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XJ PRODUCT MARKETING BRIEF

OVERVIEW

In a world debut at the New York International Auto Show, new long wheelbase versions of the flagship XJ sedan returned to the Jaguar range. They share with the latest generation of the standard wheelbase XJ, all the benefits of advanced aluminum-intensive construction, light weight, massive body strength, comprehensive safety features, refined performance, and agile driving dynamics.

Expanding from three to five models, the XJ range now includes standard wheelbase XJ8 and XJR, and long wheelbase XJ8 L, Vanden Plas and Super V8 models.

The New XJ Long Wheelbase is the natural fit for the Jaguar driver who enjoys the focused driving dynamics of the standard wheelbase XJ sedan, but who prefers the additional rear seat room, and the added opportunity of using the back seats as a traveling office or living room. The New Super V8 is for those seeking the perfect balance of effortless performance and luxurious comfort. With a supercharged 4.2-liter V8, long wheelbase body and unrivalled standard features, this model can rightly claim class leadership.

NEW FOR 2005 MODEL YEAR

- Long Wheelbase Body
- XJ8L model
- Super V8 model
- Business/ Picnic Trays (Vanden Plas, Super V8)
- Black Windscreen surrounds (sides remain bright)
- New Vanden Plas wheel style

NEW OPTIONAL FEATURES

- 19-inch "Custom" alloy and chrome finish wheels
- Multimedia Entertainment System (now for XJ8L)
- Adaptive Cruise Control (now for non-R models)
- Heated Windscreen (special order all models)
- Bluetooth (expected for Q4/2004)

NEW COLOR & TRIM

- Champagne leather replaces Sand
- Mocha trim replaces Sable
- Contrast R special orders deleted
- Stained Birds Eye Maple veneers deleted
- Cranberry special order added

NEW ACCESSORIES

- v60i telephone replaced by v60s and v60x

XJ8 CHANGES

- Chrome grid grille insert replaces dark grey
- 18-inch "Dynamic" alloy wheels are standard
- Black windscreen surrounds

XJ8 L (NEW MODEL)

- Long Wheelbase Body
- Features and Trim as for XJ8

VANDEN PLAS STANDARD EQUIPMENT

- Adds Long Wheelbase Body
- Adds Business Trays
- Adds Heated wood & leather Steering Wheel
- 18-inch 'Rapier' alloy wheel replaces 'Dynamic'
- Black windscreen surrounds replace bright
- Xenon headlamps become optional, were standard

XJR STANDARD EQUIPMENT

- Black windscreen surrounds

SUPER V8 (NEW MODEL)

- Long Wheelbase Body
- Chrome grille shell with bright mesh insert
- 19-inch "Custom" alloy wheels
- 4.2 litre, 390 hp supercharged engine
- Brembo Brake System
- Navigation System
- Premium Sound System
- Multimedia Entertainment System
- 4 Zone Climate Control
- Electric rear and manual rear side Sun Blinds
- Heated front & rear Seats and Steering Wheel
- Electric Rear Bench Seats (outboard) w/ front adjust
- Front Park Control
- Xenon Headlamps with Power-Wash
- Interior/exterior trim as for Vanden Plas

Marketing Strategy Key Points for 2005 Model Year

- The New XJ's styling is both unmistakably "Jaguar" and unmistakably "XJ". **New black front and rear window surrounds add a contemporary look. The bright XJ8 grille insert appeals to XJ loyalists.**
- The New XJ's stance, dimensions, and detailing convey a car of substance and purpose. XJ's legacy of beauty is retained, but delicacy has been replaced by muscularity. **The New XJ's long wheelbase body perfectly balances front and rear proportions across the B-post, increasing roominess and beauty.**
- Interior trims augment traditional luxury with contemporary cues. Attention to craftsmanship is evident in high-gloss "piano black" finishes, bright bezels and buttons, mirror-grain walnut veneers and twin-stitching.
- Both standard and long wheelbase New XJ's address their predecessors' primary barrier to purchase: interior size and comfort. **Long wheelbase models build upon New XJ increases in spaciousness.**
 - More rear knee room: + 4 ½ inches
 - More rear legroom: superior to the previous XJ (X330) long wheelbase
 - Adjustable Pedals: 2 ½" fore-aft adjustment and unique-in-class

Attribute	Jaguar XJ		Mercedes S430	BMW		Audi A8L	Lexus LS430
	SWB	LWB		745i	745Li		
Length (in.)	200.4	205.3	203.1	198.0	203.5	204.0	197.4
Wheelbase (in.)	119.4	124.4	121.5	117.7	123.2	121.1	115.2
Turning Circle (ft.)	38.1	39.5	39.7	39.8	41.3	41.0	35.8
Width (in.) <i>nominal</i>	73.6	73.6	73.0	74.9	74.9	74.6	72.0
Weight (lbs.) ¹	3726	3777	4160	4376	4464	4399	3990
Height (in.)	57.0	57.3	57.2	58.7	58.7	57.3	58.7
Headroom, Front (in.)	38.4	38.4	37.6	37.4	39.2	37.4	38.1
Headroom, Rear (in.)	38.6	38.6	38.4	37.9	38.5	38.3	37.9
Legroom, Front (in.)	43.3	43.3	41.3	41.3	41.9	41.3	44.0
Legroom, Rear (in.) ²	38.7	39.3	40.3	37.2	43.4	42.3	37.6
Shoulder Room, Front (in.)	58.3	58.3	59.2	59.3	59.3	59.1	58.3
Shoulder Room, Rear (in.)	58.2	58.2	58.3	58.7	58.9	57.5	58.2
0-60 mph (sec.)	5.0 - XJR 6.3 - XJ8	5.0 - SV8 6.3 - XJ8 L	6.9	5.9	5.9	6.3	5.9
Fuel Economy, EPA (city/hwy)	18/28 - XJ8 17/24 - XJR	18/28 - XJ8 17/24 - SV8	18/26	18/26	18/26	17/24	18/25

