

Jaguars' other products

By Neville Barlow

I am sure we have all heard the story of how Jaguar cars got their name. However, I would like to cover a little of the history. As we know, William Lyons' car manufacturing plant in the early 1930's was known as SS cars. Just before the Second World War the name was changed to SS Jaguar. The Jaguar name was acquired from Bristol-Siddeley who had registered the names Lion and Jaguar for their aero engines. Because of the connection with the dreaded SS Gestapo, the German secret police, the SS was quickly dropped and we now have the familiar Jaguar as the marques name.

However, in 1984, the name was found to be missing again. When Jaguar was first privatised after being part of the catastrophic British Leyland company, John Egan, Jaguar's CEO found that the name had been sold. It was now owned by a company in Pakistan which made low priced tennis and other sports equipment. The owner did not want to sell the name but would sell the company.



It was noticed that the company also produced a sports bag with a 'leaping jaguar' already on it. So the company was bought and Jaguar now had another product for its car dealers to sell to their customers.

I am sure that Sir William Lyons would be very proud to know that as he had done in his this day Jaguar is still adding to its array of different products. Recently a Newspaper headline read " A leading British Car Company and a leading British shoe brand, Oliver Sweeny, have collaborated to produce an exclusive range of quality driving shoes. They also have a shoe especially for the F Type Jaguar!





Several years ago I required a new set of Spectacles. I was offered several different brands, all with different features. The one I chose just seemed to fit extremely well. I had no idea what brand it was, it just felt right. Several months later I had a close look at one of the arms and was surprised to see 'Jaguar' as the brand.



Yes, Jaguar Cars collaborate with spectacle makers. A year or so later when filling our car at a fuel station, unbeknown to me my 'specs' fell out of my pocket and on to the forecourt. We had driven about 10 Ks when I discovered they were missing.

We rushed back to the service station where I found them crushed, having been run over by several cars. The lenses were smashed and the frame twisted. What a mess.

However, the optometrist gave them a 'a bit of a bend' and with new lenses they are as good as new. That's Jaguar quality for you!

I wonder what next they will come up with?

Neville