

# RAYMOND LOEWY'S JAGUARS

*By Neville Barlow*

Ray Loewy was born in 1893 in Paris France and died in 1986. He called himself a French born American industrial designer. He achieved fame for his design efforts over a variety of industries. He designed everything from office equipment to locomotives. His portfolio includes the tapered Coca Cola bottle. He is well known for his logo designs that were used by British Petroleum (BP), Shell Oil Company and the United States postal service.

His best known automotive design work was that of the Studebaker Avanti, the so called American answer to the Jaguar E Type.

Loewy also worked for the British Rootes group, designing the Sunbeam Alpine, Hillman Husky and influenced many other makes. A picture of him on the cover of the Time magazine was his reward.

He did touch on the Jaguar marque with two efforts. In 1955 he designed what was called the Boara Loewy Jaguar which was modelled on a 1955 XK140. The car was manufactured by Boara and first shown at the 1955 Paris Motor Show but was demolished by fire in 1957 in California.

The second Jaguar that was restyled and customised was a 1966 4.2 litre E type coupe. Pinchon-Parat of Sens, France, accomplished the substantial redesign and coachwork of the E Type which Loewy owned and drove while he lived in France and Monaco.

Loewy's E Type was left mechanically stock, his redesign work was restricted to the body panels, side window openings and glass.

The car was shortened 25cm in the front and 12 cm at the rear. It had a new nose with quad headlights.





The car's original radiator opening was changed to a larger oval shaped metal grille which improved the E Type cooling capacity.

The tail lights were replaced with Chevrolet Corvair units and the dual exhaust pipes were splayed outward at a 45° angle.

A unique glass spoiler was mounted at the trailing edge of the roof. The interior remained as standard.



At some point Loewy sold the car to another individual in France, who on sold the car in 1970 to automotive designer James Murray Hunt, who studied under Loewy in his early career. The car spent 40 years hidden away in Hunts garage. However, in 2011 it was sold at Quail Lodge sale at Carmel in California fetching US\$ 128,000.

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