

SALES & MARKETING – 2012MY XF PRODUCT BRIEF

DATE: April 20, 2011
MODEL: XF
SUBJECT: 2012 MY

I. INTRODUCTION

The 2012 model year brings a significant freshening to the multi award winning XF first launched in early 2008. Since launch, the XF has undergone several changes including the introduction of three versions of an all new 5.0L engine. The 2012 model year focuses on further enhancing the two time winner of the Automobile Magazine All-Star award for Outstanding Exterior and Interior. Exterior modifications bring the 12MY XF up-to-date with the latest Jaguar design style to include new Xenon headlamps with LED signatures, a bigger, bolder grille and tail lamps that wrap around the trunk lid in a symmetrical design. On the inside it introduces a more modern and detailed appearance. Last but not least, it enhances the technology content of the vehicle by bringing a host of features that were first introduced on the all-new XJ at 11MY.

All 12MY XF's have a more assertive look to them, but the XFR receives further differentiation with a significantly more aggressive front and rear styling treatment allowing it to stand apart from the rest of the range – perfectly complementing a performance that Automobile magazine's executive editor, Joe DeMatio, described "The supercharged XFR has a brilliant new V8 engine that churns out more than 500 hp, and the car strikes the seemingly impossible balance of being extremely fast and extremely composed without sacrificing everyday drivability or comfort."

II. TIMING

Reveal

- New York International Auto Show – April 20th, 2011

Launch Timing

- Job #1 is scheduled for June 27th, 2011
- Job#1 vehicles are being ordered centrally
- Information regarding dealer ordering timing will be issued separately by Distribution
- Pricing will be announced on or before the first order call
- Start of sales is planned for early Fall 2011

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THE PRODUCT BRIEF

1. PROGRAM FEATURE CHANGES

1.1 - EXTERIOR FEATURE CHANGES

The exterior changes to the XF are very significant. They are apparent from all quarters of the vehicle and keep the design leadership a step ahead of competition. In addition, the XFR gets a new front bumper that significantly increases the differentiation between this vehicle and the other XF derivatives.

NEW FRONT END

The revision to the front end is the most noticeable change at 12MY. It brings the vehicle more in line with the original C-XF concept car and moves XF closer to the new XJ.

- New thinner and more elegant headlamps – with greater use of gloss black finish in the interior of the headlamp, making the vehicle look more assertive.
 - o Halogen headlamps are no longer available at 12MY, with bi-function HID Xenon headlamps and headlamp washers now fitted on XF as standard
 - o 12MY brings LED Daylight running lamps integrated into the headlight body as standard across all derivatives. The LEDs run along the lower edge of the headlamp and up the side of the light creating a "J Blade" signature. The LEDs illuminate when either **Drive**, **Sport** or **Reverse** mode is engaged but turn off in **Park** and **Neutral** modes. They dim slightly when indicating a turn or when the headlights are on
 - o Adaptive Headlamps that bend the main beam in the direction of the applied steering direction and Intelligent High Beam that turns the main beam on or off depending on incoming traffic are new features -- optional except on XF Portfolio (Adaptive headlamps standard) and XFR (both features standard)
- Grille
 - o The front grille is slightly larger and more upright than the prior model year. The grille will continue to be chrome finish except for XFR which retains gloss black finish
 - o The XFR gets an "R" badge on the front grille in addition to the existing R badge on the rear trunk lid to help increase visual recognition

- Hood and hood louvers
 - o The 12MY hood has a more pronounced "power bulge". In addition to providing more personality to the car, it helps with wind noise by deflecting airflow over the windshield wipers
 - o The louvers on XFR move further up the hood toward the windshield
 - o The XF Supercharged is now fitted with hood louvers with the "Supercharged" script as standard, enhancing the differentiation of the vehicle versus the naturally aspirated XF and XF Portfolio
- Front bumper
 - o The XF, XF Portfolio and XF Supercharged derivatives have new bumpers and retain a sculpted strake in the lower side grilles
 - o The XFR gets a much more aggressive bumper with very striking larger lower grille profiles (see next page for image)
- Fenders and side vents
 - o The fenders are revised to fit the new headlamps profile
 - o New side vents are introduced. They are broadly triangular in shape and have a much extended horizontal chrome ingot engraved with "Jaguar" script



11MY Bright Front Grille & headlamps



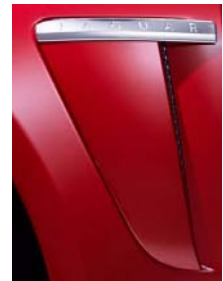
12MY Bright Front Grille & Headlamps



12MY XFR Front Grille Badge



Headlamps with light signature lamps



New Side vent



2012MY XF – Shown in Rhodium Silver - with optional 20" Hydra wheels



12MY XFR - Shown in Italian Racing Red - with standard 20" Nevis wheels

REAR REFRESH

The rear of the XF gets significant but more subtle changes at 12MY. The most significant change is to the night time signature of the rear lamps.