¹ XJ weights are XJ8 and XJ8L. XJR, Vanden Plas and Super V8 weights are 3947, 3841 and 4059 lbs, respectively.

² XJ rear legroom measure conforms to SAE definition of 97 degree max foot/leg angle, and point that toe departs floor.






 denotes best-in-class among LWB competitors (S430L, 745Li, A8L)

- The New XJ offers the ideal balance between ride and handling. Air suspension, adaptive damping (eCATS), and automatic ride leveling are standard on XJ, but optional on BMW 7 and Lexus LS. **Standard 18-inch wheels on XJ8 and XJ8 L, plus optional 19-inch wheels convey a greater sense of purpose. Despite their superior size, the XJ LWB models have a smaller turning circle than all other LWB competitors.**
- The New XJ is the smart choice among luxury sedans. State-of-the-art aluminum technology and efficient powertrains yield excellent performance *and* leading fuel economy. **Long wheelbase XJ8 L is best-in-class for fuel economy. XJ's aluminum architecture means that the LWB stretch adds only 53 pounds to the car's weight, making XJ the longest and lightest car in its class.**
- The New XJ LWB offers previous LWB XJ owners a reason to move-up. **New XJ LWB has a smaller turning circle than the previous XJ LWB, yet has a 6.5" longer wheelbase. The result is win-win: a better driving car with more spaciousness in every direction. The new Super V8 is the flagship that Jaguar loyalists – and competitor owners – will long for: loads of standard technical and convenience features, unrivalled craftsmanship, supercharged power, and a promise of value that competitors cannot touch.**

Series Strategy for 2005 Model Year

- Five models: standard wheelbase **XJ8** and **XJR**; long wheelbase **XJ8 L**, **Vanden Plas**, **Super V8**.
- Unique exterior differentiation for each model via grilles, trim and wheels. All cars have bright side window trim, bumper blades, door handles, grille inserts, and tail pipes. All cars have black front/rear windscreen surrounds.

<u>Model</u>	<u>Grille</u>	<u>Trim</u>	<u>Alloy Wheels</u>
XJ8	bright surround bright grid insert	body color mirror caps bright boot finisher	18-inch "Dynamic" style
XJ8 L	bright surround bright grid insert	body color mirror caps bright boot finisher	18-inch "Dynamic" style
Vanden Plas	bright surround bright grid insert	bright mirror caps bright boot finisher	18-inch "Rapier" style
XJR	body color surround bright mesh insert	body color mirror caps body color boot finisher	19-inch "Performance" style
Super V8	bright surround bright mesh insert	bright mirror caps bright boot finisher	19-inch "Custom" style

2005 MODEL YEAR WHEELS		
SIZE / STYLE	IMAGE	FITMENT
18 INCH DYNAMIC		XJ8 and XJ8 L
18 INCH RAPIER		VANDEN PLAS
19 INCH PERFORMANCE		XJR
19 INCH CUSTOM		SUPER V8 and OPTIONAL
20 INCH SEPANG		XJR OPTION



Price Positioning and Value for 2005 Model Year

- XJ8 standard wheelbase MSRP rises \$1,000
 - *Standard 18-inch wheels replace prior year's 17-inch wheels.*
- Long Wheelbase XJ8 L MSRP is only \$2,000 more than standard wheelbase XJ8.
 - *XJ8 L MSRP is \$10,000 below BMW 745Li, over \$11,000 less than Mercedes Benz S430.*
- Long Wheelbase Vanden Plas MSRP up only \$1,000 over last year's standard wheelbase Vanden Plas.
 - *Vanden Plas also regains signature rear trays, now with functional folding/sliding design.*
- XJR MSRP for 2005 is unchanged.
- Long Wheelbase Super V8 is a technology, style, and value tour de force.
 - *Super V8 combines XJR performance with Vanden Plas craftsmanship.*
 - *Super V8 standard features include radar adaptive cruise control, rear multimedia entertainment system, adjustable pedals, inlaid veneers, rear trays and lambswool rugs, none of which are offered on Mercedes Benz S600 or BMW 760Li.*
 - *Super V8 is priced over \$35,000 below Mercedes S600, and almost \$30,000 below BMW 760Li.*
 - *At \$89,995, Super V8 is priced only slightly higher than Mercedes Benz S500, yet offers far more standard feature and superior performance, without incurring a gas guzzler tax.*

