustion chamber at over 2,000psi for cleaner, more efficient combustion. The V6 versions also have a 10.5:1 compression ratio to improve fuel economy, a high ratio for a boosted engine.

A transmission that is the best of both worlds. The engines of each F-TYPE model are mated to a new **8-speed ‘QuickShift’ automatic from ZF**. It features **closely spaced ratios** and is specifically engineered for this sports car application with shifts that are shorter and more immediate, with almost no perceptible interruption of torque delivery in shifts. In the past an automatic transmission in a sports car would have been unthinkable, but this **new generation of transmission** has none of the compromises and all of the benefits:

- Limited power interruption during shifts.
- Once in 2nd gear, a clutch mechanism **locks the torque converter** to create a **direct mechanical connection** between the engine and the driven wheels for more direct and responsive feel.
- **Adaptive Shift strategy** responds and tailors shifts to how the car is being driven, from relaxed to aggressive.
- **Corner Recognition** interacts with other vehicle systems to recognize if the car is in a bend to prevent upshifts while cornering.
- **Full manual control** via paddles mounted to the steering wheel, or using the **new SportShift selector in the center console**.
- **Complete driver control** when shifting manually: in Dynamic Mode the transmission will not automatically upshift, even at redline
- **Throttle blips on downshifts** when in Dynamic Mode to match engine and gear speeds for smoother shifts.
- **Responsive acceleration** through closely spaced gears 1 to 6.
- **Better highway fuel economy** through the overdrive gears (7th and 8th).

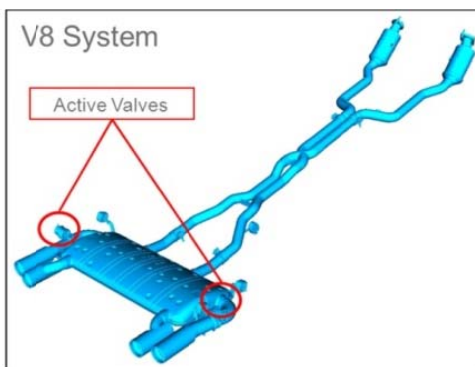
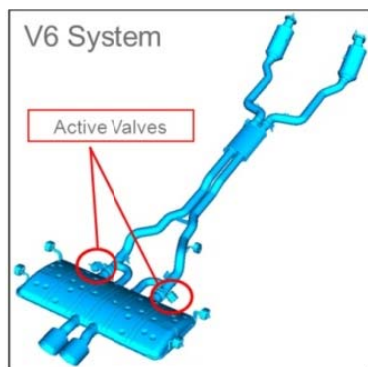
SportShift selector – a new way to interact. While the rotary Drive Selector is still a fixture of Jaguar sedan and GT cars, a sports car called for **greater driver involvement**. This is achieved through the new SportShift selector in the center console. Key features of this design:

- **Trigger button** to move the car into gear.
- **Sport mode** by moving the SportShift selector **to the left**.
- **Manual mode** by moving shifter forward/back from Sport mode.
- **Race-style shifting** – pull back for an upshift and push forward for a downshift.
- Park is engaged via a dedicated button on top of the shift lever.



Putting the power to the pavement with advanced differentials. The F-TYPE is **rear wheel drive**, for pure sports car **balance and handling**. To get the prodigious power to the ground the S and V8 S models both feature limited slip differentials. The **mechanical LSD of the S model** helps **increase traction and grip**, especially when powering out of corners, giving the driver extra **control and confidence**. The Active Differential of the V8 S uses an electric motor acting on a multiplate clutch to apply full locking torque almost instantaneously, yet can remain completely open for low speed maneuverability. It works in conjunction with the Dynamic Stability Control (DSC) to maximize grip and can **proactively apportion torque** based on throttle and steering inputs.

Active exhausts let the F-TYPE roar. The S and V8 S models feature active exhaust systems with **electronically controlled bypass valves** for freer flowing exhaust and enhanced sound. Selecting Dynamic Mode causes the valves to remain open under a broader range of conditions. An optional **Switchable Active Sport Exhaust** allows the driver to control the valves at the press of a button on the center console– one of the best optional features available, with a very high take rate predicted.



F-TYPE S and V8 S feature Active exhausts with bypass valves; the Active exhaust is optional on F-TYPE

Optional Switchable exhaust button

Stainless Steel tips – visual key to what’s under the hood. Powertrain differentiation between F-TYPE models is made clear from the rear of the car. Striking **dual center exit exhausts on the V6 models** pay tribute to the E-TYPE, and each exhaust tip is stamped from a single piece of stainless steel for an unbroken surface and a commanding presence. **Quad outboard-mounted exhausts on the V8 S** provide a clear signal to the performance potential of the 495 horsepower engine; separated by a more aggressive rear venturi, they are an unmistakable symbol of power.



