

**Appendix E**  
***to the***  
**JCNA Concours Rule Book**  
**Jaguar Approved Accessories**

**Draft to be presented at the 51<sup>st</sup> AGM, March 2009**

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Presented by Dick Cavicke**

JCNA has accepted accessories applied to Jaguar automobiles either at the factory or by Jaguar Cars North America under their various names (i.e. British Leyland). These accessories were supported by the parent organization and had part numbers (assigned by Jaguar North America, but not recognized by Jaguar Cars). This was necessary as the corporation extended warranty of these accessories and replacement items were necessary in case of failure or loss. Dealer supplied items were not serviced in this manner unless acquired by the dealer from Jaguar North America.

An extensive search was made through available documents and every attempt was made to acquire input from other sources and JCNA members. Please note that no attempt has been made here to document Factory Approved Accessories. These are well covered in the individual manuals and service/ parts bulletins. This appendix presents a fairly comprehensive examination of approved accessories from the North American corporation as well as popular aftermarket items found on overseas ordered cars that were purchased either by service members or through the popular period tax free delivery program.

While the information is believed to be correct and accurate, JCNA, quoted parties, the author, and editor cannot be held responsible for errors. The final responsibility of presenting a correct Jaguar for judging lies solely with the entrant.

This appendix is “a work in progress”, and as new documented or verifiable information becomes available it will be included. This table lists what was added, changed, clarified, etc., and the area in the appendix where this new information is found.

<b>DATE</b>	<b>DOCUMENT</b>	<b>DESCRIPTION</b>

Comments are always welcome. Please contact George Camp by email at [SCJAG@JUNO.COM](mailto:SCJAG@JUNO.COM). Information submitted should be in the form of an official Jaguar North America or similar document. Unless otherwise noted, photos are the author’s or copied, with permission, from official documents.

The purpose of this appendix is to provide judges a starting point to educate themselves to approved accessories and options for Jaguars as sold and delivered for the North American market. Publication numbers are used when available, or an actual copy of the document is presented when a publication number is not available.

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## **Method of Presenting Information**

Initial thoughts were to present a copy of each document and the pages contained within. It quickly became clear that this appendix would have run well in excess of 1000 pages. What is presented is a quick reference for the astute judge or enthusiast to enable them to acquire some of these documents. It is believed that club members are in possession of many of these catalogs and dealers and even Jaguar North America might be able to provide some of them if the publication number is quoted.

It was difficult to determine a scheme to present this material. An index by model simply would not work as most of the documents cover every car in a Model Year (MY), but some cover over a decade. Therefore, there is no significance to the document number (i.e. Document #1). Document numbers are simply used for a point of reference. Please also note that some of the sales sheets mention numerous options – only the ones that are non-factory are noted! No attempt was made to place the documents in chronological order, as one never knows when a document may surface, i.e. if a document becomes available in the future re-paging will not be necessary.

**Document # 1 Suggested US Retail Prices (Port of Entry) 1965-1967**

This sales sheet covers the possible addition of the Webasto sunroof to cars delivered ex factory. Please note the proper factory-sliding roof (see pictures at end of guide) is also listed for the “S” 3.8L and 3.8 Mk2.

MK2 (3.8)

- Webasto sunroof

3.8 “S” (3.8)

- Webasto sunroof

4.2 ‘E’ (Coupe)

- Webasto sunroof

4.2 Sedan (420)

- Webasto sunroof

SUGGESTED UNITED STATES RETAIL PRICES (PORT OF ENTRY)

SUGGESTED RETAIL PRICE

3.8 Sedan with LSD, Heavy Duty Dynamo, Without Power Steering (SPECIAL ORDER ONLY)

Overdrive	\$5144.00
Automatic	5291.00

3.8 Sedan with LSD, Heavy Duty Dynamo and Power Steering

Overdrive	5272.00
Automatic	5419.00

3.8 'S' with LSD, Heavy Duty Dynamo, Without Power Steering (SPECIAL ORDER ONLY)

Overdrive	5659.00
Automatic	5806.00

3.8 'S' Sedan with LSD, Heavy Duty Dynamo and Power Steering

Overdrive	5786.00
Automatic	5933.00

ACCESSORIES (3.8 MODELS- MARK II & "S")

Radio	122.50
Whitewall Tires	34.30
Chrome Wire Wheels	271.90
Painted Wire Wheels	115.15
Reclining Seats (STANDARD ON "S")	58.80
Sundym Windscreen	19.60
Sundym Glass All Round	49.00
Set of 4 Rimbellishers (Mark II)	19.60
Set of 5 Rimbellishers (Mark II)	24.50
Electrically Heated Backlight	58.80
Webasto Roof (3.8 "S" MODEL ONLY)	416.45
Metal Sliding Roof (3.8 MODEL ONLY)	279.25

4.2 'E' Type With LSD, Alternator and Painted Wire Wheels

Roadster	5384.00
Coupe	5580.00

ACCESSORIES ('E' TYPES)

Radio	122.50
Whitewall Tires	34.30
Extra Hardtop for Roadster	248.00
Chrome Wire Wheels	157.00
Sundym Windscreen	24.50
Sundym Glass All Round- ROADSTER	31.85
Sundym Glass All Round- COUPE	45.10
Electrically Heated Backlight	58.80
Webasto Roof (COUPE)	367.40

4.2 Sedan with LSD, Alternator and Power Steering

Overdrive (SPECIAL ORDER ONLY)	6699.00
Automatic	<del>6816.00</del> 6990.00

ACCESSORIES

Radio	132.30
Whitewall Tires	42.15
Electrically Operated Windows	127.40
Sundym Windscreen	24.50
Sundym Glass All Round	42.15
Electrically Heated Backlight	58.80
Webasto Roof	432.15

**NOTE:** TO ARRIVE AT THE U.S. RETAIL SELLING PRICE IN ANY GIVEN AREA YOU MUST ADD TRANSPORTATION CHARGES FROM PORT OF ENTRY TO POINT OF DELIVERY, LOCAL TAXES ( IF ANY), DEALER HANDLING AND RETAIL DELIVERY PREPARATION CHARGES.

**Document #2 1958 Jaguar Overseas Delivery (Pricing Guide For Tax Free)**

This sheet is useful for the inclusion of a luggage rack for the XK150 (a picture follows in document 3).

JAGUAR OVERSEAS DELIVERY

1958 TAX-FREE PRICES

ex-works, Coventry, England

2.4 Sedan, Special Equipment . . . . .	\$2,875	XK 150 Roadster, Special Equipment . .	\$3,650
2.4 Sedan, Overdrive . . . . .	3,003	XK 150 Roadster, Overdrive . . . . .	3,778
2.4 Sedan, Automatic . . . . .	<del>3,277</del> 3,215	XK 150 Roadster, Automatic . . . . .	3,848
3.4 Sedan, Overdrive . . . . .	3,269	XK 150 Coupe, Special Equipment . . .	3,643
3.4 Sedan, Automatic . . . . .	3,503	XK 150 Coupe, Overdrive . . . . .	3,770
Mark VIII Sedan, de luxe . . . . .	3,438	XK 150 Coupe, Automatic . . . . .	4,004
Mark VIII Sedan, Overdrive . . . . .	3,566	XK 150 Convertible, Special Equipment	3,700
Mark VIII Sedan, Automatic . . . . .	3,754	XK 150 Convertible, Overdrive . . . . .	3,827
		XK 150 Convertible, Automatic . . . . .	4,061

OPTIONAL EXTRAS

Whitewall Tires . . . . .	\$ 30	Chrome wire wheels (2.4 and 3.4) . . .	\$ 218
Radio 202 XB . . . . .	106	Chrome wire wheels (XK 150) . . . . .	120
Disc Brakes (2.4 and 3.4) . . . . .	70	Power Steering (Mark VIII) . . . . .	140
Painted wire wheels (2.4 and 3.4) . . . . .	98	Luggage rack . . . . .	35

Delivery charges to the following cities in Great Britain include preparation of the car and quarterly British License Plates.

Coventry . . . . .	\$ 38	Southampton (pier delivery) . . . . .	\$ 65
London . . . . .	48	Glasgow . . . . .	73
Liverpool . . . . .	53		

International Touring Documents can be arranged for in advance for only \$35.00 and include:

1. Carnet de Passages en Douanes (Passport for car),
2. International Car Ownership Certificate,
3. International Car License Plates,
4. Notarized Bill of Sale,
5. Associate Membership in the Royal Automobile Club which entitles the owner to various facilities with other associated Touring Clubs in Europe. American drivers license is valid in Britain; but for other countries, visitors should obtain International Drivers' License through the A.A.A.

Continental Deliveries can be arranged for in most principal cities in Europe. Listed below are a few of the delivery charges which include the International Touring Documents.

Amsterdam . . . . .	\$208	Gibraltar . . . . .	\$358	Paris . . . . .	\$ 243
Cannes . . . . .	328	Irun (Madrid) . . . . .	323	Port Bou (Barcelona) . . . . .	333
Dusseldorf . . . . .	238	Le Havre . . . . .	213	Rome . . . . .	350
Frankfort/Main . . . . .	263	Lisbon . . . . .	318	Rotterdam . . . . .	213
Geneva . . . . .	298	Marseilles . . . . .	318	Zurich . . . . .	298

Kindly note, insurance is compulsory in England and the overseas visitor must make his own arrangements for insurance coverage, which should be valid for the United Kingdom and any of those countries on the continent in which he wishes to travel. A suitable dollar policy can be arranged through your own Broker, local Automobile Club, the International AAA, 250 Park Avenue, N.Y.C., or English Automobile Association represented in the U.S. by the Sutherland International Dispatch Co., 370 Lexington Avenue, N.Y.C.

JAGUAR CARS INC., 32 East 57th Street, New York 22, N.Y.

April 1958

Document #3 1958 Confidential Overseas Delivery Prices

This document confirms the luggage rack on the XK150 but also includes a luggage rack for the MK VIII, seat belts, special upholstery, and "Rolls Royce" paint with other non-standard fittings.

JAGUAR CARE, INC.

32 East 57 Street  
New York 22, N.Y.

Confidential

Overseas Delivery (U.S.A.)  
(Prices of Extras)

(Prices below represents those quoted during 1958. Some of these tend to vary on individual factory final invoices.)

	<u>Distributor</u>	<u>Dealer</u>	<u>Retail</u>
Power Steering	\$115.50	\$122.50	\$140.00
Sliding Roof (3.4)	140.25	148.75	170.00
Limited Slip Differential	70.13	74.38	85.00
Special Paint (Rolls-Royce)	82.50	87.50	100.00
Special Combination of Standard Colors	10.90	--	12.00
Special Upholstery	41.25	43.75	50.00
Special 230RB Radio 3 Wave	103.75	109.35	125.00
Radio Aerial Only	17.32	18.37	21.00
Luggage Rack (Mark VIII)	28.87	30.62	35.00
Luggage Rack with straps and cover (Mark VIII)	49.50	52.50	60.00
Safety Belts	33.00	--	40.00
Sideview Mirror (3.4)	6.60	7.00	8.00
Floor Mat (each)	2.48	2.50	3.00



Special paint (Rolls Royce)

Special combination of colors

Special upholstery

Luggage rack - Mark VIII

Luggage rack - Mark VIII with straps and cover

Safety belts

Side mirror (3.4 sedan)

Floor mat (each)



Document #4 Jaguar Overseas Delivery 1958 Tax Free Prices

Luggage Rack XK150

JAGUAR OVERSEAS DELIVERY

1958 TAX-FREE PRICES

ex-works, Coventry, England

2.4 Sedan, Special Equipment .....	\$2,875
2.4 Sedan, Overdrive .....	3,008
2.4 Sedan, Automatic .....	3,215
3.4 Sedan, Overdrive .....	3,269
3.4 Sedan, Automatic .....	3,503
Mark VIII Sedan, de luxe .....	3,438
Mark VIII Sedan, Overdrive .....	3,566
Mark VIII Sedan, Automatic .....	3,754
XK 150 Roadster, Special Equipment .....	3,650
XK 150 Roadster, Overdrive .....	3,778
XK 150 Roadster, Automatic .....	3,848
XK 150 Coupe, Special Equipment .....	3,643
XK 150 Coupe, Overdrive .....	3,770
XK 150 Coupe, Automatic .....	4,004
XK 150 Convertible, Special Equipment .....	3,760
XK 150 Convertible, Overdrive .....	3,827
XK 150 Convertible, Automatic .....	4,061

OPTIONAL EXTRAS

Whitewall Tires .....	£ 30
Radio 202 XB .....	106
Disc Brakes (2.4 and 3.4) .....	70
Painted wire wheels (2.4 and 3.4) .....	98
Chrome wire wheels (2.4 and 3.4) .....	218
Chrome wire wheels (XK 150) .....	120
Power Steering (Mark VIII) .....	140
Luggage Rack .....	35

*Delivery Charges* to the following cities in Great Britain include preparation of the car and quarterly British License Plates.