- Tail lamps
 - o The tail lamps now run onto the trunk lid below the trunk lid finisher
 - o Lamp functions are all LED for stop, tail and directional indicator. The LED night time signature forms a continuous "race track" line around the outer edge of the lamps rather than a solid block of light giving the vehicle a unique night time signature that will set the XF apart from competitor vehicles



12MY XF Tail lamps with LED night time signature

- The new trunk lid finisher brings a cleaner appearance to the rear of the vehicle
 - o The blade is graphically thinned by adding a black area to the lower edge
 - o The "Jaguar" script is removed
- Badging
 - o The XF trunk lid badge changes to the new font to match the font on the new XJ



Close up of the trunk lid finisher and badge

- Rear valance and tailpipe
 - o The XF and XF portfolio retain the prior model year black rear valance, however the tail pipe finishers are now oval
 - o The XF Supercharged receives a black sculpted valance (no vanes)
 - o The XFR receives a new sculpted rear valance in gloss black with three vanes.



XF & XF Portfolio rear valance with oval tailpipes



XF Supercharged and Sport pack rear valance



XFR sculpted rear valance with vanes

OTHER EXTERIOR CHANGES

- The rear trunk is now fitted with a power cinch which provides powered final closure of the trunk lid. This makes the closure easier and ensures the trunk is always closed. Note that it is not a full power trunk lid as in the XJ.
- All 12MY XFs are fitted with hydrophobic glass to the front side windows. This feature will help improve the movement of rainwater and enhance visibility through the window

1.2 - INTERIOR FEATURE CHANGES

Further building on its status of Ward's Interior of the Year Award winner, the 12MY XF gets a complete interior refresh, one that will continue to make it stand apart from its more staid competition.

NEW SEAT STYLE — ALL EXCEPT XFR

A completely new seat style is being introduced for 12MY for all models except XFR. The seats have more profile, with a more pronounced bolstering that offers enhanced support. They feature a "hoop" design on the seat squab and on the backrest. The "hoop" is monotone to the seat on XF, but is in contrast color for XF Portfolio and XF Supercharged, instantly signaling premium differentiation.

SEAT CONFIGURATION & TRIM OFFERINGS

- XF
 - At 12MY the XF is fitted with bond grain leather, heated, 6x6 way front seats (fore/aft, height and recline) with two position driver memory
 - All interiors have a Warm Charcoal fascia and door upper (Truffle fascia with Barley interior is no longer available)
- XF Portfolio and XF Supercharged
 - Both models have soft grain perforated leather seats as standard fitment. Front seats are 16x12 way 3-position heated and cooled with two position driver memory
 - The Spice/Warm Charcoal interior is discontinued and replaced by three new interior trim offerings:
 - ✓ Ivory seats with Navy contrasting hoop, Navy fascia and door upper with Ivory contrast stitch on IP and door, canvas headliner and Navy carpet
 - ✓ London Tan seats with Navy contrasting hoop, navy fascia and door upper with London Tan contrast stitch on IP and door, canvas headliner and Navy carpet
 - ✓ London Tan seats with Warm Charcoal contrasting hoop, Warm Charcoal fascia and door upper with London Tan contrast stitch on IP and door, canvas headliner and Flint carpet
 - The Warm Charcoal/Ivory interior is matched at 12MY with a Canvas headliner instead of the 11MY Dove fitment
 - To reduce dirt and scuff marks the Barley/Truffle interior trim has Truffle carpets and carpet mats (Barley at 11MY)
- XFR -- Retains the prior model year 18x14 sport-style seats. However, a new all-Warm Charcoal with Ivory contrast stitch trim is introduced raising the number of XFR color-ways to five
- Sport seats -- 18x14 sport-style seats are offered on XF Portfolio (with sport pack) and on XF Supercharged. See the order guide for details of the trims available with this option.

 6x6 Bond grain Leather seat XF	 Contrast hoop 16x12 soft grain Leather seat XF Portfolio & XF Supercharged	 Contrast stitched two-tone 18x14 soft grain leather seat XFR & Sport seat packages
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Please review the order guide for details regarding color and trim designer choices.