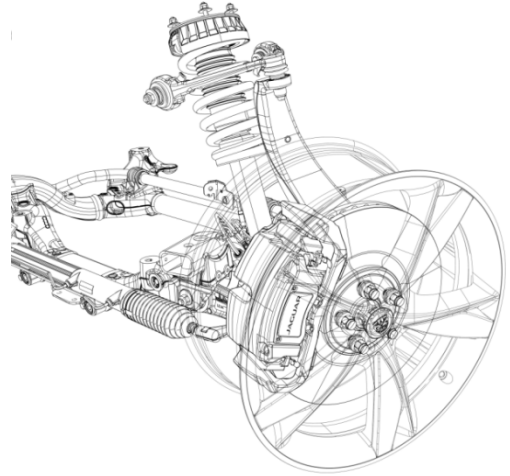
Dual exhaust on F-TYPE and F-TYPE S



Quad exhaust on F-TYPE V8 S

7. CHASSIS & SUSPENSION

All-aluminum suspension. In addition to its aluminum body and engine, the F-TYPE features a suspension where all the major components – the forged double wishbone front and rear suspensions and front subframe – are also all made from aluminum. This ensures greater **stiffness for accurate tuning and geometry** and **light weight to reduce unsprung mass for more responsive movements**.



Active damping for an uncanny balance between ride and handling. The Jaguar **Adaptive Dynamics** system is standard on the S and V8 S models. For the driver this results in a smooth ride, exceptional body control, and a sports car with a sensational balance between ride and handling. Key functions include:

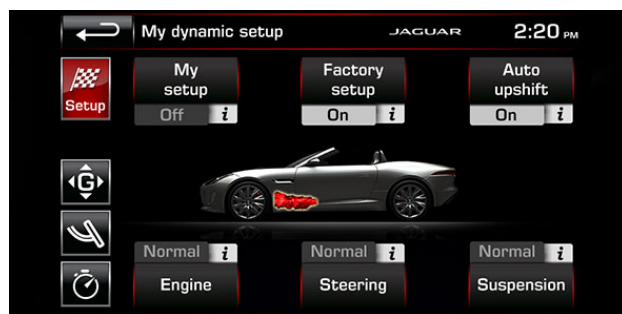
- Monitors **suspension movement 100 times a second**.
- Monitors **steering input 500 times a second**.
- **Continuously adjusts** damping rates.
- **Predicts pitch from throttle and brake inputs to proactively adjust** the dampers.

Quick on its feet. The F-TYPE is equipped with the quickest steering rack on a modern Jaguar, utilizing a ratio of 14.6:1. Combined with the stiff mounting points for the suspension that means **no slack in the steering** and a **true feeling of agility and driver involvement**.

Dynamic Mode for tuning the chassis to the driver. The electronic control of the different chassis systems does not remove the driver from a sense of involvement, it actually heightens it. With Dynamic Mode standard on the S and V8 S, the driver can alter these systems for a more spirited drive. Dynamic Mode is engaged with the **Ignis-colored toggle switch** on the center console. Activating it changes the settings of the major driver touch-points and control systems:



- **Throttle response.**
- **Steering weighting.**
- Adaptive Dynamics **suspension damping**.
- Prevents automatic upshifts when using manual shift mode.
- **Automatically engages TracDSC mode.**
- Changes interior illumination from blue to red.



New Configurable Dynamic Mode. The Performance Pack, available on the S and V8 S, includes a new Configurable Dynamic Mode which allows the driver to **individually select which parameters change when Dynamic Mode is engaged**. Configurable Dynamic Mode also adds functionality to the Touch-screen aimed at track use, including lap and split times, throttle and brake input displays, and a G-force meter.

Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.

Four seasons sports car. While winter driving is not usually the first thing attributed to an open-roofed sports car, Jaguar engineers wanted to ensure the F-TYPE could be a true four-season car so it is fitted with the **Winter Mode** feature from the rest of the Jaguar model range.

Powerful, fade-free brakes. Given the performance potential of the powertrains, fitting brakes up to the task was essential. Three braking systems are available with strong fade-free performance and progressive pedal feel. To help prevent overheating and fade, Computational Fluid Dynamics was used to develop aerodynamic suspension members to provide the braking systems with cooling airflow. The full suite of Jaguar braking technology has also been applied, including the Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), and Emergency Brake Assist (EBA).

- F-TYPE: 354/325mm (front/rear) rotors and silver calipers
- F-TYPE S: 380/325mm rotors and black calipers
- F-TYPE V8 S: 380/376mm rotors and black calipers



Adding the Performance Pack to the S or V8 S brings with it the 380/376mm rotors with **exclusive red calipers**.

Wheel range in 18, 19 and 20 inch sizes. Wheel sizes on the F-TYPE increase as you move up the model range to provide increased contact patches and clearance for those big brakes. There is also a wide range of optional wheels and wheel finishes, including **silver and black finishes, lightweight forged wheels**, and a forged Blade-style wheel with carbon fiber accents. Refer to page 22 for a complete overview of available designs.

Standard wheel and tire sizes are:

- F-TYPE: **18"** wheels with 245/45 R18 front and 275/40 R18 rear tires
- F-TYPE S: **19"** wheels with 245/40 R19 front and 275/35 R19 rear tires
- F-TYPE V8 S: **20"** wheels with 255/35 R20 front and 295/30 R20 rear tires

Every F-TYPE comes with a **tire repair kit**, with tire sealant and air pump. A **spare tire is optional** and if selected is mounted in the trunk, reducing overall trunk space.

8. BODY

Building on an aluminum legacy. The F-TYPE is built using almost **two decades of experience** and features a new **4th generation** of the Jaguar **lightweight aluminum monocoque architecture**. Engineers developed a new industry-first 'warm forming' aluminum manufacturing technique to deliver more complex shapes in single piece stampings. New aluminum alloys were also developed specifically for the F-TYPE with greater resistance to parking lot dents and dings.