Coventry .....	£ 38
London .....	48
Liverpool .....	53
Southampton (pier delivery) .....	65
Glasgow .....	73


*International Touring Documents* can be arranged for in advance for only \$35.00 and include:

1. Carnet de Passages en Douanes (Passport for car),
  2. International Car Ownership Certificate,
  3. International Car License Plates,
  4. Printed Bill of Sale,
- Membership in the Royal Automobile Club entitles the owner to various facilities with associated Touring Clubs in Europe. American Licenses are valid in Britain; but for other countries should obtain International Drivers License from the A.I.C.

... please refer to

Document # 5 Original Window Invoice For Series 2 E Type

This original window sticker is presented to show that Amco bars were not factory options. Note that the inclusion of the bar is typed in as an afterthought but billed at a fair profit!



BRITISH LEYLAND MOTORS, Inc.  
 Type Road, Leonia, New Jersey  
 Model: 4.2 Rds. Serial No. J70-1R11598  
 CHARLES H. HORNBURG, JR., Inc.  
 Entry: Los Angeles JR.  
 Name: Charles H. Hornburg Motor Cars  
 9334 Wilshire Blvd. Beverly Hills Ca.  
 Name of City at which it is to be delivered to dealer:  
 Los Angeles  
 Method of Transportation: Auto Transport

(1) Suggested retail price P.O.E.	\$ 5584.00
(2) Suggested retail price of accessories:	
Automatic Transmission	\$
Power Steering	\$
Air Conditioning	\$
Chrome Wire Wheels	\$
Chrome Turbo Disc Wheels	\$ 77.00
Tinted Glass	\$ 30.00
Whitewall Tires	\$ 27.00
Electric Windows	\$
Radio AM/FM	\$ 195.00
Front Bumper Guard	\$ 32.00
	\$
(3) Delivery and Handling	\$ 110.00
(4) Total suggested retail price P.O.E.	\$ 6055.00
(State or Local Taxes (if any) and Inland Freight are not included.)	
(5) British Leyland Motors, Inc. make no charge for Inland Freight.	
(Transportation from P.O.E. is paid for by distributor and/or dealer.)	
(6) Standard Equipment Includes: Disc Brakes; Heater; Leather Upholstery; Dual Exhausts; Windshield Wipers; Turn Indicators; Adjustable Steering Wheel; Back Window; Clock; Safety Belts; O/S Mirror; P	Turn Indicators; Back Window; Clock; Safety Belts; O/S Mirror; P

AUTOMOBILE INFORMATION DISC  
 CHANGING AFTER

Document #6 Jaguar US Overseas Delivery Prices 1965

This document serves to illustrate that seat belts were optional on the E type in 1965.

**JAGUAR U.S. OVERSEAS DELIVERY PRICES**

FACTORY TAX FREE  
PRICE — COVENTRY

<b>3.8 SEDAN WITH LSD, P/A DISC BRAKES &amp; HEAVY DUTY DYNAMO</b>	
Overdrive .....	\$3,985.00
Automatic .....	4,163.00
<b>3.8 'S' SEDAN WITH LSD, P/A DISC BRAKES &amp; HEAVY DUTY DYNAMO</b>	
Overdrive .....	4,470.00
Automatic .....	4,648.00
<b>ACCESSORIES:</b>	
Radio (AM only) .....	106.00
Whitewall Tires .....	35.00
Chrome Wire Wheels .....	216.00
Painted Wire Wheels .....	98.00
Tinted Glass Windscreen .....	50.00
Tinted Glass All-round .....	85.00
Seat Belts FRONT each .....	15.00
Seat Belts REAR each .....	10.00
Power Steering .....	130.00
Reclining Seats (Standard 3.8's) .....	40.00
<b>4.2 SEDAN WITH LSD, P/A DISC BRAKES &amp; ALTERNATOR &amp; POWER STEERING</b>	
Overdrive (on Special Order Only) .....	5,344.00
Automatic .....	5,528.00
<b>ACCESSORIES</b>	
Power Windows (4.2 Sedan Only) .....	136.00
Radio (AM only) .....	113.00
Whitewall Tires .....	38.00
Tinted Glass Windscreen .....	60.00
Tinted Glass All-round .....	96.00
Seat Belts FRONT each .....	15.00
Seat Belts REAR each .....	10.00
Power Steering (Standard) .....	
Reclining Seats (Standard) .....	
<b>4.2 'E' TYPE WITH LSD, P/A DISC BRAKES, ALTERNATOR &amp; PAINTED WIRE WHEELS</b>	
Roadster .....	4,580.00
Coupe .....	4,811.00
<b>ACCESSORIES</b>	
Detachable Hard Top (Roadster) .....	193.00
Radio (AM only) .....	106.00
Whitewall Tires .....	35.00
Chrome Wire Wheels .....	120.00
Tinted Glass Windscreen (Roadster & Coupe) .....	20.00
Tinted Glass All-round (Roadster) .....	26.00
Tinted Glass All-round (Coupe) .....	36.00
Seat Belts FRONT each .....	15.00
Non-Standard Paint (All Models) .....	141.00
Power Steering (Not available on 'E' types) .....	

All prices quoted are subject to prices in effect at factory when delivered.

*NOTE: Insurance is compulsory in England and Continental Europe, and the overseas visitor must make his own arrangements for insurance coverage, which should be valid for the United Kingdom and any of those countries on the Continent in which he wishes to travel. A suitable dollar policy can be arranged through your own broker, or Automobile Club.*

Dated: March 22, 1965

JAGUAR CARS INC., 32 East 57th St., New York 22, N. Y.

(Please turn over)

**Document #7 Jaguar Approved Accessories (Published 1972 Simax N.Y.) code 8/72 SX NY**

This might be the first “approved” catalog of accessories for the North American market. Note it was published in NY. All of the accessories fit both models covered (V-12 E and XJ6/12) with the exception the mud flaps were for the saloon and the luggage rack and Amco bar were for the “E”. Note the (generated) part numbers. Jaguar Cars never recognized them. The Jaguar print seat cover was perhaps good for the period but is particularly hideous.

- Mud flap kit
- Radio AM/FM
- Luggage rack
- Floor mat set (Amco)
- Floor mat each
- Front bumper guard (Amco)
- Rear guard (Amco)
- Seat covers (Shag Natural)
- Seat cover (Shag Dyed)
- Seat cover (Super Shag)
- Seat cover (Jaguar Print)

# Jaguar



approved  
accessories



DEALER SUPPLIED AND FITTED



## JAGUAR APPROVED ACCESSORIES

PART #	DESCRIPTION	SUGGESTED LIST PRICE
12501	MUD FLAP KIT	24.37N
BLM007	RADIO AM-FM STEREO	167.00E
E155	SERVICE MANUAL	19.00N
E165	SERVICE MANUAL	27.25N
HAC514	LUGGAGE RACK	48.95D
J1038	FLOOR MATS - SET	17.30E
J1041	FLOOR MAT - EACH	6.50D
J1042	FRONT GUARD	30.55E
J1043	REAR GUARD	18.35E
1 OZ.	JAR TOUCH-UP PAINT	1.26Y
6 OZ.	SPRAY TOUCH-UP PAINT	1.95Y
-	SEAT COVER - SHAG NATURAL	29.95F
-	SEAT COVER - SHAG DYED	35.00F
-	SEAT COVER - SUPER SHAG	47.00F
-	SEAT COVER - JAGUAR PRINT	49.95F

All specifications and prices subject to change without notice. Prices shown do not include fitting charges.

CODE

8/72 SX, N.Y.

Document #8 Jaguar Accessories (circa 1984)

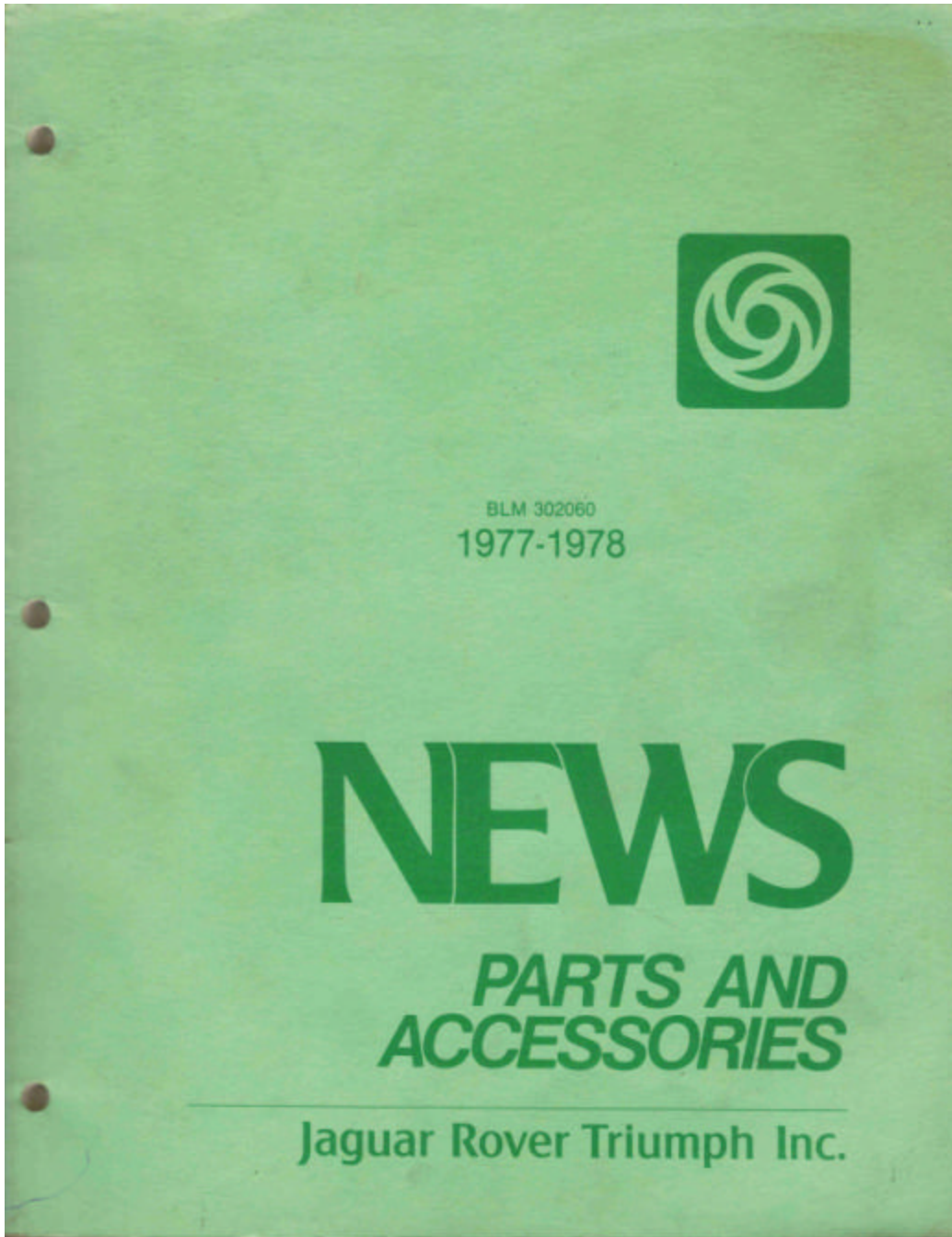
I have several of these obtained from dealerships from Kansas, North Carolina, and California so I have no doubt they were issued! This is a marketing list and is self-explanatory. Please note that with the exception of the non-gold leaper and the engine block heater parts the part numbers are "generated".

