



XJ

SALES & MARKETING - 2013MY XJL ULTIMATE PRODUCT BRIEF

DATE: April 22, 2012
MODEL: 2013 MY XJ
SUBJECT: Introduction of the XJL Ultimate

To all Jaguar retailers:

We are pleased to announce the availability at 13 model year of a new and very exclusive model, designed to be desired and to impress with functionality supporting the most discerning customer - the **XJL Ultimate**. With a potent mix of opulent features and lavish styling, this vehicle is the pinnacle of luxury. It is a car that truly defines Jaguar's philosophy of creating vehicles with seductive performance coupled with true luxury and craftsmanship.

Below you will find detailed product, pricing and timing information for the XJL Ultimate to support pre-selling this new elite addition to the range.

2013 model year changes to the core XJ model line-up will be addressed in a separate bulletin that will be issued at a later date.

Best regards,

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XJL Ultimate Product Summary

- US volume: **30 units**
- Global Reveal: Beijing International Auto Show, April 22, 2012
- US first showing: Pebble Beach Concours d'elegance, August 19, 2012
- MSRP: **\$155,000** excluding D&D
- Job #1 2013MY: July 23, 2012
- Start of Sale: November 2012 (estimated)
- Allocation: If you have a customer interested in an XJL Ultimate, please discuss allocation with your market manager.
- Communication material (brochure & web) – expected to be available in mid-May
- You can find images from the Beijing show on the Jaguar interactive web site: www.interactivejaguar.com Note, however, that these images are not representative of the vehicle specifications that will be sold in the US.

FEATURE CONTENT

The XJL Ultimate offers all the features of an XJL Supersport including the V8 SC 510hp fitted with an all new ZF 8-speed automatic transmission plus the following unique content:

EXTERIOR DESIGN

- Exclusive lower air intake finishers, chrome plated finish to match the grill



European model shown

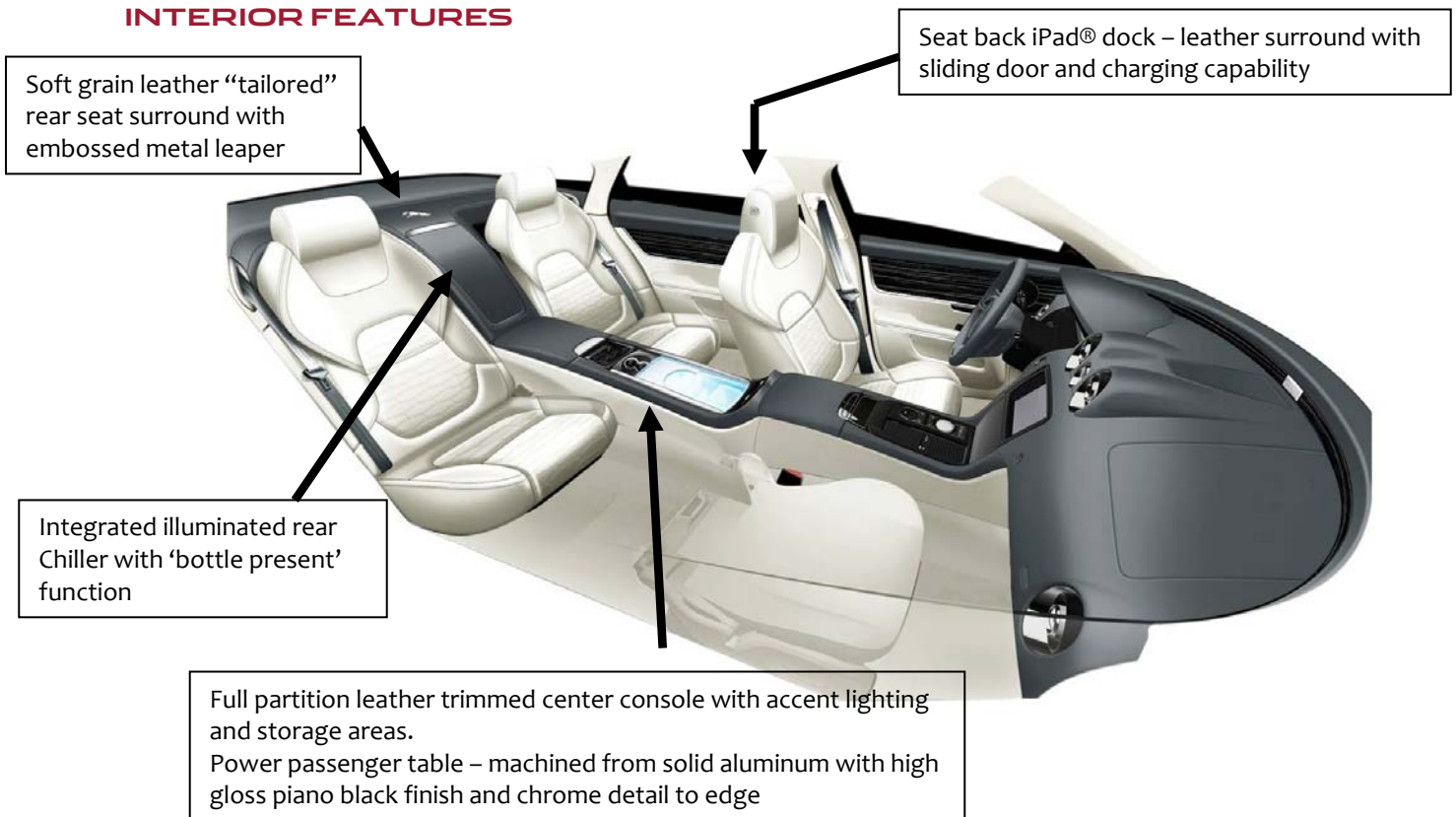
- Exclusive oval polished stainless steel exhaust tailpipe finishers
- "Ultimate" badging on the left hand side of the rear fender and in the side power vents