Advanced monocoque construction. Using advanced body construction techniques the F-TYPE represents a **30% improvement** in torsional and lateral stiffness. Further, the F-TYPE body is not welded, it is **bonded and riveted** using techniques similar to those used for **building jets** further increasing stiffness. The result is more **precise suspension control** and a **greater connection and feeling of agility** for the driver.

Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.



Perfect balance. With driver and passenger on board the F-TYPE S has a 50:50 weight distribution for balanced handling. Short front and rear overhangs **concentrate mass within the wheelbase.**



Deployable spoiler and door handles for aerodynamics. The door handles of the F-TYPE **remain flush with the body** while the car is in motion or locked. When unlocked, they deploy to greet the driver and passenger, a **'handshake' welcoming them into the F-TYPE.**

Similarly, the rear spoiler remains flush with the body, **automatically raising at 60mph** and lowering at speeds below 40mph. The driver can also raise or lower the spoiler at the push of a button. When raised the spoiler can reduce rear lift by over 260lb.



3-layer convertible top. The convertible top of the F-TYPE is fabric for **low weight** and to **maximize trunk space.** Key highlights of the top include:

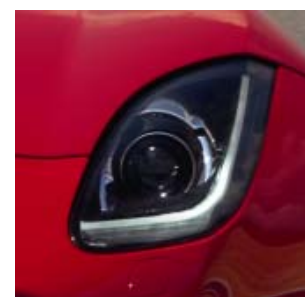
- **'Z-fold'** mechanism so the top becomes its own tonneau cover.
- Weatherproof outer layer.
- Thinsulate™ middle layer for thermal and sound insulation.
- Rakona cloth interior lining similar to that used on XK.
- Fully power operated, the top raises and lowers in **only 12 seconds at speeds up to 30mph.**
- **Available in 4 colors:** Black (standard), Red, Grey or Beige.

Trim features and color help differentiate models. Each of the F-TYPE models possesses a unique combination of exterior trim pieces to help differentiate them from one another:

Trim Feature	F-TYPE	F-TYPE S	F-TYPE V8 S
Exterior trim	Satin black	Gloss black	Gloss black
Deck hoops	Satin chrome	Satin chrome	Gloss black
Aero features			Bumper vanes, Side sills, Rear venturi
Badges		'S' in grille & on rear	'S' in grille & on rear
Exhaust	Dual center tips	Dual center tips	Quad outboard tips



S & V8 S grille badge



Headlight with J-Blade

LED lights provide accents front and rear. The front of the F-TYPE features xenon HID headlights with a variation on the **J-Blade LED signature running lights** that have become a Jaguar design cue. Both high and low beams are integrated into a single projector unit enabling a compact light. The light housing itself is drawn vertically to give a sense of motion. The rear features **all-LED taillights** that combine a blade and circular brake light, inspired by that of the E-TYPE.



Classic E-TYPE taillight



F-TYPE taillights feature a subtle E-TYPE theme

Single-piece aluminum clamshell hood. Keeping the tradition of clamshell 'bonnets' used on the C-, D- and E-TYPES, the F-TYPE hood is hinged at the front and opens forward. It features the signature Jaguar power bulge and vents, and is remarkably created from a **single piece of aluminum** stamped on a 1,000 ton press.

Driving down the road and on the golf course. The trunk features a wide, flat cargo space designed to fit a golf carry/stand bag. Unlike folding hard top convertibles, the F-TYPE top mechanism does not impact trunk space. Regardless of top position the trunk features **7 cubic feet of space**, which is **larger than either a 911 or a Z4 with its top down**. The trunk lid itself is composite for reduced weight.



Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.

9. TECHNOLOGY & FEATURES

Advanced and unexpected technology. The F-TYPE has a suite of standard and optional technology which is **unexpected on a sports car**.

- Latest generation of the Jaguar **Touch-screen interface** features prominently in the center of the dash for control of the **standard navigation system**.
- **Standard Bluetooth** connection for phone and audio.
- Available **Adaptive Front Lighting System** can bend the headlight beam up to 14 degrees into corners and features LED cornering lights for lower speed maneuvering.
- **Intelligent High Beam**.
- **Blind Spot Monitor**.
- **Reverse Traffic Detection**, a new system, helps when reversing out of parking spaces by using sensors in the bumper to help detect vehicles approaching from the sides.



Dual-function climate control dials. Basic climate control functions have been removed from the Touch-screen, and are **operated by physical rotary controls**. These **dual-function dials** feature OLED displays for temperature. For cars equipped with heated seats, the **same dials also control the seat heating**. Pushing the dial in changes the display and function. These unique dials keep the center dash free of clutter and add a high-tech touch. Other climate control functions are operated with **toggle switches** that echo the controls of Jaguar sports cars of the past.

Active Center Air Vents are hidden until needed. To keep the center console as low and sleek as possible the F-TYPE features Active Center Air Vents. They are activated automatically by algorithms within the climate control system, only raising when needed for extra air flow, and retracting when not in use. Similar to the door handles and rear spoiler, the F-TYPE keeps its technology hidden until needed.



