

# JAGUAR'S REVEALING WAYS

*By Neville Barlow*

In 2008 Judy and I attended the New Zealand reveal of Jaguar's latest offering, the XF. It was a gala event, with many of Auckland's "in crowd", held at Archibald and Shorters new showroom.

Three Jaguars, all under covers, a 2.7 litre diesel, a 3.0 litre petrol and a 4.2 V8 were presented up on the marble stage. We all had a glass of bubbly in our hands, music played, dancing girls twirled and flashing lights lit the scene. Such was the size of the crowd that we wondered if we would ever get near the cars. The speeches were made and the covers were dramatically withdrawn to a rousing drumroll! There were the cars in their resplendent glory. Then 90% of the 'enthusiastic' audience turned and mobbed the amazing range of refreshments.

Judy and I with only a handful of others had the cars to ourselves. We opened the doors, we sat in them, looked under the bonnets, in the boots and generally discussed how brilliant the cars were. When we turned to see what the 'other' people were doing, it seemed they were on their phones and doing anything but being interested in the cars. Fine by us.

Jaguar in England have always seemed to announce new models with a flourish, especially after the war, usually at Earls Court in London. This was a habit first started by William Lyons when he presented to the world his famous straight 6 cylinder overhead cam engine in 1948. As the proposed car for which it was designed for was not yet ready, he, in a few short weeks, whipped together a simple yet very effective sports car the XK120. It was of course, as we all know, a sensation.

## Jaguar E Type

Years later in 1961 William Lyons choreographed the unveiling of the E Type. He had kept a tight hand on the development of the car and very few people knew of its existence. However, when he pulled the covers off the car, in front of 200 motoring journalists prior to the Geneva Motor Show, there was a gasp of amazement. It was said that was very unusual for the press of those days.



*William Lyons with E-Type at Geneva*

To further impress, not only the journalists but the general public, Bob Barry, who had driven an E Type 9600HP, was joined by Norman Dewis in an E Type 778W.

They proceeded to offer rides on a test circuit near the Geneve3 Motor Show. Tickets were £5. Most people said they wanted to go as fast as possible but many were soon very white faced and vomited when they finished. Such was the speed and agility of the E Types, the Mercedes and Ferraris that joined them could not keep up!

In recent times Jaguar had gone to extreme lengths showcasing their latest models to the world.

### Jaguar XJ6

One of the most important models in the Jaguar line up was the 1968 XJ6. This model has lived on in different guises for over 50 years. On the 26<sup>th</sup> September 1968, at the opulent Royal Lancaster Hotel, William Lyons revealed his long awaited saloon.

In a series of functions guests were taken to a darkened room where William Lyons, picked out by spotlights, announced “Ladies and Gentlemen, I should like to introduce to you my new car”. The lights would slowly brighten to reveal a single XJ6 on a turntable, surrounded by nine more examples lining the outer walls of the room. It was generally agreed by those present that this was his greatest masterstroke yet.



### Jaguar CX-75

The CX-75 was a 2 seater plug in hybrid. It was to produce 778 bhp driving 4 electric motors, one at each wheel. Innovative technology meant that the batteries driving these motors were to be recharged by gas turbine Bladon Jets spinning at 80,000 rpm.



Top speed was said to be 335 kph . This car was first shown in a shop window in London in 2010. It certainly caused a sensation with crowds, 3 deep for days.

This design was in honour of Jaguar's 70th anniversary and officially revealed at the 2010 Paris Motor Show. I think this was the most 'beautiful' car Jaguar has ever produced.

Alas only five cars were produced. The Bladon Jets proved unsuitable due to the massive amount of heat they produced. William's Formula One team installed a 1.5 litre supercharged racing car engine in one car and Jaguar 5.0 litre V8's were installed in those cars that featured in the James Bond movie Spectre.

### Jaguar F Type

The reveal of the F Type was somewhat drawn out. In 2011 the concept car C-X16 arrived looking every bit a stylish sports car. It was very apparent that the F Type would be the successor to the E Type.

In the next two years Jaguar teased by releasing sketches, photos taken from above and videos that showed headlights, noise and disappearing tail lights. However, in September 2012 the F Type convertible was displayed in the gardens of "Musè Rodin Museum in" in Paris just prior to being the star of the Paris Motor Show.

Adrian Hallmark, Global Director, Jaguar said "We have a rich sporting bloodline stretching 75 years and in the F Type we have reignited the flame". Ian Callum said "This is a true Jaguar, beauty of line, bold, confident and desirable. Full of character, a car for this time and place".

In 2013 the F Type was revealed to the Americans at the Los Angeles Motor Show. The covers were dramatically removed, the music played and videos shown of F Types traversing the Swiss Alps on winding roads. The Coupè arrived in 2014.



### Jaguar XF

As recorded above the New Zealand reveal of the first XF was out done compared to the revamped 2016 XF. It was driven over the river Thames, travelling on 2 wires only 34mm thick. Suspended 20 metres above the murky waters,



by stunt man Jim Dowdall and driven the 240 metres to the other side. This world record high wire crossing was to emphasise that this was a very different XF, with 75% of the vehicle's superstructure made of aluminium and a weight saving of 190 kgs.

### **Jaguar XE**

The XE is a rear wheel drive and four wheel drive, front engine, four door compact saloon. It is noted for its aluminium suspension componentry as well as a bonded and riveted structure. First sales were in early 2015. In recent times a version called Project 8 has recorded the fastest time around the Nurburgring for any four door saloon. The only car of this model in New Zealand was on display at Duncan and Ebbets Tauranga showroom in December last year.

This new baby Jaguar saloon was debuted at a star studded event in London's Earls Court. It travelled over the river Thames slung beneath a helicopter. Landed in the car park and was driven straight on to the stage, a star in a pantomime directed at the new car by a cast of hundreds.



### **Jaguar F Pace**

On September 15 the Jaguar F Pace had only just been revealed but it already was another Jaguar world record holder. Driven by stunt driver, Terry Grant, at the Niederrad Racecourse in Germany, Jaguar's first SUV sports car completed a daunting 19.08 metre tall 360 degree circle.

Grant had to undergo two months of intensive physical and dietary preparation to be able to withstand the G forces of 6.5. This is more severe than that experienced by space shuttle pilots.

### Jaguar E Pace

On July 13<sup>th</sup> 2017, stuntman Terry Grant was at it again. This time with the E Pace. The new compact SUV leapt into the record books with 15.3 metre long jump incorporating a 270 degree corkscrew barrel roll. As far as is known no production car has cleanly completed a bona-fide barrel roll.

Months of testing were required to find the right speed through the air to hit their targets. Once again Terry experienced G forces of 5.5.



### Jaguar I Pace

Maybe Jaguar has settled down a little now. The reveal of the I Pace electric vehicle was via a short video. I am guessing that the huge publicity that heralded this model, with tease photos, many months and even years before it arrived brought about a more sophisticated or genteel approach. Much like the F Type, this vehicle had all its stats flash up on the screen when the car was officially presented to the public at the 2018 Geneva Motor Show.

*Neville*