JAGUAR

ACCESSORY/DESCRIPTION	XKE 4.2/V12	XJ6/XJ12	XJS
80 WATT ALL ELECTRONIC RADIO/CASSETTE PLAYER w/INSTALLATION KIT Fits 1980-84 Cars If high powered speakers are fitted-check w/dealer		JAG 106050 JAG 106060 JRT 106011(kit) Three part numbers required	JAG 106050 JAG 106060 JRT 106011(kit) Three part numbers required
FOG LAMPS - NEW DESIGN - SPECIAL WIRING	-	JAG 105725	STANDARD
DOOR EDGE GUARDS - Series I&II Sedans Only	-	BLM 105303	-
LUGGAGE RACK	BLM 105100	-	-
MATS - TAN	-	JAG 105630	JAG 105640
MATS - GREY	-	JAG 105631	JAG 105641
MATS - BLACK	-	JAG 105632	JAG 105642
MATS - WINE RED	-	JAG 105633	JAG 105643
MATS - RATTAN	-	JAG 105634	JAG 105644
MATS - SMOKE GREY	-	JAG 105635	JAG 105645
LEAPING CAT ORNAMENT(Small-Chrome)	-	BD 29644	-
LEAPING CAT ORNAMENT(Small-Gold)	-	BD 29644/G	-
MUD FLAPS-FRONT Heavy Duty designed for XJ6	-	GAC 642	-
MUD FLAPS-REAR	-	GAC 643	-
ENGINE BLOCK HEATER-XKE V12	C34403	-	-
" " " -XJ6	-	C34403	-
" " " -XJ6/Adap.	-	C29037	-
" " " -XJ12/XJS	-	C34403	C34403
" " " -hose req. XJ12/XJS	-	GRH 559	GRH 559
" " " -hose req. XJ12/XJS	-	GRH 557	GRH 557
" " " -elbow XJ12/XJS	-	C36996	C36996

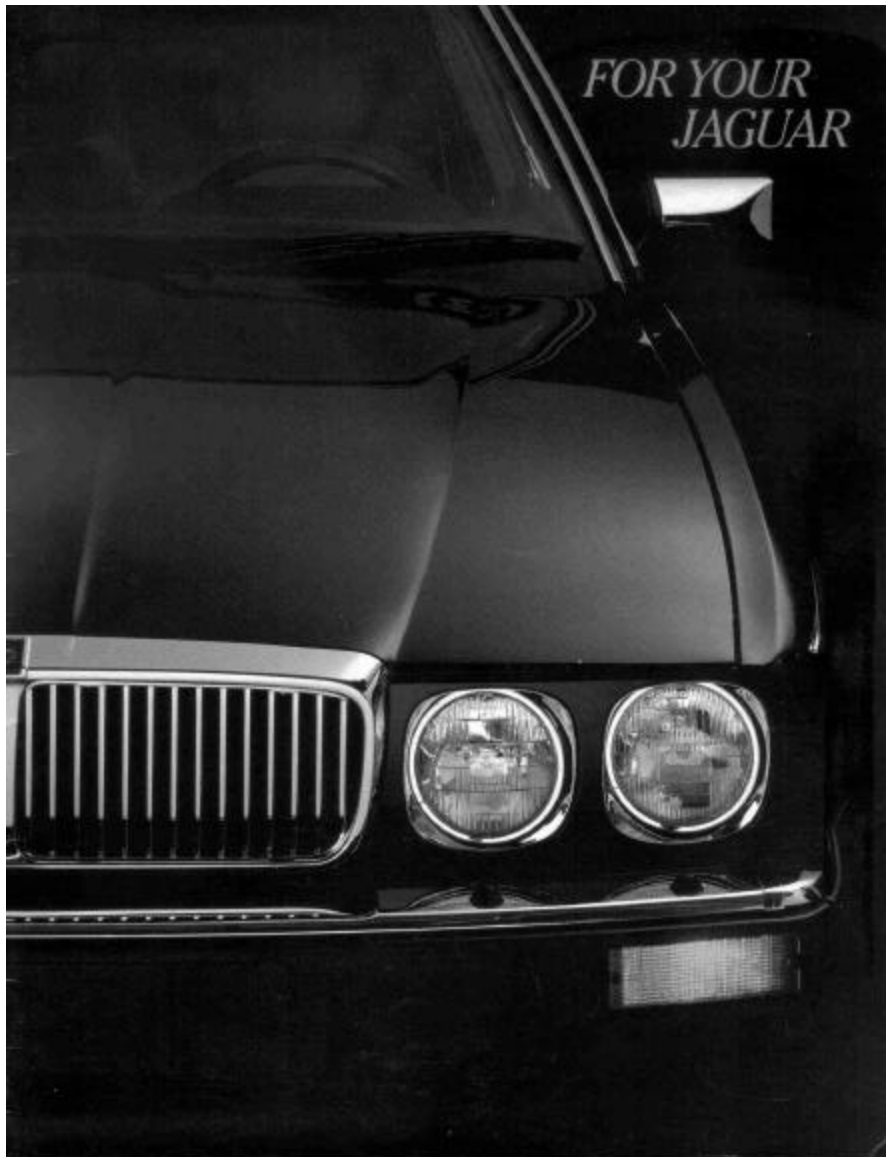
Document #9 BLM 302060 1977-1979 "NEWS" Parts and Accessories Jaguar Rover Triumph Inc. code Simax NY.

Bulletin 77Pa-36: This bulletin covers the addition of Side Moldings to XJ6/XJ12 (?) and XJS cars! It is the metal with insert vinyl strips. This is the first dealer applied but Jaguar North America approved side molding. They required drilling into the body and were the cause of many "rust" claims.



*Document #10 “For Your Jaguar” 1987 Accessories Catalog Code 68755*

- Door edge guards shown with side protective moldings
- Floor mats
- Rubber mats
- Sheep skin seat covers
- Wind deflector for sunroof
- Mud flaps
- Bumper insert (covers plate space) with leaper in black
- Fog lamps also for Series 3 in amber





**Document # 11 “The New 1995 Jaguar Accessories” Code JAG8095 AA Issued Jointly By Jaguar US And Jaguar Canada**

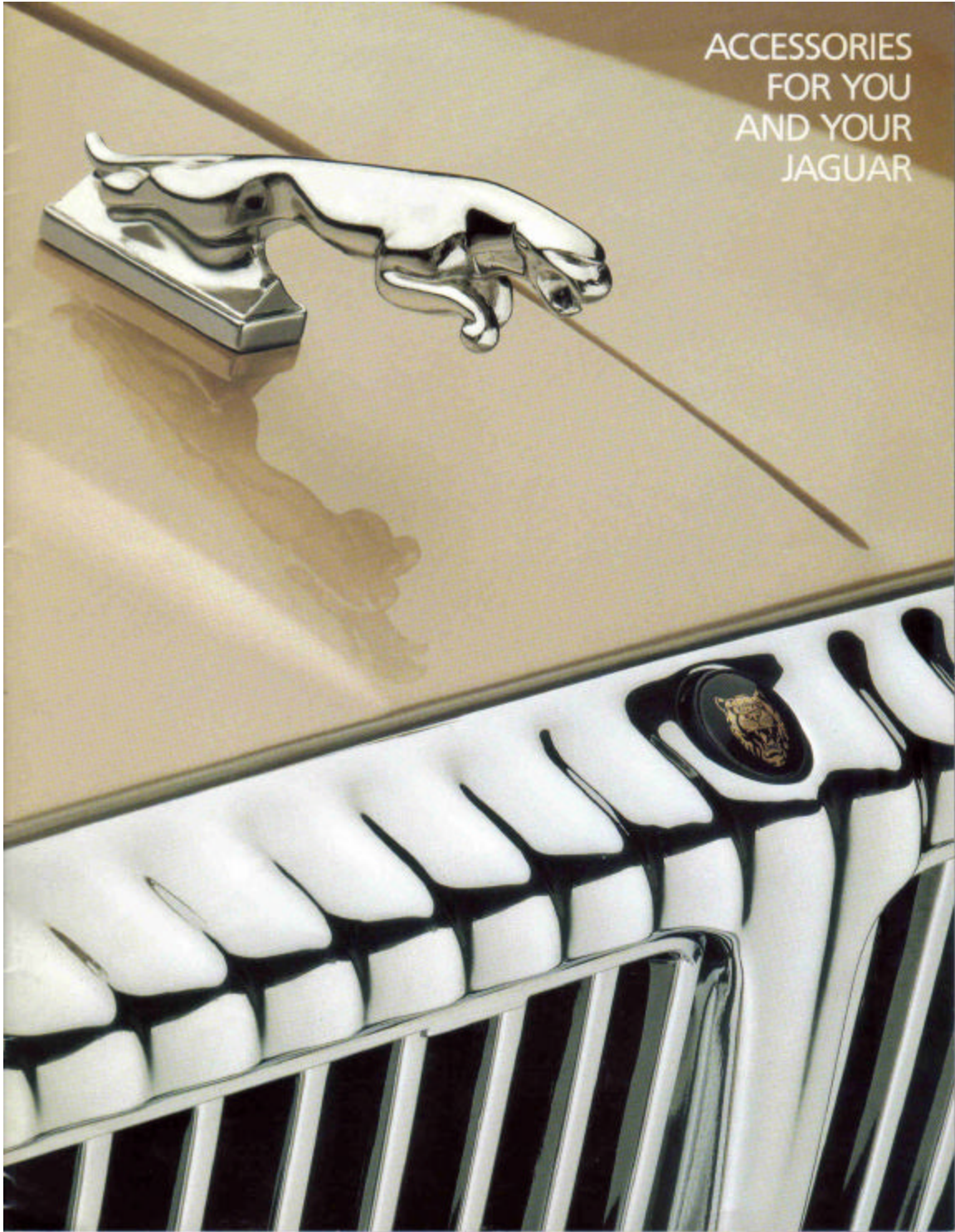
- Phone side mount
- Phone armrest mount
- Wooden shift knob
- CD player boot mount
- Wood rim steering wheel
- Floor mats
- Rubber mats
- Trunk liner
- Trunk mat
- Sunroof wind deflector
- Rear sun shade (blinds)
- License plate frames
- XJS spoiler kit
- Various styles of wheels
- Dust shields for sedans and XJS not “R”
- Mud flaps
- Tool kit
- Jaguar side molding (direct quote from catalogue) “These are available for the XJS models in narrow width and in wide width. Specially designed to be installed without drilling holes in the body. Sedans have molding as standard!”
- Jaguar valve caps
- Clear plastic headlamp covers – sedans