Meridian audio is standard. Two audio systems are available, both by acclaimed audio firm Meridian, an expert in Digital Signal Processing (DSP). Both systems feature **Dynamic Volume Control**, which compensates for changes in ambient sound levels, and **Meridian Cabin Correction**, which uses DSP to tailor sound to the acoustics of the cabin.

- Standard **Meridian 380W** system with **10 speakers**
- Optional **Meridian 770W** system with **14 speakers** and Meridian Trifield surround sound

Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.

10. INTERIOR

1+1 cockpit. The F-TYPE features a driver-focused, **asymmetric cockpit** that is referred to as a “1+1”. 1+1 indicates an emphasis on the driver, with a prominent **grab handle** and different trim materials creating a **clear division between driver and passenger sides**. In addition to **separating the passenger** from the driving controls, it serves as a **subtle signal to the potential of the car** – it might be time to hold on tight.



Performance controls in anodized ‘Ignis’. S and V8 S models feature the **major performance controls** – steering wheel shift paddles, Start/Stop button, and Dynamic Mode switch – finished in an orange anodized Ignis color to **visually set them apart**. This signifies these are the major touchpoints for unleashing the full potential of the F-TYPE.



New flat-bottomed racing style steering wheel available. Every F-TYPE model comes standard with a small diameter, three-spoke leather-covered steering wheel. Multi-function controls for the audio system and cruise control are on the front of the spokes, and paddle shifters for the transmission are on the back. For the ultimate high performance feel a flat-bottomed racing style steering wheel is included as part of the Performance Pack on the S and V8 S.

Focus on engine and road speed. The gauge cluster is dominated by two large dials for the tachometer and speedometer, **divided by a 5-inch TFT LCD screen**. The numbers in the tachometer are larger because when driving hard that is the **most important gauge**. The LCD screen displays secondary information or redundant navigation info based on need.



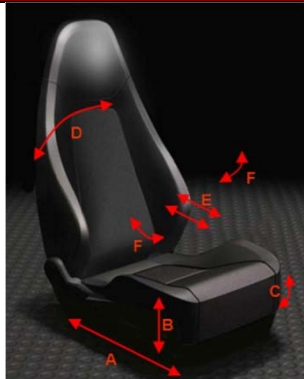
Metallic trim finishes. The interior features metallic finishes and textured aluminums to **remind the driver of the advanced lightweight materials** that make up the construction of the body and engine.

Configurable Ambient Lighting. Standard on the S and V8 S is a customizable interior lighting system. This allows the driver to **change the lighting** color between Phosphor Blue, Pale Blue, White, Coral or Red. Activating Dynamic Mode automatically changes the lighting theme to Red. Standard on the F-TYPE is ambient lighting in the signature Jaguar Phosphor Blue, with Configurable lighting as an option.

Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.

Sport or Performance seats, both in manual or electric. All models come standard with the Sport style seat. On the V6-powered models, this deeply bolstered seat features **6-way manual/electric adjustment** and **leather trim with Suedecloth center sections**. The V8 S model features **full leather** seat facings and **14-way fully electric adjustment**. A racing-style Performance seat is available as a stand-alone option on the F-TYPE and comes as part of the Performance Pack on S and V8 S models. All seats are **available heated via the Climate Pack**.

Premium Leather Upgrade brings additional color options. Once equipped with the Performance seat the F-TYPE can be equipped with a Premium Leather Upgrade, which **comprehensively enhances the interior**, including leather on the dash, doors, center console, a-pillars, header rail and seats. It also brings **new and dynamic interior colorway options** (page 20).

SEAT MOVEMENT:	
 6-way Partial Electric Seat (standard on F-TYPE and F-TYPE S) A) 2 way manual fore/aft B) 2 way power height rise C) 2 way power recline	 14-way Full-Electric Seat (standard on V8 S) A) 2 way power fore/aft B) 2 way power height rise C) 2 way cushion tilt D) 2 way power squab recline E) 4 way lumbar F) 2 way bolsters
SEAT STYLES:	
 Sport Seat– standard • F-TYPE & F-TYPE S: partial leather with Suedecloth center sections • F-TYPE V8 S: full leather seat facings	 Performance Seat– optional • F-TYPE: stand-alone option • S & V8 S: included with Performance Pack

11. ENVIRONMENT

Lean, mean and green. A modern sports car needs to be more than fast, it **must also be responsible**. At Jaguar the reality of a fast *and* green sports car is delivered **because we are world leaders in aluminum**.

- **Aluminum makes the F-TYPE faster.** A lighter car can **accelerate faster, brake shorter** and corner with more speed.
- **Aluminum makes the F-TYPE more fuel efficient.** The less a car weighs the **less fuel it takes to make it move**.
- **Aluminum reduces energy use during manufacturing.** Over half the aluminum in the F-TYPE comes from **reclaimed or recycled metal**, which takes a fraction of the energy to process compared to new materials. The bonding and riveting techniques **emit 80% less CO₂ compared to welding steel**.
- **Aluminum is easily recycled.** Jaguar has implemented a **closed-loop recycling program** with suppliers to reuse manufacturing scrap. In addition, at the end of its life 85% of the F-TYPE is recyclable – including the aluminum and other materials – and 95% is recoverable, meaning no more than 5% of each F-TYPE need end up in a landfill.