- Unique 20" Maroa-style forged wheels with technical grey and high polish finish



INTERIOR FEATURES



Rear Seating

- 2 individual, hand trimmed 'tailored' rear seats in semi-aniline premium natural leather with recline, massage and 4 way lumbar adjust
- Soft grain leather 'tailored' rear seat surround with embossed metal leaper
- Passenger front seat away – which allows passengers in the back, as well as the driver, to power-forward the front passenger seat at the touch of a button.

Rear Center Console

- Full partition leather trimmed centre console with phosphor blue accent lighting and storage areas
 - Powered passenger table – machined from solid aluminum with high gloss piano black finish and chrome detail to edge – that powers into position
 - Integrated cup holders
 - Bespoke Jaguar champagne flutes that reside in a dedicated storage area beneath the powered table
 - Illuminated stowage
 - RSE controller docking
 - Rear Media Interface – USB and RCA connectors
 - Rear air conditioning controls
- Integrated illuminated rear chiller with bottle present, holds up to a 75cl bottle and chills to between 45 and 50 degrees Fahrenheit, known to be the ideal temperature for chilled drinks



Rear Seat iPad® and dock

The XJL Ultimate features twin iPad® tablet computers integrated into the rear of each front seat.

- Each iPad® is mounted onto the rear of the front seats in a 'tailored' leather surround with opening door. They are held in docks as per image below, hidden when not in use behind a sliding door
- When the ignition is on the docked iPad® is charging
- Each iPad® can be removed from the seat back dock and used away from the vehicle
- Each iPad® operates independently, i.e. you can view different things on each one
- XJ Ultimate will support 3rd generation iPad®. Connectivity contracts are not provided.
- One iPad® wireless Keyboard will be supplied with each vehicle, with the storage area within the seat back dock
- The iPad® is integrated to the Meridian™ Surround Audio System that is fitted to the XJL Ultimate



- **iPad® delivery process**

Two iPad® and a wireless keyboard are being secured by JNA. They will be shipped directly to your dealership once a vehicle has been wholesale. Your sales consultants will need to ensure the parts are available at time of customer delivery.

Other Interior Features

The XJL Ultimate features the following exclusive elements:

- Premium treatment to seat runners
- Brushed aluminum clock with embossed lozenge detail and 'spun' bright finish
- Bespoke LED Courtesy lighting for rear passengers
- An 'Ultimate' Intaglio in high gloss diamond cut
- Leather umbrella retainer points in the trunk



VENEER, TRIM AND EXTERIOR COLORS

Veneer

The XJL Ultimate is fitted with a new exclusive handcrafted "Herringbone" veneer. Note: In the US, the XJL Ultimate gets a heated wood & leather steering wheel in piano black veneer, matching the door veneer style.



Wood & leather steering wheel not shown

Exterior Color

A unique **Black Amethyst** (black with a purple metallic tint) exterior color is available on the XJL Ultimate. Due to the exclusivity of the color, we expect most orders to be placed in that color. However, should your customer request another color, the entire XJ exterior palette will still be available for selection (note however that such selection will delay production of the vehicle).

Interior Trim

Two interior trims will be available on the XJL Ultimate:

- Jet / Jet interior with Jet soft grain headliner and Mauveine flock lining for the Chiller box and center console
- Mineral / Ivory interior with ivory soft grain leather headliner. The chiller box and center console have Jet flock lining.



Jet/Jet interior



Mineral/Ivory interior

SOUND SYSTEM

The XJL Ultimate will showcase a Meridian™ sound system in line with the 13MY XJ core model switch over from the Bowers & Wilkins™ to the Meridian™ brand.

Meridian is a UK-based manufacturer, part of the Richemont group (Cartier, Montblanc, Dunhill etc.) that delivers ultra-premium products for audiophiles.

Meridian™ unique selling proposition includes

- **Highest Sound Quality:** Use real instruments (i.e. Steinway Piano) or the human voice as the benchmark, not competitive audio systems, so speakers are far truer to the original sound
- **Total system optimization:** Speakers and amplifiers are perfectly matched to optimize efficiency and sound quality. As a result, better audio quality is achieved through lower wattage
- **Psychoacoustics:** Engineers utilize research into psychoacoustics to produce sounds that are perceived by the brain as the real thing. Using the Meridian™ system, listeners experience a true connection with the sound inside the car

The XJL Ultimate is equipped with a Meridian™ 825W Surround Audio System which features:

- 15 amplifier channels
- 20 speakers including two subwoofers
- Separate Digital Signal Processor amplifier
- High efficiency Class D audio amplifier
- Audyssey MultEQ sound equalization technology
- Dynamic volume control – adjusts the system based on cabin noise
- 7.1 Surround Sound
- Meridian™ speakers and amplifier DSP technology
- Meridian™ Trifield Surround Mode
- Auxiliary input
- MP3-compatible, single slot CD/DVD
- AM / FM radio, EON, RDS, PTY, TA, Front Media Interface

Except for the interior color selection, the XJL Ultimate is a fully equipped vehicle with no option available on the vehicle.