T H E   N E W   1 9 9 5   J A G U A R  
A C C E S S O R I E S

**Document #12 Accessories For You And Your Jaguar Code JAG 8094 (or 1994) Mahwah**

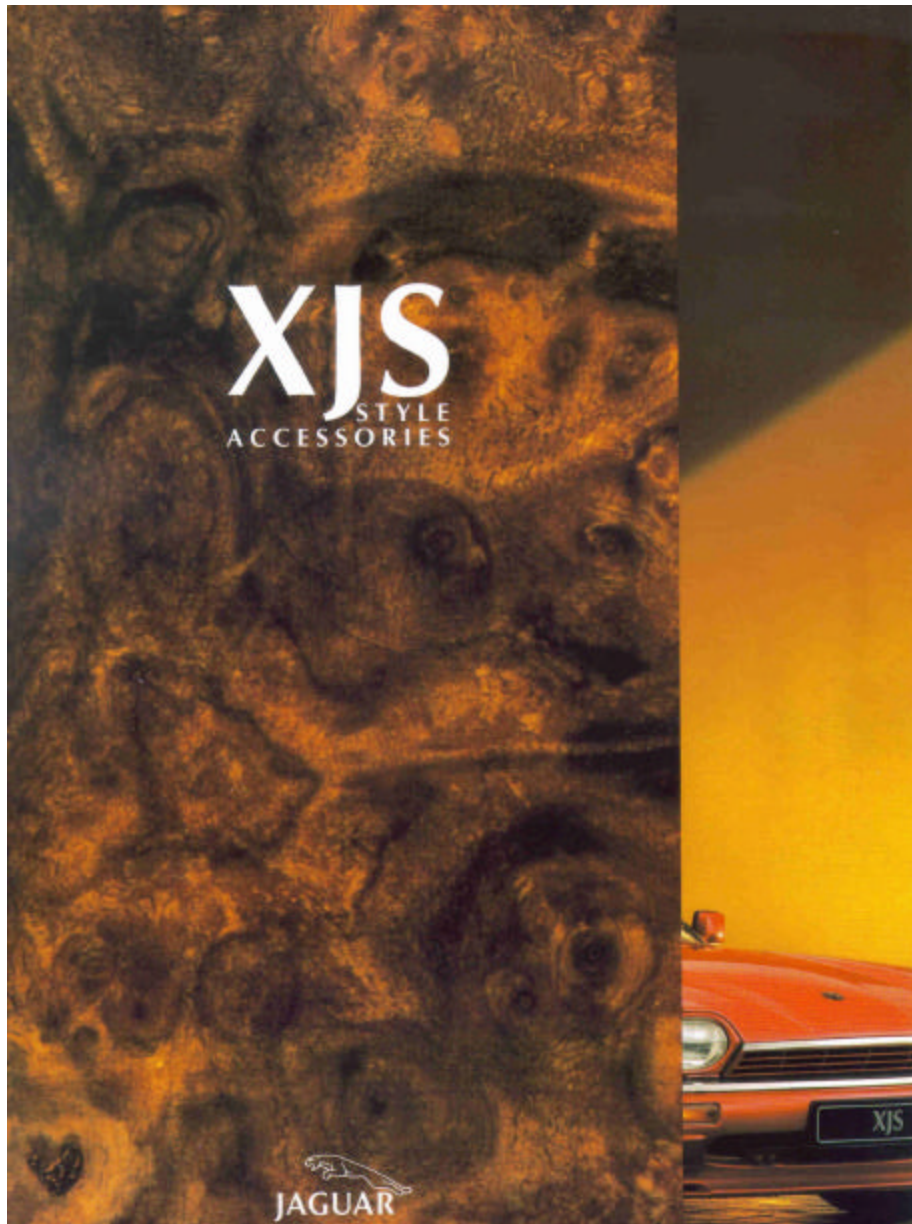
- Armrest phone mount
- Sheepskin seat covers
- Floor mats
- Mud flaps
- Sunroof wind deflector
- Rubber floor mats
- Locking wheel nuts
- License plate frames
- Fog lamp kit
- Jaguar side moldings catalog quote, “Enhance the beauty of the flowing lines of your Jaguar sedan or XJS with these attractive moldings.” Available in narrow and wide for sedans and narrow and wide for ‘S’ models. Specially designed to install without drilling holes in the body—important in keeping the Jaguar rust warranty in effect. Narrow width molding not available for XJS in Canada.
- Rear sunshades
- Bumper insert
- Jaguar flush headlamp conversion kit
- Hood ornament (leaper)
- CD player
- Wooden gearshift knob (with cat head)
- Wood “T” for ‘S’ shifter





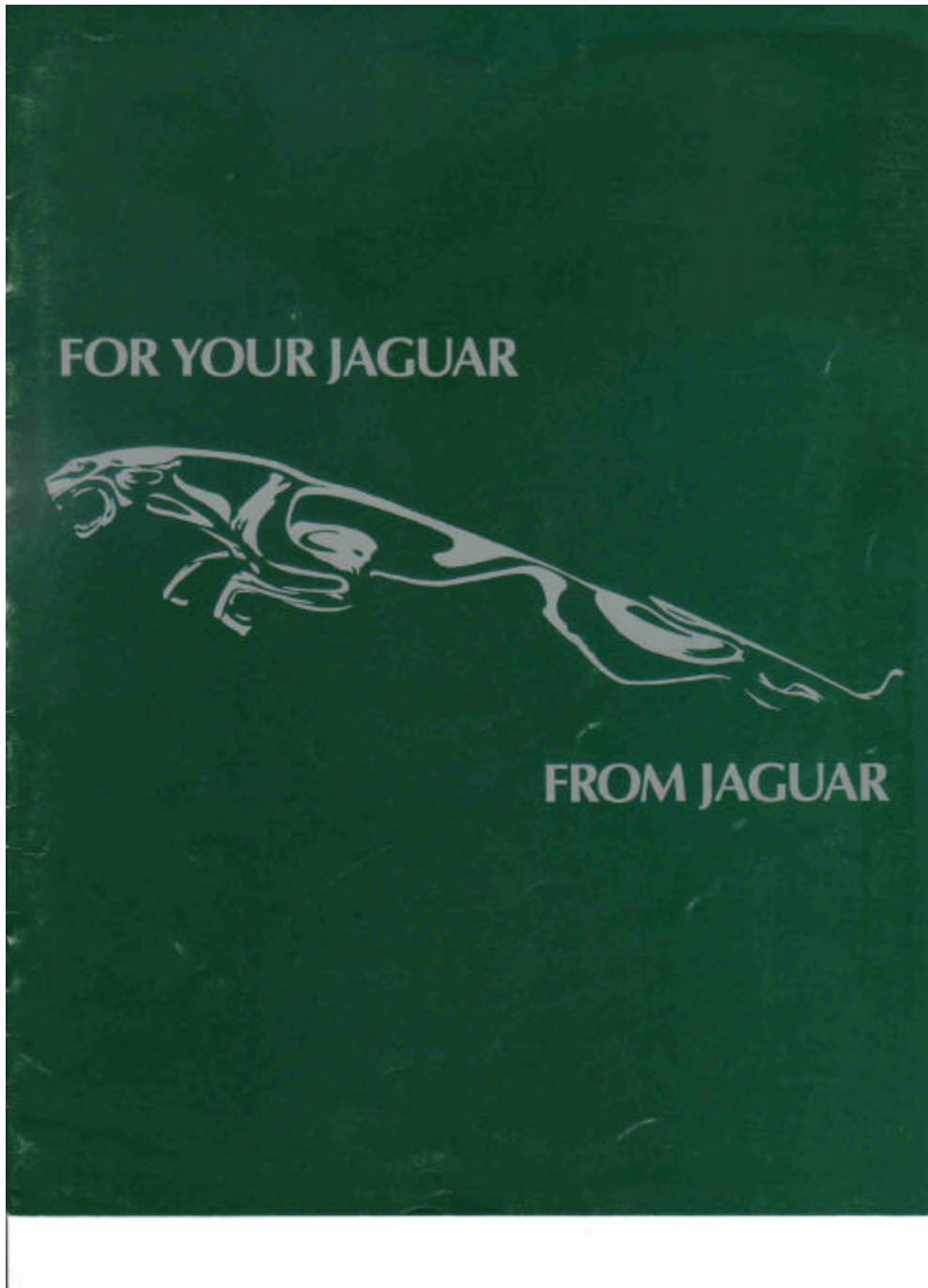
Document # 13 XJS Style Accessories Code JMM 2721 Nov. 1994 Jaguar Cars

- Body color mirrors
- Chrome wheels
- Gold bonnet badge
- Wood shift knob
- V12 emblem for wings mount
- Fog lamps
- Body color headlamp bezels



Document #14 “For Your Jaguar From Jaguar” C. 1985 Jaguar Cars Inc. Leonia NJ

- Floor mats
- Sheep skin seat covers
- Fog lamp kit
- Mud flaps
- Door edge guards



Document #15 Hoffman Letter Of Feb. 1950 (letterhead)

Offers fog lamps on MkV and 120 (all)



THE HOFFMAN MOTOR CAR CO., INC.  
DISTRIBUTORS OF JAGUAR CARS  
487 PARK AVENUE - NEW YORK 22, N. Y.

TELEPHONE: PLAZA 9-7036-7-8

CABLE ADDRESS: HOFFCAR, N. Y.

February 11, 1950

Mr. Peter Bellanca  
415 Lafayette Avenue  
Buffalo 13, New York

Dear Mr. Bellanca:

Thank you for your recent inquiry. I sincerely appreciate your interest in the Jaguar cars, and enclose some literature on their 1950 models. These cars deliver now in New York for:

Jaguar sedan with sunshine roof.....	\$3,750
Jaguar convertible.....	3,850
Jaguar XK-120 Super Sport two-seater.....	3,945

These prices include the Federal Excise Tax, and also the following equipment in the sedan and convertible: heater, defroster, air-conditioning, and two fog lamps. Delivery of these cars, after a cash deposit has been submitted with the order, is at present based on the following schedule:

Sedan:	immediately or in 2 weeks
Convertible:	as soon as possible (in about 2 to 3 months)
XK-120:	as soon as possible (in about 4 to 5 months)

These cars are of the most modern design both in body lines and mechanical specifications. They absolutely dominate the international sportscar field with their extraordinary performance and moderate price.

Please do not hesitate to call on me for any further information you may desire.

Very truly yours,

M. E. Hoffman

MEH/hm

SERVICE & SPARE PARTS DEPARTMENT - HOFFMAN BUILDING  
1877 BROADWAY, N. Y. C., N. Y. - TELEPHONE JUDSON 6-0664-5

Document # 16 Jaguar Price List Of 1 November 1961 "Peter Lindner" In English  
For US Customers (servicemen)

Many extras for all models

J A G U A R - I M P O R T E R

PETER LINDNER  
Frankfurt/Main  
Niddastr. 45 / 47  
Tel. 33 61 67



Branch Office:  
Wiesbaden  
Taunusstr. 52  
Tel. 2 03 00

Branch Office:  
Düsseldorf  
Karl Rudolfstr. 167  
Tel. 2 38 81

J A G U A R \$ P R I C E L I S T  
effective 1 November 1961

2.4 Litre	\$	3.200,--
2.4 Litre with Overdrive	\$	3.335,--
2.4 Litre with Automatic	\$	3.500,--
3.4 Litre with Overdrive	\$	3.600,--
3.4 Litre with Automatic	\$	3.765,--
✕ 3.8 Litre with Overdrive, LS Differential, Reclining Seats, Sportssteering, Wire Wheels	\$	3.975,--
✕ 3.8 Litre with Automatic, LS Differential, Reclining Seats, Sportssteering, Wire Wheels	\$	4.140,--
"E"Type Roadster with Wire Wheels	\$	4.300,--
"E"Type Coupé with Wire Wheels	\$	4.500,--
Mark-X with Reclining Seats	\$	4.800,--
Mark-X with Overdrive, Reclining Seats	\$	4.935,--
Mark-X with Automatic, Reclining Seats	\$	5.100,--

Extras

White Wall Tyres	\$	35,--
Aluminium Painted Wire Wheels (2.4, 3.4 Litre)	\$	100,--
Extra for Chrom on Wire Wheels	\$	130,--
Reclining Seats (2.4, 3.4 Litre)	\$	40,--
Hardtop ("E"Type)	\$	200,--
Automatic Windows (Mark-X)	\$	85,--


Delivery Frankfurt, Wiesbaden or Düsseldorf DM 150,--

All Jaguar-Models are equipped with Disc Brakes, Heater, Leather Upholstery, Windshield-Washers and Adjustable Steering Column.