Powertrain technology to improve efficiency. As discussed earlier, the F-TYPE also features an 8-speed transmission that can **improve fuel efficiency by up to 5%** over a 6-speed.

Save gas for the green flag, not the red light. As a modern sports car the F-TYPE balances performance with environmental responsibility with **Intelligent Stop/Start**.

- Introduced on the 2013 model year XF and XJ.
- Twin solenoid starter turns off the engine when the vehicle comes to a complete stop.
- Restarts the engine in as little as **300 milliseconds**, less than the time it takes the driver to move their foot from the brake to the accelerator pedal.
- Unique ‘change of mind’ technology allowing it to restart even during engine run-down.

12. COMPETITION & SOURCE OF SALES

A new segment for Jaguar. The F-TYPE is a true sports car, with an **emphasis on dynamic capabilities** rather than outright power and straight line speed. The focus is on **light weight and agility**; it is **smaller, more focused**, and more Spartan than any other car in the Jaguar range. In short, this is a **new kind of Jaguar**, competing against **new competitors** and targeting **new buyers**.

Taking on pure sports cars. With the F-TYPE, Jaguar is boldly stepping onto the turf of established and focused sports cars. The F-TYPE will compete primarily with the **911 and Boxster** in the marketplace, but can also go head-to-head with the likes of the BMW M3 and Corvette. The F-TYPE is nearly the length of a 911, but is actually notably wider. In terms of price it sits between these two Porsche models, but provides **more power** per dollar.

Pulling people up from the roadster segment. The F-TYPE will also attract Mercedes SLK and BMW Z4 roadster buyers from the segment below and move them up to a slightly higher price segment. The F-TYPE can offer equal or better performance credentials in a larger overall package.

The F-TYPE sits alongside the XK. The XK remains our grand touring car – larger inside and out, with 2+2 seating and a larger trunk. While some customers will cross-shop the XK and F-TYPE, research indicates that they are viewed as **different cars for different customers**. In addition, **excitement and interest in the F-TYPE will have a halo effect on the XK**. The XK represents the ideal solution for F-TYPE shoppers that may **need more space or luxury**.

90% new buyers to the brand. Similar to how the overwhelming majority of Evoque buyers were new to the Range Rover brand, we predict **90% of the F-TYPE buyers will be new to the Jaguar brand**. **What defines these conquest customers?**

- **Higher expectations** of what a sports car should be.
- **Motivated by distinctive style, performance and handling.**
- **Extremely knowledgeable**, and do extensive research.
- Brand **reputation** and **heritage** are very important.
- **Very loyal** when converted.
- Want cars that **stand out from the crowd**, and speak to the image they want to project.
- Sports cars must be **exciting and fun to drive**, yet remain **practical enough for everyday use**.

‘Why buys’ versus the competition. The F-TYPE will be in fierce competition with some of the best sports cars in the world, but there are a number of reasons why a prospective buyer should consider the F-TYPE:

1. **Power and Performance:** Produces high **power and torque** figures, with great power-to-weight ratios.
2. **Affordability:** Offers more power and comparable features at **prices below competitors** in higher segments, making them **more accessible and better value**.
3. **Modern and Distinctive Design:** **fresh, modern design** which will appeal to customers who like having the newest and latest.
4. **Refinement:** 8-speed QuickShift transmission is **refined in traffic and lightning fast on the track** – a transmission **without compromise**.
5. **Engagement:** Delivers on the Jaguar ‘Alive’ brand promise, creating a connection that makes drivers fall in love.
6. **Powertrain Sound:** Features a **bellowing V6** and the **roar** of a **V8**.
7. **Technology:** Available with advanced technology features, such as the Blind Spot Monitor, typically unavailable in the sports car segment.

13. PACKS & OPTIONS

Giving sports car customers greater choice. In order to ensure a significant amount of variability and customization while also keeping complexity manageable, a comprehensive lineup of packs has been created with the focus on **performance, premium features, technology, and climate**. The highest take rates are projected for the Performance and Premium Packs.

	F-TYPE	F-TYPE S	F-TYPE V8 S
Performance Pack	Not available	MSRP \$3,400 - Configurable Dynamic Mode - Performance Seat - Super Performance Brakes - Red Brake Calipers - Flat-bottomed Sport Steering Wheel - Driver-selectable Active Sport Exhaust - Metallic Foot Pedals - Sport Floor Mats - Interior Black Pack with Black Hex Aluminum trim and black trim on steering wheel, vents, instrument cluster and doors	MSRP \$2,950 - Configurable Dynamic Mode - Performance Seat - Red Brake Calipers - Flat-bottomed Sport Steering Wheel - Driver-selectable Active Sport Exhaust - Metallic Foot Pedals - Sport Floor Mats - Interior Black Pack with Black Hex Aluminum trim and black trim on steering wheel, vents, instrument cluster and doors
Premium Pack	MSRP \$3,000 14-way Fully Electric Seats - Seat/Column/Mirror Memory - Smart Key System with Keyless Entry - Dual Zone Climate with Air Filtration and Air Quality Sensor - Garage Door Opener - Lockable Interior Storage - Exterior Door Mirrors with Power Fold, Auto Dimming, Heated, and Puddle Lamps - Valet Mode - Wind Deflector - Climate Pack: Heated Seats & Steering Wheel	MSRP \$2,600 14-way Fully Electric Seats - Seat/Column/Mirror Memory - Dual Zone Climate with Air Filtration and Air Quality Sensor - Garage Door Opener - Lockable Interior Storage - Exterior Door Mirrors with Power Fold, Auto Dimming, Heated, and Puddle Lamps - Valet Mode - Wind Deflector - Climate Pack: Heated Seats & Steering Wheel	MSRP \$800 - Garage Door Opener - Lockable Interior Storage - Valet Mode - Wind Deflector - Climate Pack: Heated Seats & Steering Wheel
Climate Pack	<i>Included with Premium Pack but also available separately as Climate Pack</i> MSRP \$600 - Heated Seats - Heated Steering Wheel	<i>Included with Premium Pack but also available separately as Climate Pack</i> MSRP \$600 - Heated Seats - Heated Steering Wheel	<i>Included with Premium Pack but also available separately as Climate Pack</i> MSRP \$600 - Heated Seats - Heated Steering Wheel