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

Rear seating

- Starting with 12MY, a fixed rear seat will be the standard configuration of all models except XFR
- A new ski hatch (pass through) and bag is offered bundled with the split fold rear seats (60/40) as an option
- XFR retains the split fold rear seat and adds the ski hatch and bag as standard equipment

REVISED FASCIA, CENTER CONSOLE AND STEERING WHEEL

- Finisher
 - o The interior of the 12MY XF is noticeably different from its predecessor due to the replacement of the "Tungsten" color theme with an "Aurora" theme. This new theme brings a brighter, whiter finish to the instrument panel
 - o Button and switch gear have a soft feel black paint finish application, making them more luxurious and more crafted to the touch
 - o The Jaguar DriveSelector bezel has a new bright chrome finish
- New switches
 - o Two additional hard buttons for phone and navigation have been added to the center stack under the Touch-screen to enable customers to more easily switch between functions rather than having to scroll through several screens on the Touch-screen itself
 - o An additional hard button is also fitted on the lower "climate" section of the center stack as a short cut to the heated/climate seat screen.
- The fascia and center console also receive Phosphor blue halo light guide illumination around the hard buttons
- Instrument cluster
 - o A new color TFT display with improved graphics (carried over from XK) is fitted to the 12MY XF. The vehicle also gets revised instrument cluster graphics
 - o The word "Supercharged" is removed from the XF Supercharged and XFR speedometer. The word "Jaguar" is added on all derivatives. Red pointers on the cluster dials are retained for XF Supercharged and XFR
- Touch-screen
 - o The 7" Touch-screen graphics are revised, and are based on the new XJ graphics
 - o A clock is displayed in the top right hand corner of all screens. Pressing the clock takes the user to the time/date setting screen
- Steering wheel
 - o At 12MY, the XF receives a redesigned, sportier steering wheel. The XFR wheel continues to be R branded on the lower spoke



12MY XF in Charcoal Interior



2012MY XFR steering wheel



Jaguar Drive Selector



Center stack switches



Close-up of Touch-screen

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1.3 - INFOTAINMENT

With the launch of the 12MY, the XF is fitted with the latest generation of software, bringing a more intuitive and state of the art interface between the driver and the vehicle.

- The navigation system is Hard Disk Drive based, allowing much faster access to the navigation data and resulting routes searches and calculations compared to the earlier system
- All vehicles are fitted with a single slot CD/DVD disk drive that can be used to play audio CDs, MP3 and DVD video onto the Touch-screen. DVD video can only be played when the car is in park mode
- HDD based "virtual multichanger" that allows upload of up to 10 CDs onto the hard drive.
- Interactive Voice™ - with 'Say what you See' control commands. The commands are displayed in step-by-step format on the Touch-screen (not on the instrument cluster TFT as per XJ)
- At 12MY, the car has 2 USB ports. One can be used as an iPod connection and the other can be used with a standard USB drive or other MP3 player. The iPod can be connected to the USB port using the standard iPod lead supplied with all iPods. This lead is not supplied with the vehicle
- Enhanced Bluetooth® system which in addition to pairing a Bluetooth phone to the Handsfree phone system in the car, also allows audio streaming
- HD radio standard on all vehicles
- Sound System
 - o The entry model sound system is upgraded to a 400W Jaguar sound system with 10 speakers. It is standard fitment on XF and XF Portfolio
 - o XF Supercharged is fitted with a 600W Jaguar Premium sound system with 11 speakers including a dual voice coil subwoofer
 - o A 1,200W Bowers & Wilkins system with Dolby® Prologic® II Surround system, 17 speakers including a dual voice coil subwoofer is standard fitment on the XFR and available as an option on all other derivatives

2. MODEL LINE UP CHANGE

At 12MY, a new derivative – the XF Portfolio – is introduced, replacing the XF Premium model and the Portfolio package which are both discontinued.

The 12MY XF model line-up will therefore be simplified as per below table:

Model	Engine
XF	385 hp
XF Portfolio	385 hp
XF Supercharged	470 hp
XFR	510 hp

The new XF Portfolio derivative incorporates the luxurious trim attributes of the prior model year Portfolio package with a strongly competitive level of feature content. Some features that were standard on the 11MY XF Premium will now be offered as part of attractively priced new option packages.