Document # 17 Same as above but for 1964

Many extras



PETER LINDNER  
FRANKFURT (MAIN) · WIESBADEN · DÜSSELDORF  
— IMPORTEUR —


JAGUAR PRICELIST 2/1964

<b>Mark-2 Sedan</b>	
3.4 Litre with Overdrive .....	\$ 3.800,-
3.4 Litre with Automatic .....	\$ 3.955,-
3.8 Litre with Overdrive, wire wheels .....	\$ 4.175,-
3.8 Litre with Automatic, wire wheels .....	\$ 4.340,-
Extras: White wall tyres .....	\$ 35,-
Wire wheels (3.4) .....	\$ 100,-
Chrome on wire wheels .....	\$ 130,-
<b>“S” Saloon</b>	
3.4 Litre with Overdrive .....	\$ 4.300,-
3.4 Litre with Automatic .....	\$ 4.455,-
3.8 Litre with Overdrive, wire wheels .....	\$ 4.675,-
3.8 Litre with Automatic, wire wheels .....	\$ 4.840,-
Extras: Wire wheels (3.4) .....	\$ 100,-
Chrome on wire wheels .....	\$ 130,-
<b>Mark-10 Saloon</b>	
4.2 Litre with Overdrive .....	\$ 5.470,-
4.2 Litre with Automatic .....	\$ 5.635,-
Extras: Automatic windows .....	\$ 135,-
<b>E-Type Grand Touring models</b>	
4.2 Litre Roadster with wire wheels .....	\$ 4.650,-
4.2 Litre Coupe with wire wheels .....	\$ 4.900,-
Extras: White wall tyres .....	\$ 35,-
Chrome on wire wheels .....	\$ 130,-
Hardtop .....	\$ 200,-
All Jaguar models are equipped with:	
Disc brakes	
Heater	
Leather upholstery	
Windshield washers	
Adjustable steering column	
Steering Lock	
Reclining Seats (except E-Type)	

effective November 1964

Document # 18 Same as above but 1965

Many extras



PETER LINDNER  
FRANKFURT (MAIN) · WIESBADEN · DUSSELDORF

---

IMPORTEUR

---

JAGUAR PRICELIST 1/1965

<b>Mark-2 Sedan</b>	
3.4 Litre with Overdrive .....	\$ 3.800,-
3.4 Litre with Automatic .....	\$ 3.955,-
3.8 Litre with Overdrive, wire wheels .....	\$ 4.175,-
3.8 Litre with Automatic, wire wheels .....	\$ 4.340,-
Extras: White wall tyres .....	\$ 35,-
Wire wheels (3.4) .....	\$ 100,-
Chrome on wire wheels .....	\$ 130,-
<b>"S" Saloon</b>	
3.4 Litre with Overdrive .....	\$ 4.300,-
3.4 Litre with Automatic .....	\$ 4.465,-
3.8 Litre with Overdrive, wire wheels .....	\$ 4.675,-
3.8 Litre with Automatic, wire wheels .....	\$ 4.840,-
Extras: Wire wheels (3.4) .....	\$ 100,-
Chrome on wire wheels .....	\$ 130,-
<b>Mark-10 Saloon</b>	
4.2 Litre with Overdrive .....	\$ 5.470,-
4.2 Litre with Automatic .....	\$ 5.635,-
Extras: Automatic windows .....	\$ 135,-
<b>E-Type Grand Touring models</b>	
4.2 Litre Roadster with wire wheels .....	\$ 4.650,-
4.2 Litre Coupe with wire wheels .....	\$ 4.900,-
Extras: White wall tyres .....	\$ 35,-
Chrome on wire wheels .....	\$ 130,-
Hardtop .....	\$ 200,-
<b>All Jaguar models are equipped with:</b>	
Disc brakes	
Heater	
Leather upholstery	
Windshield washers	
Adjustable steering column	
Steering Lock	
Reclining, Seats (except E-Type)	

effective September 1965

Document # 19 Jaguar Cars Letterhead (Confidential) Car Prices For "Overseas Delivery" January 1958

Many extras

JAGUAR CARS, INC.

32 East 57 Street  
New York 22, N.Y.

Confidential

Overseas Delivery (U.S.A.)  
(Prices of Extras)

(Prices below represents those quoted during 1958. Some of these tend to vary on individual factory final invoices.)

	<u>Distributor</u>	<u>Dealer</u>	<u>Retail</u>
Power Steering	\$115.50	\$122.50	\$140.00
Sliding Roof (3.4)	140.25	148.75	170.00
Limited Slip Differential	70.13	74.38	85.00
Special Paint (Rolls-Royce)	82.50	87.50	100.00
Special Combination of Standard Colors	10.90	--	12.00
Special Upholstery	41.25	43.75	50.00
Special 230WB Radio 3 Wave	103.75	109.35	125.00
Radio Aerial Only	17.32	18.37	21.00
Luggage Rack (Mark VIII)	28.87	30.62	35.00
Luggage Rack with straps and cover (Mark VIII)	49.50	52.50	60.00
Safety Belts	33.00	--	40.00
Sideview Mirror (3.4)	6.60	7.00	8.00
Floor Mat (each)	2.48	2.50	3.00

Document # 20 Same as above but for "Home Delivery" 1956

This document will cause the most turmoil as it lists a lot of things for the XK140 that are currently not seen as "original"

1956

HOME DELIVERY PRICES OF EXTRAS FOR JAGUAR CARS

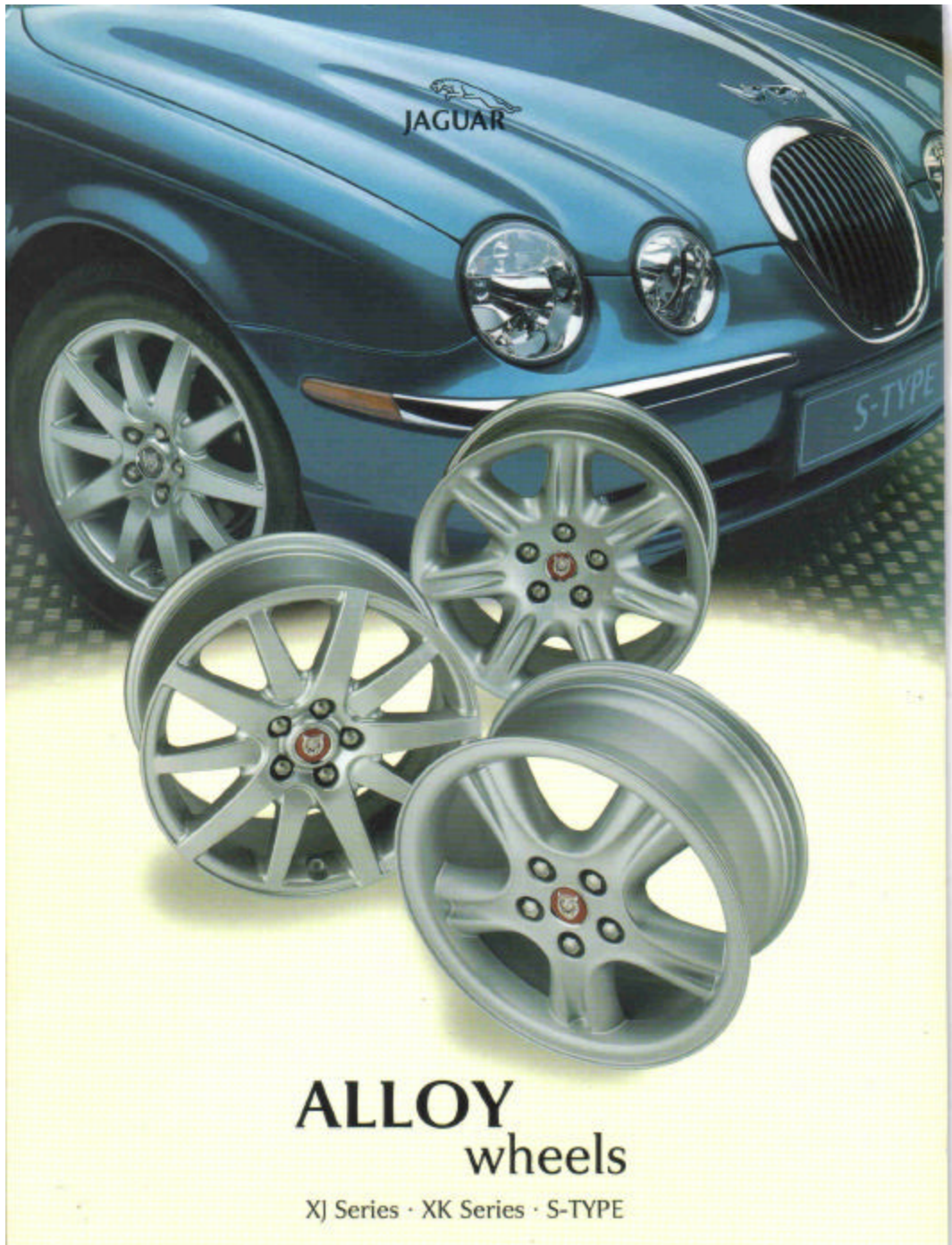
RETAIL

Chrome Wheels fitted to Standard Models	\$177.00
Chrome Wheels with platinum rings fitted to Standard Models	131.00
Chrome Wheels in lieu of Painted Wire Wheels	120.00
Painted Wire Wheels fitted to Standard Models	57.00
Whitewall Tires	25.00
Racing Tires	82.00
Special Racing Clutch	21.00
2" Carburettors on 'MC' Model	57.00
Crankshaft Damper on Standard and 'M' Models	10.00
Twin Fog Lamps on Standard Models	29.00
Dual Exhaust on Standard Models	30.00
Bucket Seats in lieu of Normal Seats	15.00
Windshield Wipers	7.00
Borg Warner Transmission on XK-140 Models	360.00
Overdrive	128.00
Close Ratio Gearbox	21.00
High Geared Steering Mark VII	9.00
'C' Type Head with 1-3/4" carburettor fitted to Mark VII	170.00
'C' Type Head with 2" carburettor fitted to Mark VII	230.00
Lead Bronze Bearings on 'MC' models	45.00
9 : 1 Compression Ratio Pistons	15.00
Radio - Model 200 XK - medium and long wave - Mark VII	106.00
Coupe & Convertible	100.00
Roadster	102.00