	F-TYPE	F-TYPE S	F-TYPE V8 S
Vision Pack	<i>Requires Premium Pack</i> MSRP \$2,400 - Adaptive Front Lighting with Cornering Lamps - Intelligent High Beams - Front Parking Sensors - Rear Parking Sensors - Rear Parking Camera - Blind Spot Monitor - Reverse Traffic Detection	<i>Requires Premium Pack</i> MSRP \$2,400 - Adaptive Front Lighting with Cornering Lamps - Intelligent High Beams - Front Parking Sensors - Rear Parking Sensors - Rear Parking Camera - Blind Spot Monitor - Reverse Traffic Detection	<i>Requires Premium Pack</i> MSRP \$2,100 - Adaptive Front Lighting with Cornering Lamps - Intelligent High Beams - Front Parking Sensors - Rear Parking Camera - Blind Spot Monitor - Reverse Traffic Detection
Premium Leather Pack	MSRP \$1,925 - Premium soft grain leather seating surfaces, dashboard, door panels, center console, windshield pillars, header rail and sunvisors - Also makes available an increased set of interior color combinations <i>Requires Performance seat</i>	MSRP \$1,925 - Premium soft grain leather seating surfaces, dashboard, door panels, center console, windshield pillars, header rail and sunvisors - Also makes available an increased set of interior color combinations <i>Requires Performance seat</i>	MSRP \$1,925 - Premium soft grain leather seating surfaces, dashboard, door panels, center console, windshield pillars, header rail and sunvisors - Also makes available an increased set of interior color combinations <i>Requires Performance seat</i>

Individual options with MSRP:

- Meridian 770W Audio System - \$1,200
- HD Radio & Sirius Satellite Radio - \$450
- Heated Front Windshield - \$350
- Switchable Active Sport Exhaust (also included in Performance Pack) - \$1,500 (F-TYPE), \$220 (F-TYPE S & V8 S)
- Performance Seat (also included in Performance Pack) - \$1,500
- Illuminated Door Sill Treadplates - \$450
- Wind Deflector (also included in Premium Pack) - \$275
- Exterior Black Pack - \$1,000 (F-TYPE), \$600 (F-TYPE S), \$400 (F-TYPE V8 S)
- Exterior Design Pack (V6 only) – body colored front bumper splitter and aero splitter, side sill extensions and rear venturi; gloss black rear valence - \$3,500
- Exterior Carbon Fiber Pack – real carbon fiber accents for the exterior mirrors, side vents and roll hoops - \$TBD

14. COLOR & TRIM

EXTERIOR COLOR CHART

Solid Colors (standard)			
			
Ebony	Polaris White	Salsa Red	
Metallic Colors (optional)			
			
Ultimate Black	Satellite Grey	Stratus Grey	Rhodium Silver
			
Indigo	Lunar Grey	Black Amethyst	Firesand Orange
Racing Colors (optional)			
			
Italian Racing Red	British Racing Green		

INTERIOR COLOR CHART

Seat Leather and Stitching

Leather & Suedecloth Sport Seat (F-TYPE & F-TYPE S); Leather Sport Seat (F-TYPE V8 S)



Jet

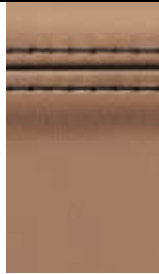


Mineral



Cirrus

Premium Leather / Stitch (requires Performance Seat and Premium Leather Pack)



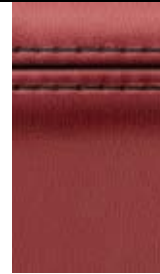
Camel / Jet stitch



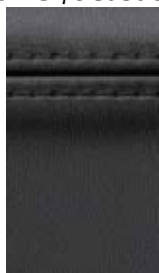
Brogue / Ivory stitch



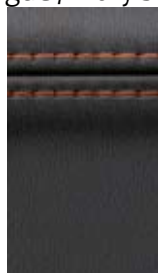
Ivory / Mineral stitch



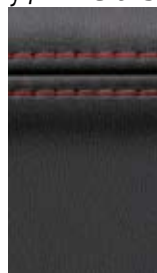
Red / Jet stitch



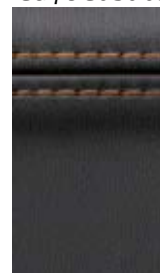
Jet / Jet stitch



Jet / Firesand stitch



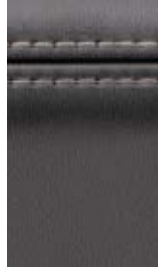
Jet / Red stitch



Jet / Camel stitch



Mineral / Mineral stitch



Mineral / Cirrus stitch



Cirrus / Mineral stitch

Carpets



Jet



Mineral



Camel (option)



Cirrus (option)

Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.