3. YEAR - OVER - YEAR EQUIPMENT CHANGE SUMMARY

The summary by derivative below reflects how features are being packaged at 12MY compared with 11MY. It is not intended as a full option list and it excludes some of the feature enhancements detailed in the Program Feature Change section above.

2011MY	2012 MY
XF > 18" Cygnus -style alloy wheels > 10x10 front D&P Bond grain heated seats > 320W sound system with 9 speakers > Halogen Headlamps > DVD-based Navigation > Voice Activation – deleted mid-MY > Burl Walnut veneer > Split fold rear seat > Auto dimming exterior mirrors with Approach lamps	XF > 18" Vela-style alloy wheels > 6x6 front D&P Bond grain heated seats > 400W sound system with 10 speakers > Bi-function LED Xenon headlamps > Hard-drive based Navigation w/DVD > Upgraded Interactive Voice > Rosewood veneer > HD Radio
Vision Pack > Front Park Aid > Rear Camera park aid > Blind spot monitor	Premium Pack 1 > Front Park Aid > Rear Camera park aid > Adaptive Headlamps (new for 12MY)
Stand-alone Option > Electric rear sunblind	Premium Pack 2 (req. Pack 1) > Blind Spot monitor > Auto dimming ext. mirrors > Intelligent High Beam (new for 12MY) > Electric rear sunblind
	Folding Rear Seat Package > Split fold rear seat (60/40) > Ski hatch and ski bag (new for 12MY)

2011MY

XF Premium

- > 19" Artura -style alloy wheels
- > 10x10 front D&P heated & cooled soft grain leather seats
- > 320W sound system with 9 speakers
- > DVD-based Navigation
- > Voice Activation – deleted mid-MY
- > Front & Rear Park Aid
- > Rear Camera
- > Burl Walnut veneer
- > Split fold rear seat
- > Auto dimming ext. mirrors w/approach lamps
- > Blind spot monitor

Portfolio Pack

- > 16x12 front seats
- > Contrast stitch on IP and door top
- > Premium front & rear floor mats
- > Suedecloth premium headliner
- > Figured Ebony veneer
- > Heated steering wheel
- > Rear window sunblind
- > 20" Senta-style alloy wheels

Stand Alone Option

- > Heated front windshield

2012 MY

XF Portfolio

- > 19" Caravela-style alloy wheels
- > 16x12 front D&P heated & cooled soft grain leather seats
- > 400W sound system with 10 speakers
- > Hard-drive based Navigation w/DVD
- > Upgraded Interactive Voice
- > Front & Rear Park Aid
- > Rear Camera
- > Figured Ebony Veneer
- > HD Radio
- > Contrast stitch on IP and door top roll
- > Premium front & rear floor mats
- > Suedecloth premium headliner
- > Adaptive Headlamps (*new for 12MY*)

Premium Pack 2

- > Blind Spot monitor
- > Auto dimming ext. mirrors w/approach lamps
- > Intelligent High Beam (*new for 12MY*)
- > Electric rear sunblind

Fold Rear Seat Package

- > Split fold rear seat (60/40)
- > Ski hatch and ski bag (*new for 12MY*)

Cold Weather Pack

- > Heated steering wheels
- > Heated front windshield

Stand-alone Option

- > 20-inch Hydra wheels

2011MY

XF Supercharged

- > 20" Selena -style alloy wheels
- > 440W B&W sound system with 13 speakers
- > DVD-based Navigation
- > 6CD Changer
- > Voice Activation – deleted mid-MY
- > Split fold rear seat
- > Rear window sunblind

2012 MY

XF Supercharged

- > 20" Silver Draco-style alloy wheels
- > 600W sound system with 11 speakers
- > Hard-drive based Navigation w/DVD
- > Virtual multichanger
- > Upgraded Interactive Voice
- > Hood louvers with *Supercharged* script
- > HD Radio

Stand-alone options

- > Split fold rear seat with ski hatch & bag
- > Electric rear sunblind

2011MY

XFR

- > 440W B&W sound system with 13 speakers
- > DVD-based Navigation
- > Voice Activation – deleted mid-MY
- > 6CD Changer

2012 MY

XFR

- > 1,200W sound system with 17 speakers
- > Hard-drive based Navigation w/DVD
- > Upgraded Interactive Voice
- > Virtual multichanger
- > Adaptive Headlamps (*new for 12MY*)
- > Intelligent High Beam (*new for 12MY*)
- > Ski hatch & bag (*new for 12MY*)

Additional new 12MY Option offerings include:

- Keyless entry – now optional on XF
- Adaptive Cruise Control – enhanced at 12MY to include Intelligent Emergency brake. Using the ACC radar, the system calculates distance and speed of approach to the vehicle in front and if a collision is unavoidable, reduces vehicle impact speed by initiating an emergency brake maneuver. The hazard warning light will activate under heavy breaking. The system also incorporates Active Seat Belts – optional on all derivatives except XF
- Sport Package – unique 19" wheels, front bumper with stainless steel gloss black painted lower mesh grille and gloss black plastic upper grille, side sills, rear spoiler, 18x14 sport seats, piano black veneer. This pack does not have unique trunk lid badging – optional on XF Portfolio
- Black package – at 12MY, the pack will also bring a black rear trunk lid finisher and black front bumper aperture inserts for a true "black" effect – optional on XFR. This pack is not available at launch

4. PAINT COLORS

Paint Color Changes

- Rhodium Silver replaces Liquid Silver from Job#1
- Vapour Grey and Salsa are both discontinued
- Two new exterior paint colors are introduced as part of a "Racing" family of paint
 - > Italian Racing Red -- introduction delayed until further notice (see below)
 - > Starting with January 2012 production, British Racing Green will return to the Jaguar palette, enhanced as a metallic paint

Effect of the Japanese earthquake and tsunami

The paint supplier issue associated with "xirallic" pigment as outlined in Chris Marchand's letter issued on April 15th, 2011 will also affect initial 2012MY exterior color availability. The following temporary actions are being taken:

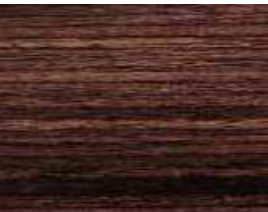
- Midnight Black replaces Ultimate Black
- Azurite Blue replaces Indigo Blue
- Taiga Green replaces Botanical green
- Stratus Grey, Spectrum Blue, Caviar and Kyanite blue are temporarily unavailable but expected to be reintroduced at a later date.

12MY Racing Paint Strategy

- Once available, Italian Racing Red and British Racing Green will carry a unique racing paint charge. Initially Italian Racing Red will only be offered on XFR. However, starting with January 2012 production, both British Racing Green and Italian Racing Red are expected to become available on all derivatives for the optional Racing charge

Please consult the 12MY order guide for further detail on exterior color availability by derivative and designer choices color and trim combinations.

5. VENEER SELECTION

Veneer	Image	Fitment
Rosewood		XF (Standard)
Figured Ebony		XF Portfolio (Standard)
Rich Oak		XF Supercharged (Standard)
Dark Oak		XFR
Burl Walnut		Option on XF and XF Portfolio
Piano Black		Sport Pack Option with XF Supercharged and XFR
Carbon Fiber		Option on All

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

7. WHEELS AND TIRES AVAILABILITY

All derivatives have unique wheel style as standard equipment, providing clear visual differentiation; with a suite of new and attractive wheels available as option.

Standard Wheels					
XF	XF Portfolio	XF Supercharged	XFR		
18" Vela	19" Caravela	20" Draco Silver	20" Nevis		
					
Optional Wheels (✓ = available)					
Size / Style	Image	XF	Portfolio	S/C	XFR
18 inches Lyra		✓	n/a	n/a	n/a
19 inches Aquila		n/a	✓ With Sport Pack	n/a	n/a
19 inches Artura		✓	✓	n/a	n/a
19 inches Artura Chrome		✓	✓	n/a	n/a
20 inches Hydra		✓	✓	n/a	n/a
20 inches Draco Dark		✓	✓	✓	✓ With Black Pack

Tires

- At 12MY, all XF and XF Portfolio vehicles are fitted with All Season tires irrespective of wheels size
- XF Supercharged retains Summer tires as standard fitment. All Season tires will become available as an option post Job#1; however top speed of the vehicle will be restricted to 144 mph (from 155 mph) when All Season tires are selected
- XFR remains fitted with Summer tires as standard. All season tires are not available on this model

OTHER RESOURCES

Order Guide

For additional reference – including technical specs, the full list of standard and optional equipment, color & trim chart and wheels – see the separate XF Order Guide, available on the Product & Distribution website: <https://jaguarvehicles.jlrext.com/>

Online Car Configurator

To visually see and build a 12MY XF, visit the online Car Configurator on the JaguarUSA.com website, which will be updated in August with 2012MY: http://www.jaguar.com/us/en/#/build_your_jaguar

If you have any additional product questions, contact your Market Manager or me.

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