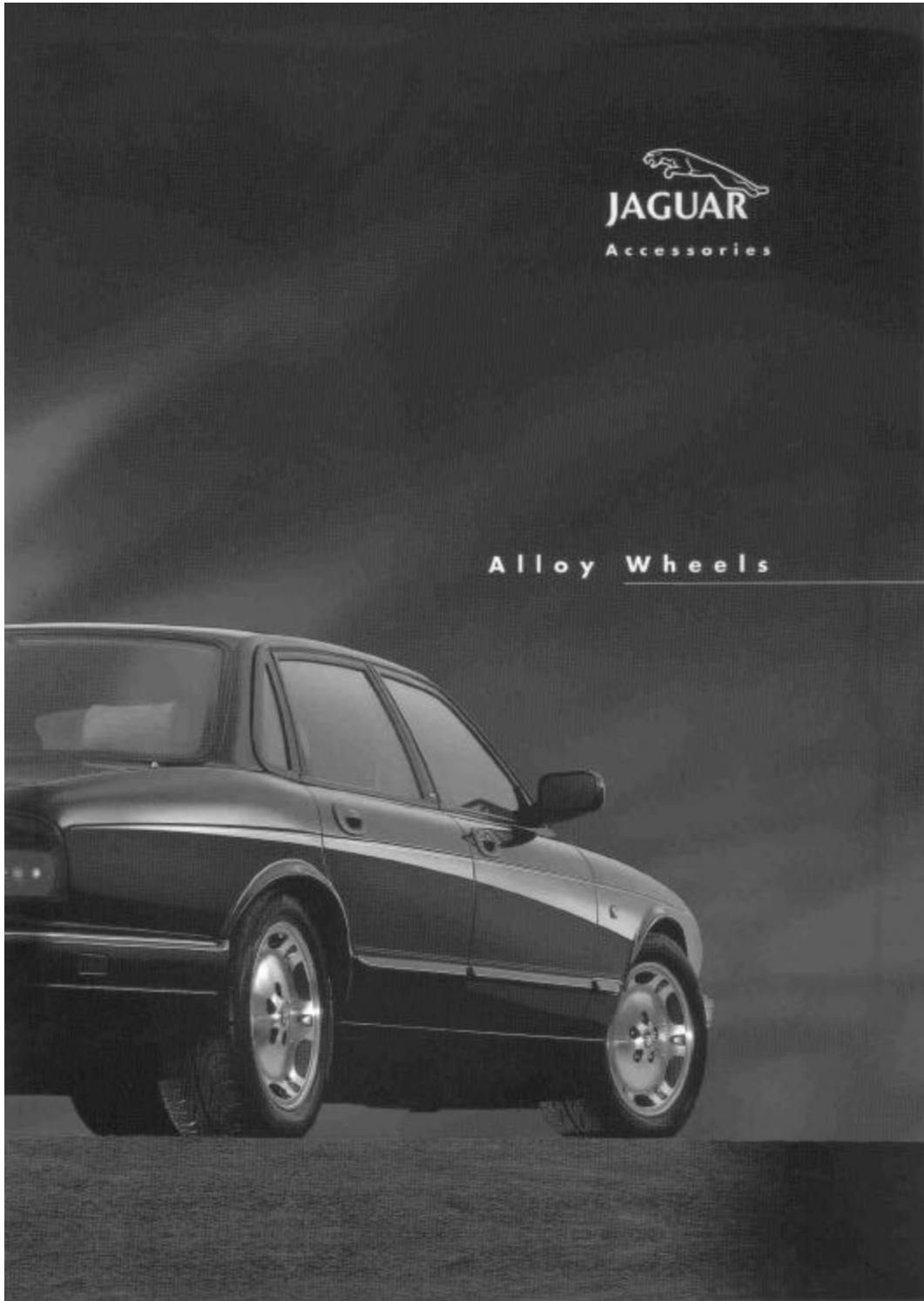
**Document #21 Jaguar Wheel Options (alloy) XJ XK S-Type (JLM 3576) 05/2000**

Color catalog of all wheel options for all models – also offers locking wheel nuts and “splash guards”, but most interesting, it offers the Sports Lattice wheel for S3 XJ6.



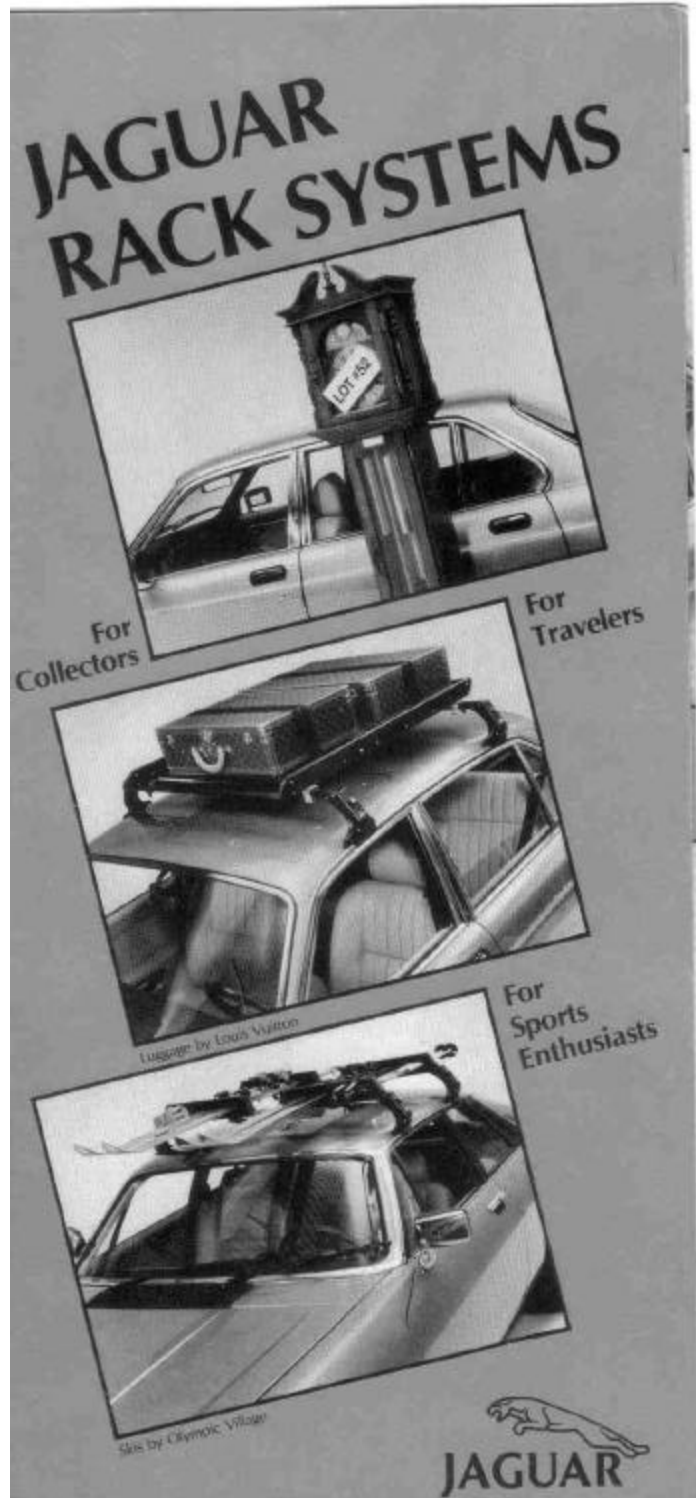
Document #22 Jaguar Alloy Wheel Accessories JMM 2740 May 1995

Offers many optional wheels for X300 and XJS – also offers logo chrome valve caps, dust shields, and locking wheel nuts.



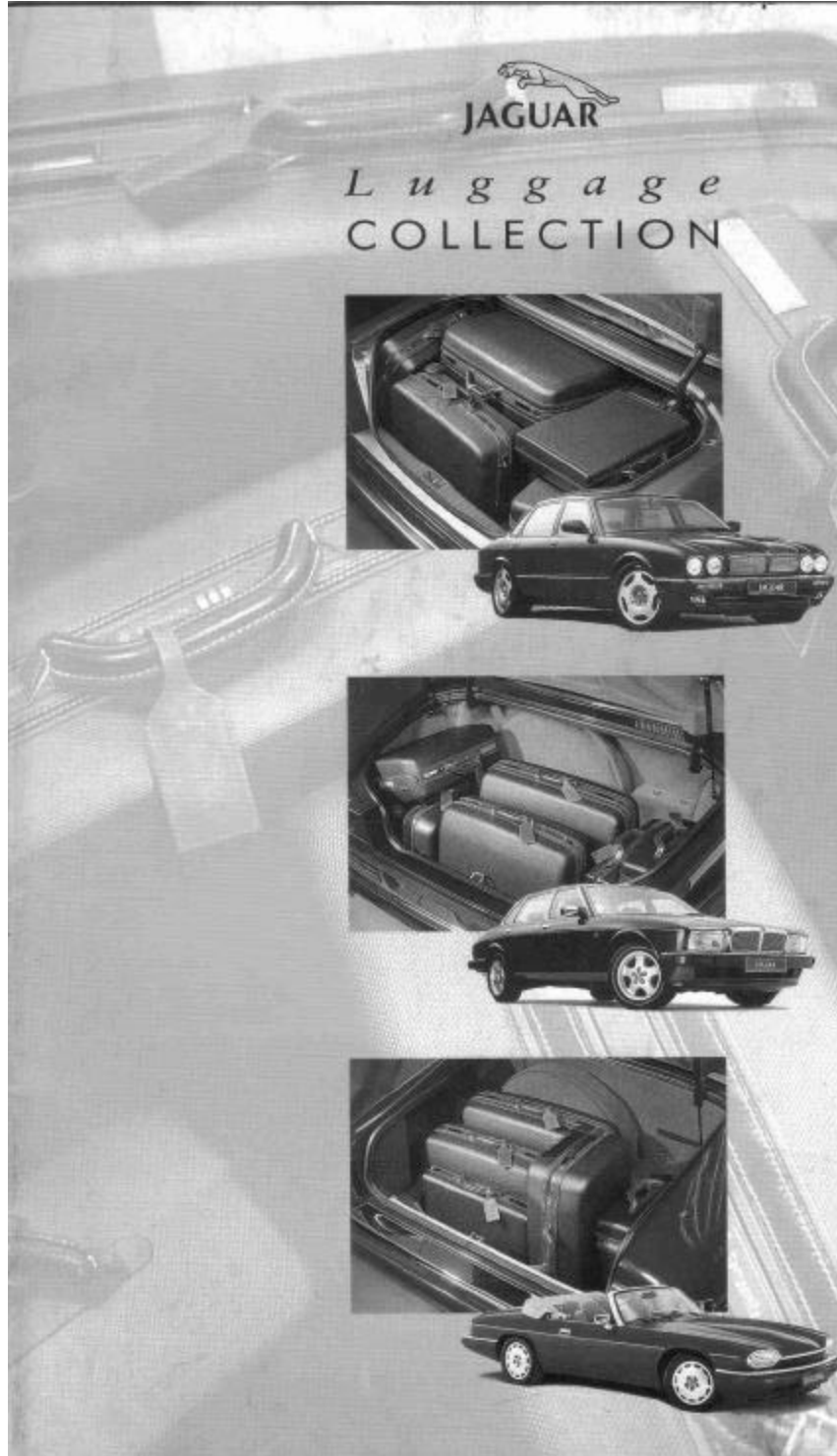
Document #23 Jaguar Rack Systems (no date)

Roof rack systems for S3 XJ6 but states it can be used on XJ6 S1 and S2. Also for use on XJ-S



Document #24 Jaguar Luggage Collection JMM 2782 Jan. 1996

Covers fitted luggage for XJ300, XJ40, and XJS with standard spare and XJS with space saver spare





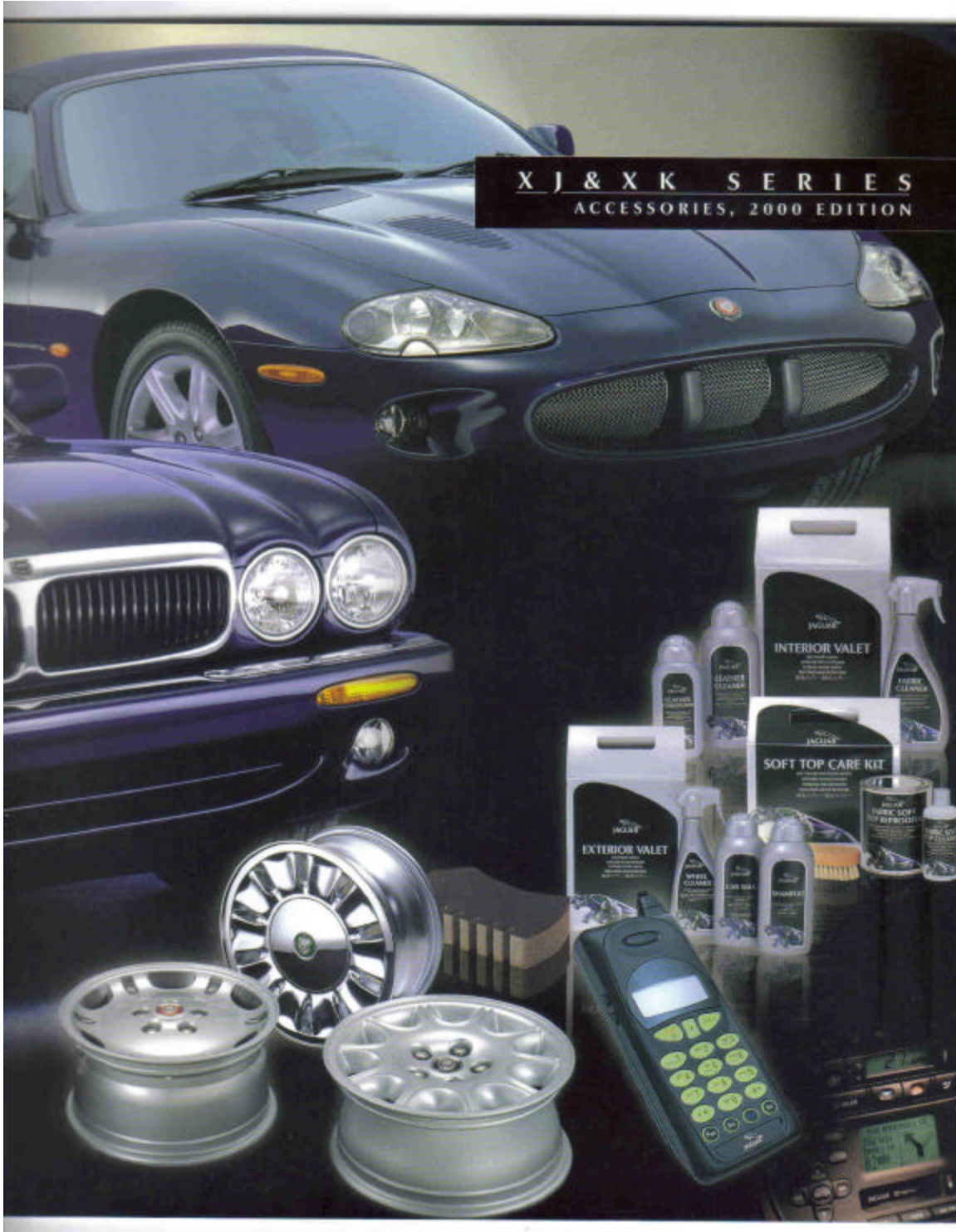
**Document #25 SOVEREIGN COLLECTION 1988**