Headlinings				
Morzine				
				
	Jet		Stone Grey (option)	
Leather (requires Premium Leather Pack)				
				
	Jet	Redzone	Stone Grey	Ivory
Trim Finishers				
				
	Light Hex Aluminum	Dark Hex Aluminum (standard on S & V8 S)	Black Hex Aluminum (Performance Pack)	
Seatbelts				
				
	Jet (standard)	Red (option)	Camel (option)	

STANDARD WHEELS

F-TYPE



18" Vela

F-TYPE S



19" Propeller

F-TYPE V8 S



20" Cyclone

OPTIONAL WHEELS



19" Centrifuge



19" Centrifuge – Black



20" Cyclone – Black (V8 S only)



20" Turbine



20" Blade – Forged with Carbon
Fiber accents



20" Rotor – Forged

15. SPEC CHART

ENGINE & TRANS	F-TYPE	F-TYPE S	F-TYPE V8 S
Engine Capacity (cc)	2,995	2,995	5,000
Cylinders	6	6	8
Valves per cylinder	4	4	4
Compression ratio	10.5:1	10.5:1	9.5:1
Bore/stroke (mm)	84.5/89	84.5/89	92.5/93.0
Bore/stroke (inches)	3.33/3.50	3.33/3.50	3.64/3.66
Transmission	Eight-speed 'QuickShift'	Eight-speed 'QuickShift'	Eight-speed 'QuickShift'
1st	4.714	4.714	4.714
2nd	3.143	3.143	3.143
3rd	2.106	2.106	2.106
4th	1.667	1.667	1.667
5th	1.285	1.285	1.285
6th	1.000	1.000	1.000
7th	0.839	0.839	0.839
8th	0.667	0.667	0.667
Final drive ratio	3.15	3.31	2.56
Wheels – standard (inches)	18	19	20
Tires – standard (front; rear)	245/45R18; 275/40R18	245/40R19; 275/35R19	255/35R20; 295/30R20
PERFORMANCE			
0-60mph (sec)	5.1	4.8	4.2
50-75mph (sec)	3.3	3.1	2.5
Top speed - electronically limited (mph)	161	171	186
Power (hp @ rpm)	340 @ 6,500	380 @ 6,500	495 @ 6,500
Torque (lb-ft @ rpm)	332 @ 3,500-5,000	339 @ 3,500-5,000	460 @ 2,500-5,500
ECONOMY			
City / Highway economy (mpg)	TBD	TBD	TBD
DIMENSIONS			
Length (inches)	176	176	176
Width excl. mirrors (inches)	75.7	75.7	75.7
Height (inches)	51	51	51.5
Wheelbase (inches)	103.2	103.2	103.2
Front track (inches)	62.4*	62.4*	62.4*
Rear track (inches)	64.1*	64.1*	64.1*
Trunk (cubic feet)	7	7	7
Fuel tank capacity (US gallons)	19	19	19
Weight from (lb)	3,521	3,558	3,671

Manufacturer's figures, subject to change. *For cars fitted with 20-inch wheels.

Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.

