

# Jaguar Saloon Cars

## A monthly series - Part 1

*By Tony Johnson*

Over 90 years ago Swallow cars came onto the market in the UK. It was 1927 to be precise. These brightly coloured little cars were the first offerings from William Lyons (later Sir William) and although they were coach-built cars based on the Austin Seven chassis and running gear, the flamboyant styling and luxurious finish paved the way for a very unique range of cars to follow. When compared to the larger Jaguar saloons that were to follow, these little cars highlight the relatively humble beginnings of this legendary motor car manufacturer.

The Lyons style of flowing lines, which has identified Jaguar cars for decades, was first introduced with SS1 saloon and emphasised with the second series introduced in 1934. The SS Airline whilst not a favourite of Sir William's was an art deco fashion design of the same period. By then the mold was cast and subsequent cars including the SS Jaguar introduced in 1937 were all fashioned in the unique style synonymous with Sir William Lyons. The Mark 5 saloon modernised the previous rather chunky look in 1949 before the Mark 7 introduced a totally modern and up to date very fast saloon for the executive classes. This luxury car established the slogan of 'grace...pace...and space'. The Mark 8 and eventually the Mark 9 Jaguars evolved systematically from these early designs and retained the classical William Lyons' style. The gradual change and design influences can be easily seen as each model was updated and improved.

The Mark 10 retained the classical Jaguar side window design but otherwise was quite a styling departure. However, when viewed with the Mark 1, Mark 2, S Type and 420 the blending of each of these disparate designs clearly evolves into the classic shape introduced with the XJ saloon in 1968. Here too the styling evolution continues with the boxy look of the front of the Series 1 XJ saloons giving way to the neater appearance of the Series 2 and more modern looking Pininfarina influenced Series 3 in 1979.

As with the Mark 10 in its day, the XJ40 series came in for criticism over its shape when released. This was the first saloon to be designed without Sir William Lyons involvement and the fact that it took thirteen years to evolve indicates the difficulty encountered in creating an all new Jaguar concept in motoring by those appointed to carry on the marque after Sir William's skills were lost. But here again the evolution continues with the X300 Series introduced in 1994 blending the more curvaceous features of the classic Series 3 with those of the squarer XJ40, with further detail enhancements being further introduced with the cleaner lines of the X308 in 1997.

The line of evolving styles continued into the X Type introduced in 2001, being the smallest Jaguar since the 2.4 litre of 1955 and the new X350 all aluminium bodied XJ Series saloons announced in 2003 and whilst this is a much larger car overall than all previous XJ saloons the lineage is very obvious to see.

The 21<sup>st</sup> century has seen the introduction of totally new Jaguar designs with the XF, all new XJ, restyled XK and F Type as well as the SUV's, but most significantly these cars share no lineage with previous models in their design. This new direction in styling has been a key thrust of the current Jaguar design team by creating all new cars with a view towards the future of Jaguar rather than evolving from designs of the past. Although Jaguar Cars Ltd was a relatively small manufacturer they paved the way as pioneers in the motoring world and continue to do so with state of the art features including electronics and body building techniques. All throughout the styling evolution, mechanical improvements have been ongoing with Jaguar cars developing features which changed the future of the automotive industry including disc brakes, radial ply tyres, and suspension and chassis packages providing the best ride available for comfort and handling.

Over the next issues of our club magazine, the focus will be on the Jaguar Saloon Cars. The full list of these cars follows. There have also been many variants such as the royal limousines, fire tenders and police specification cars.

Austin Swallow 2-Seater	Austin Swallow Saloon
SS1 Saloon	SS1 4-Seater Tourer
SS1 Airline Saloon	SS2
SS Jaguar 2.5 Litre (Coach Built)	SS Jaguar/2.5 Litre/3.5 Litre (Mark 4)
2.5 Litre/3.5 Litre Drop Head Coupe (Mark 4)	
Mark 5 Saloon	Mark 5 Drop Head Coupe
Mark 7	Mark 7M
Mark 8	Mark 9
2.4 Litre (Mark 1)	3.4 Litre
Mark 2	
Daimler V8 2.5 Litre	240 /340
Daimler V8 250	Mark 10
S Type	420
Daimler Sovereign	420G
XJ6 Series 1	Daimler Sovereign Series 1
XJ12 Series 1	
XJ6 and Daimler Sovereign Series 2	Daimler Sovereign Series 2
XJC	XJ12L Series 2
XJ6 and Sovereign Series 3	Daimler Double Six Series 3
Daimler DS420 Limousine	Daimler DS420 1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> up Upgrades
XJ6 and Sovereign 3.6/ 4.0 Litre (XJ40 series)	
Daimler 3.6/ 4.0 Litre (XJ40 Series) XJ6, Sovereign and XJR (X300 series)	
XJ8, Sovereign and XJR (X308 series)	
S-Type V6 3 Litre	S-Type V8 4 Litre

X-Type 3.0 Litre

X Type 2.1 Litre

X Type Estate Car

XJ6, XJ8, Sovereign and XJR (X350 Series) Daimler Super Eight (X350 Series)

XF Saloon

XFR Saloon

XJ Saloon (X351 Series)

XE Saloon

### **Austin Swallow 2-Seater** (1927-1932)

Introduced in 1927, the Austin Swallow was based on the successful Austin 7 chassis and mechanicals which Herbert Austin produced as an alternative to the motorcycle and side car combination. Swallow had until 1927 only built motorcycle side cars but William Lyons saw an opportunity to become part of the car industry by producing a coach-built small car at an affordable price.

By producing a small well-built luxury car Swallow was to create a niche market appealing to owners who wish to be different. This became particularly appropriate at the time of the great depression when Austin were producing cheap and affordable cars for the public with their '7', whilst Swallow provided their unique luxury version for the more affluent sector. The Austin Swallow was initially only produced as a two-seat open tourer for which a removable hard top was offered as an optional extra. As production stepped up, the Austin Swallow underwent changes during 1927 when the original cycle guards were replaced by full guards and running boards.

Each year the radiator was restyled to add a new dimension to each 'new model' which appeared slightly more modern with each update.



## **Austin Swallow Saloon** (1929-1932)

The four seat Austin Swallow saloon was introduced in 1929 and provided luxury motoring at a modest cost for those who could afford it and although small featured luxury appointments including leather upholstery and wood veneer trim. In the saloon, fresh air ventilation was provided via small periscope vents, reminiscent of the system used in shipping and mounted on either side of the car's scuttle.

All Austin Swallows were sold in bright two-tone paint schemes which add a touch of frivolity to the little cars.

The formula worked and initially the demand for cars exceeded Swallow's ability to supply but a semi production line process was adopted to facilitate the building of the required numbers of cars.

All cars were built using traditional coachwork methods with steel body panels attached to a wooden frame. Swallow saloon bodies were fitted to a variety of chassis including Alvis, Fiat, Morris, Standard, Swift and Wolseley, all of which followed the same basic design of the Austin.

**More next month.....** *Tony*