This is another problematic document – clearly marked as NOT connected with Jaguar it was sent directly to dealers and this is where dealers gained the options for the XJ40. The options were Jaguar parts sourced from the UK but not available in the US. However once again the dealers ordered and installed! Covers European headlamps, Sovereign badges, carpets, leapers, wheels, seat covers, fog lamps, hand brake covers, sunroof deflectors, rear fog lamps, wheel locks, floor mats, boot mats, mud flaps, license plate frames, steering wheels, 13 different wheel offerings, deer whistle, and more.



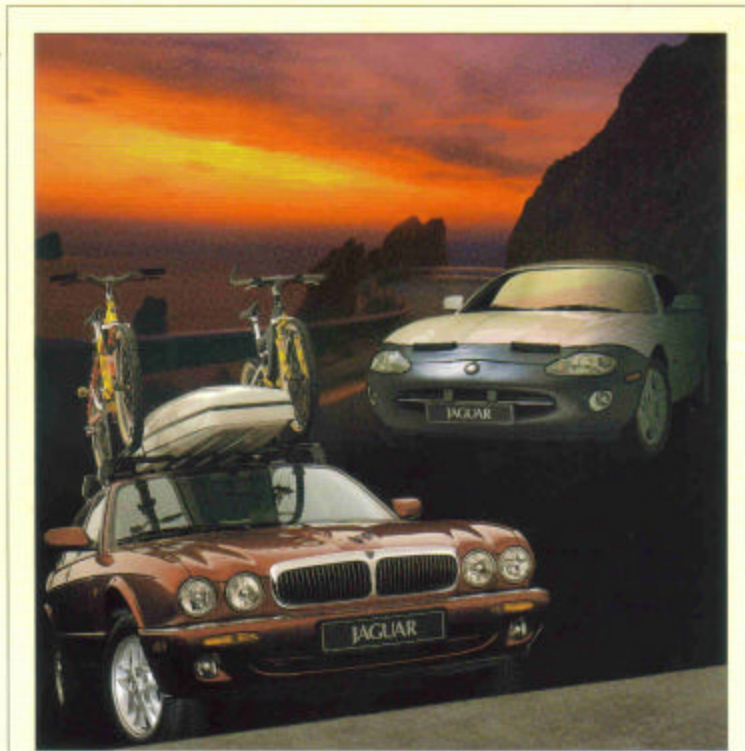
**Document # 26 XJ And XK Accessories 2000 Edition JAG 2000/XKJ 9, 1990**

Offers 20-pages of accessories from wheels to wheel cleaners, including luggage racks, for the XK8.



Document #27 XJ8 And XK8 Series Accessories 1999 Ed. JAG 8099AA 9/1998

Same as above – watch out it, has a bra for the XK8



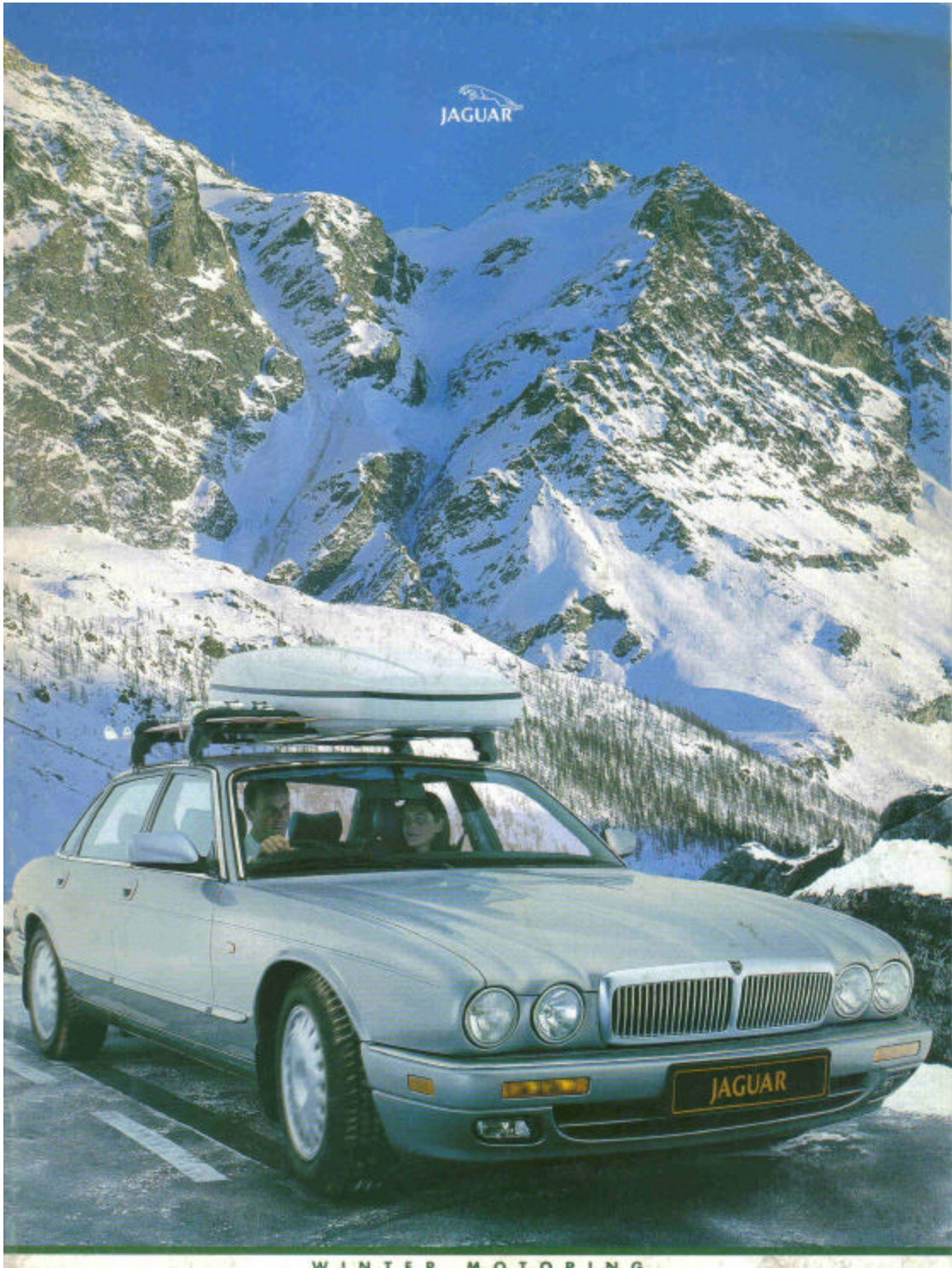
JAGUAR

XJ8 & XK8 SERIES ACCESSORIES  
1999 EDITION



Document # 28 “Winter Motoring” JMM2790 Oct. 1995

Covers winter stuff – headlamp covers, rubber mats, and headlamp power washers.



Many, many accessories





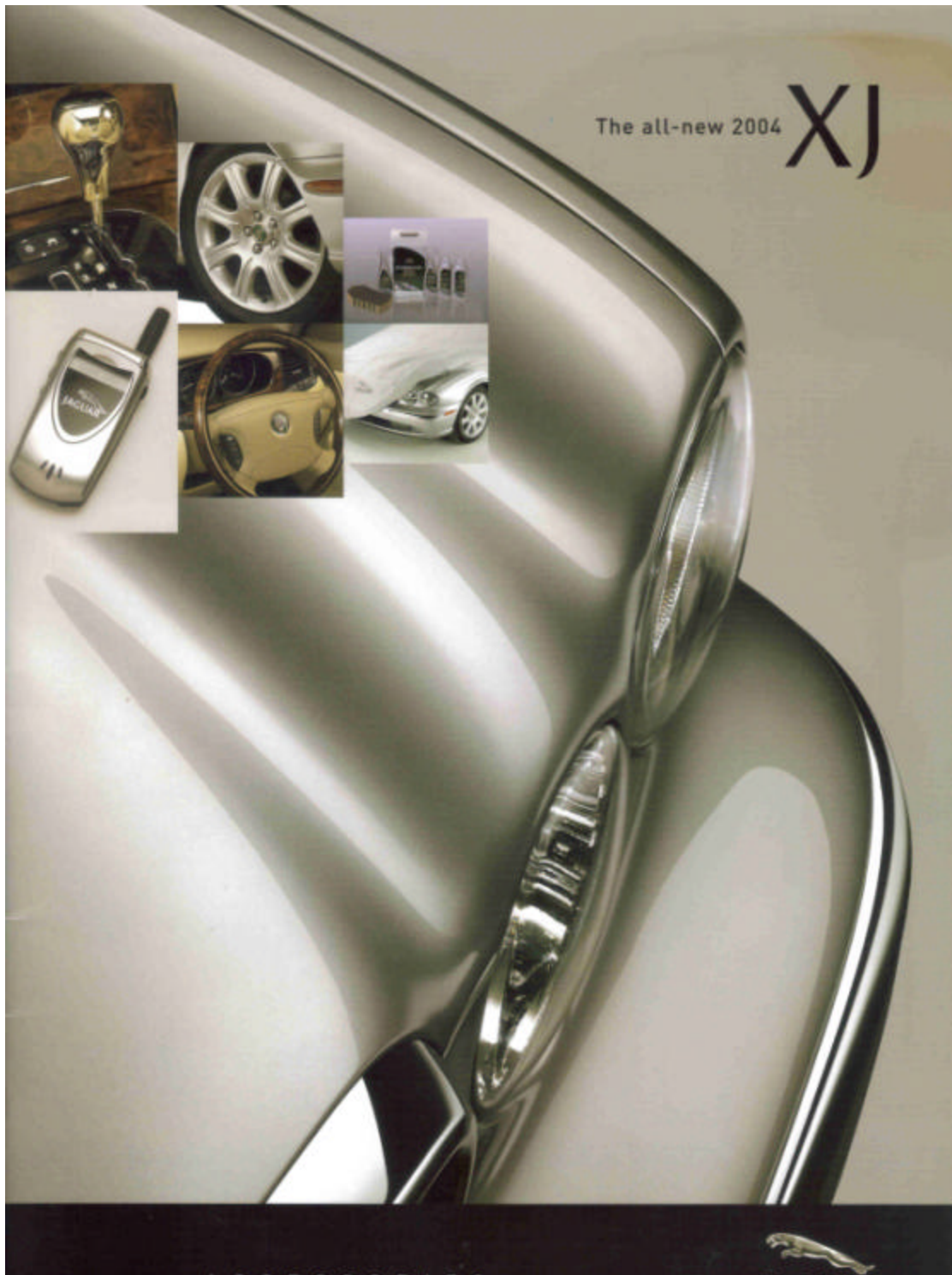
Document # 30 XK Series Accessories JAG 2001/XK 9, 2000

Many accessories, but mostly wheels, gear knobs, floor carpets, etc.



