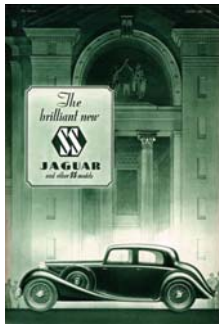


75
YEARS

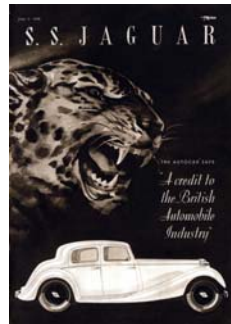


THE 2011 JAGUAR XKR175 75th ANNIVERSARY COUPE

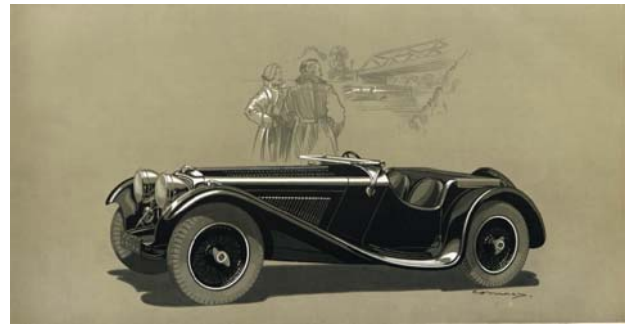
A showcase of both new options and exclusive content, this utterly unique and desirable limited edition XKR Coupe celebrates an important anniversary for the Jaguar brand.



1935 SS Jaguar



1936 SS Jaguar



1936 Jaguar 100

In 1935, just over 10 years after founding the Swallow Sidecar company, Sir William Lyons introduced the first series of cars to bear the "Jaguar" name: the SS Jaguar line. The beautiful and balanced four-seat saloon and the 90 and 100, the company's first true sports cars, set the tone for every Jaguar to come. Now, on the 75th anniversary of those first Jaguars, we celebrate and commemorate the occasion with the special XKR175 75th Anniversary Coupe, a limited edition of just 175 units.

The 2011MY XKR175 75th Anniversary Coupe:

- **Limited Edition:**
 - 175 units for the US
 - 15 for Canada
- **Timing:**
 - Production begins May 2010
 - Public showing: Pebble Beach (8/10)
- **Exterior:**
 - Ultimate Black paint
 - Aerodynamic enhancements, including front and rear spoilers, side sills and rear diffuser – *exclusive Limited Edition content*
 - Red brake calipers
- **Interior:**
 - Door sill tread plates: "XKR175 – 1 of 175" – *exclusive Limited Edition content*
 - Warm Charcoal with Cranberry stitching
 - Piano Black veneer
- **Wheels:** 20" Kasuga 10-spoke alloy wheels – *exclusive Limited Edition content*
- **Performance:**
 - Top Speed: 174mph (280kph), raised from the standard XKR's 155mph v_{max} – *exclusive Limited Edition content*
- **Price:**
 - Price premium over XKR Coupe: \$8,500
 - MSRP (incl D&D): \$104,500

JAGUAR