

CR-5 Jaguar Journal

CR-5AC 2022 Jaguar Journal Editor Report

The health of Jaguar Journal in 2022 largely followed the health of the JCNA constituent countries for the third year running. Thankfully, this means that after two grim years, 2022 editorial submissions resumed and returned to more-or-less pre-pandemic levels. Doubtless, this reflects the resumption of club activities on a large scale, resulting in more event reports. I have also pursued a policy of 'advertorials' for new and potential advertisers. The next advertorial will cover Crosthwaite & Gardiner, whom I visited in the UK the same day as Bremont.

Member Spotlight has received very positive feedback from interviewees and readers.

Towards the end of the year several specific factors also influenced content:

Change #1

Firstly, our editorial relationship with Ramsey Potts was forced to be cancelled, due to his new role in Broad Arrow who themselves are now part of the Hagerty motoring event and insurance empire. Since Ramsey remains on very good terms with JCNA, however, and continues to be a member, he has directed relevant advertising our way. He also continues to offer his services as a club event speaker.

Changes #2 and #3

Meanwhile, I have worked with Tony Merrygold to fill the Auction News gap with a Heritage Highlights column, which guarantees a slightly different take on some of our Jaguar and Swallow history. But as soon as the 'ink' was dry on that deal, I came across another auction expert and JCNA member who will probably be able to supply a column for every issue from the AGM onwards.

Change #4

The unexpected death of Her Majesty Queen Elizabeth II resulted in several good club newsletter stories about the long relationship between Jaguar, Daimler and the royal family. Around the same time, two long stories were submitted, which

even after heavy editing had to be serialized. This resulted in delays to the Queen story appearing, with the current schedule being May-June.

No change (yet)

The one key development I had hoped would be up and running by this time (a tech support column) for 'moderns') has not yet come to pass, but I will resume contact with the person involved and hopefully launch something in 2023.

No road test cars came through from JLR or from dealers.

even after heavy editing.

Peter Crespin

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