F-TYPE – standard features

- **Powertrain & Driving Dynamics**
 - o Jaguar AJ126 3.0 Liter V6 Supercharged Engine (340 hp)
 - o Emergency Brake Assist (EBA)
 - o Electronic Brake-force Distribution (EBD)
 - o 8 Speed 'QuickShift' transmission - Winter and Sport modes
 - o Jaguar Sequential Shift - steering wheel one-touch paddles
 - o Sport Exhaust
 - o Sport Suspension
 - o Open Differential
 - o Performance Braking System (354mm front / 325mm rear); silver calipers
 - o Dynamic Stability Control (DSC)
 - o Electric Parking Brake (EPB) - drive away release
 - o 18" Vela Style Wheel
 - o Jaguar Tire Repair System (Instant Mobility System)
 - o Intelligent Stop/Start
- **Exterior Features & Finishers**
 - o Headlights - Bi-function HID Xenon lighting with LED Signature Running Lights, Positional Lamps & Direction Indicators
 - o LED Rear Taillights
 - o Automatic Headlights
 - o Headlight power wash (bumper mounted)
 - o Deployable Exterior Door Handles
 - o Deployable Rear Spoiler
 - o Rain Sensing Windshield Wipers
 - o Deck Hoops - Satin Chrome finish
 - o Exterior Badging, Rear - 'Jaguar' and Leaper, F-TYPE badge
 - o Exterior Body Differentiation: Chrome Grille surround; Satin Black Grille and bumper beam, Hood louvers, Front Splitter & Aero splitters, Bumper outer meshes and rear valance; Noble Chrome Deck Hoops; Chrome surround side vent with satin black mesh
 - o Twin Exhaust pipes - Center Mounted
 - o Exterior Door Mirrors, Manual Fold, Electric Adjustment, Heated, Tinted Glass, Side Turn Indicators
 - o Standard Paint Palette (non-metallic)
 - o Z-fold, powered convertible roof
- **Safety & Security**
 - o Remote Central Locking
 - o Drive away door locking
 - o Perimeter sensing and sounder
 - o Engine immobilizer
 - o Smart Airbag System with two front airbags
 - o Side airbags - seat mounted with head protection
 - o Two Stage Unlocking
 - o Trunk entrapment release lever
 - o Occupancy Classification System
 - o Tire Pressure Monitoring System
- **Seating**
 - o Partial Electric 6 Way / 6 Way Sport Seats - Partial Leather/Suedecloth seat facings with leatherette seat sides & leatherette backboard; Non-memory
- **Infotainment**
 - o Cluster - Twin dials with 5" color TFT display
 - o 8" Touch-screen Display
 - o Trip computer
 - o Meridian Sound System - 380w - 10 Speakers incl. 2 sub-woofers
 - o Audio Equipment - AM/FM Radio, Single Slot CD/DVD, Hard Disk Drive
 - o Navigation with Route Guidance with Traffic Messaging Channel
 - o Bluetooth Telephone Connectivity
 - o SDARS Pre-wire
- **Interior Features**
 - o USB (incl. iPod) / AUX socket in center cubby box
 - o Three Power sockets - front cup holder area, cubby box, glove box
 - o Electrically Adjustable Steering Column
 - o Front Cup Holders - covered
 - o Active Central Air Vent
 - o Air particle / pollen filtration
 - o Morzine Sports Sun Visors
 - o Map lights (Jaguar Sense) in overhead console area
 - o Rear Trunk Trim - Mineral
 - o Instrument Panel Topper - Leatherette with carbon technical finish
 - o Front Door Trim - Leatherette
 - o Center Arm Rest – Leatherette
 - o Upper Environment - Jet Morzine A Pillars and Header, Rakona cloth headlining on interior folding surfaces
 - o Center Console Trim - Light Hex Aluminum
 - o 3 spoke Leather steering wheel (Black Paddles); No heating
 - o Interior electrochromic rear view mirror
 - o Automatic Climate Control - Single Zone
 - o Treadplate
 - o Cruise Control with Active Speed Limiter
 - o Ambient lighting - single color phosphor blue
 - o Carpet Mats – Premium

Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.

F-TYPE S – as F-TYPE plus these standard features:

- **Powertrain & Driving Dynamics**
 - o Jaguar AJ126 3.0 Liter V6 Supercharged Engine (380 hp)
 - o Active Sport Exhaust
 - o 19" Propeller Style Wheel
 - o Sport Suspension with Adaptive Dynamics
 - o Limited Slip Differential - mechanical
 - o High Performance Braking System (380mm front / 326mm rear); black calipers
 - o Dynamic Mode (throttle response, damping, steering)
- **Exterior Features & Finishers**
 - o Exterior Door Mirror with Electric Adjustment and Powerfold, Heated, Tinted Glass, Side Turn Indicators & Puddle Lamps
 - o Exterior Badging - "S"
 - o Exterior Body Differentiation: "S" badges front and rear, Gloss Black Grille and bumper beam, Gloss Black Hood louvers - surround and mesh, Gloss Black Front Splitter, Aero splitters, Gloss Black Bumper outer meshes and rear valance, side vent with gloss black mesh
- **Interior Features**
 - o 3 spoke Leather steering wheel with Ignis Paddles; No heating
 - o Configurable Ambient Lighting with 5 colors
 - o Ignis start/stop and Dynamic Mode buttons and steering wheel paddles
 - o Center Console - Dark Hex Aluminum with "S" Graphic
- **Safety & Security**
 - o Jaguar Smart Key System™ with Keyless Entry

F-TYPE V8 S – as F-TYPE S plus these standard features:

- **Powertrain & Driving Dynamics**
 - o Jaguar AJ133 5.0 Liter V8 Supercharged (495 hp)
 - o Cluster Max. Speed 200mph/300kmh
 - o Electronic Active Differential
 - o Super Performance Braking System (380mm front / 376mm rear); black calipers
 - o 20" Cyclone Style Wheel in Silver Finish
- **Exterior Features & Finishers**
 - o Quad Exhaust Pipes - Outboard Mounted
 - o Exterior Body Differentiation: "S" badges front and rear, Body colored Aero Splitters, Satin Black Rear Venturi, Gloss Black Rear Valance, Gloss Black Deck Hoops, body colored Side Sill Extensions, "S" badging
 - o Exterior Door Mirror with Electric Adjustment, Auto Dimming and Powerfold, Heated, Side Turn Indicators & Puddle Lamps
- **Interior Features**
 - o Automatic Climate Control - Dual Zone with Air Filtration
 - o Air Quality Sensor
- **Seating**
 - o Full Electric 14 Way / 14 Way Sports Seats with Full Leather seat facings; Memory
- **Safety & Security**
 - o Rear Parking Aid (includes Touch-screen visual aids)

16. OTHER RESOURCES

Online Car Configurator

To visually see and build a 14MY F-TYPE, visit the online Car Configurator on the JaguarUSA.com website: <http://www.jaguarusa.com/models/f-type/>