Document #31 The All New XJ Accessories JAG 8100 5, 2003

Many accessories, including wheels





Document #32 XK Accessories 2003 JMM3689 9,2002

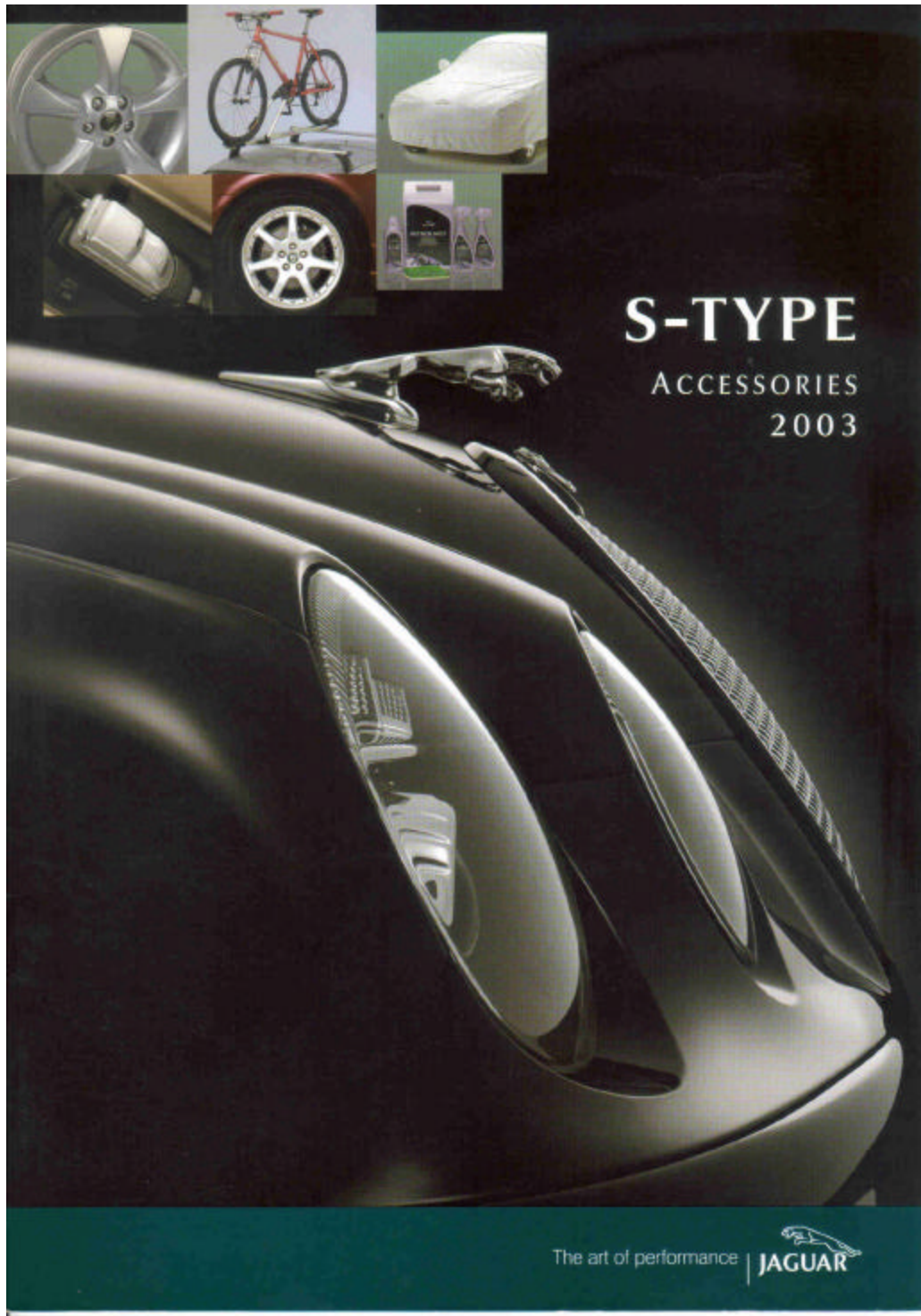
Many accessories including "R" options





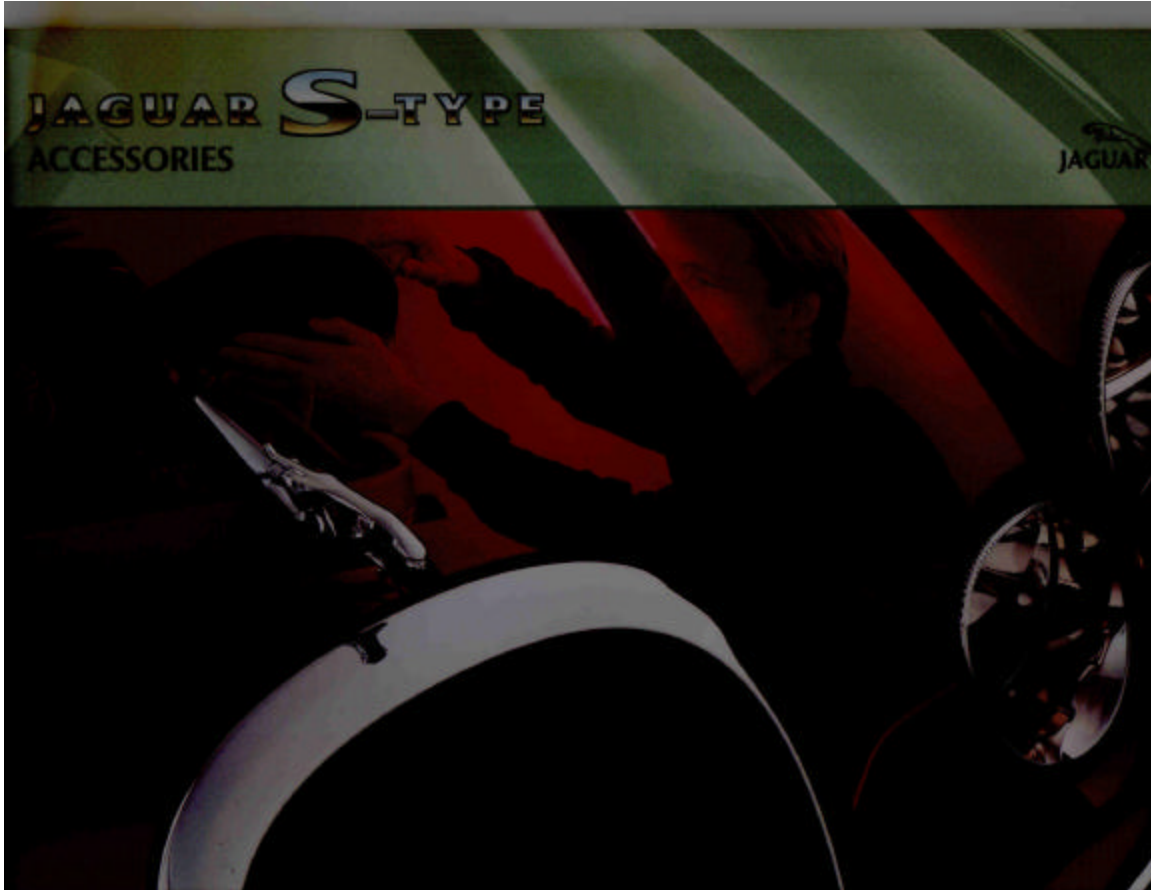
Document #33 S-Type Accessories 2003 JMM 3683 4, 2002

Many accessories including “R”, but no “mesh” grills, which will be a problem in the future. A dealer here in Columbia puts mesh in almost everything! And he has from the start!



**Document # 34 Jaguar S-Type Accessories JAG 2000AA/STP 03, 1999**

Gear knobs, wheels, floor mats, and lots more – 1<sup>st</sup> catalog issued by Mahwah, Bramalea, and Mexico. Shows Canadian S-type with a badge instead of a Leaper!



**Document # 35 “Jaguar 1969 (2 sided card) “Suggested US Retail Prices POE/ other side is” Overseas Delivery Prices” Dated January, 1969**

Useful as all normal options are listed but NO SUNROOF on any model – a further troublesome note is that a “Power” antenna is listed for ALL Models – this predates the power antenna date by several months!

**JAGUAR 1969** SUGGESTED U. S. RETAIL PRICES AT PORT OF ENTRY

JAGUAR DIVISION  
BRITISH L. Y. AND MOTORS, INC.

	U. S. A. Port of Entry Fair Cash Suggested Price		
4.2 I Type Series 2 Roadster	\$5534	Roadster:	Detachable hardtop
4.2 E Type Series 2 Coupe	\$5725	Coupe:	Electrically heated rear window
4.2 S Type Series 2 2 + 2 Coupe	\$5907	2 + 2 Coupe:	Power assisted steering
4.2 I Type Series 2 Automatic Transmission	\$6145	All I-Types:	Whitewall tires
XI (overdrive) Luxury Sedan	\$6270	All I-Types:	Chromiumpolished wire disc wheels
XI (automatic) Luxury Sedan	\$6465	All I-Types:	Air-conditioning
		All I-Types:	Sunbys glass all around
		XI Sedans:	Whitewall tires
		XI Sedans:	Air-conditioning
		XI Sedans:	Sunbys glass all around
		XI Sedans:	Electrically heated rear window
		XI Sedans:	Electrically operated windows
		All Models:	AM/FM Radio, manual antenna
			AM/FM Radio, power antenna

**STANDARD EQUIPMENT INCLUDES:**  
 Leather upholstery, Reclining front seats with adjustable headrests, Lockable glove compartment, Transistorized electric clock, Electric ignition tachometer, Trip mileage indicator, Cigarette lighter, Adjustable steering wheel, Windshield wipers, Alternator, 4-wheel power-assisted disc brakes, Radial ply tires. All I-Type models fitted with limited slip differential. All XI Luxury Sedans fitted with power-assisted steering. All models comply with federal safety and air pollution control requirements.

**ACCESSORIES AVAILABLE**  
 See your local dealer for accessory availability and pricing.  
 Prices do not include inland freight and delivery charges, new car preparation and handling charges, State and/or local taxes.  
 (Specifications and prices subject to change without notice.)

Issued January, 1969

Document #36 Jaguar Cars North America "Accessories" No date, on letterhead, 2-  
pages – Covers XK 120, XK 140, Mark V, Mark VII, and 2.4 Saloon

Covers radio sold via Jaguar NA and is illustrated – covers bumper guards for the XK140, which are hideous, but now "Legal". This was included with the Hornburg Files I have.

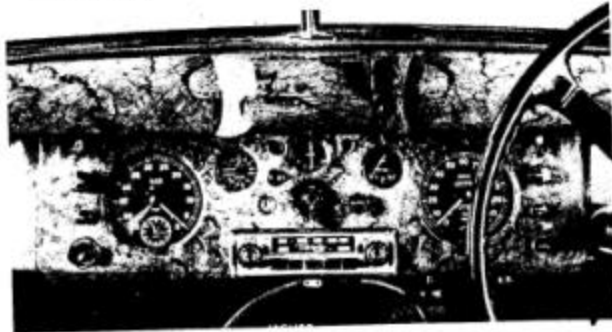


JAGUAR CARS NORTH AMERICAN CORPORATION  
42-30 TWENTY FIRST STREET  
LONG ISLAND CITY 1, N. Y.

ACCESSORIES

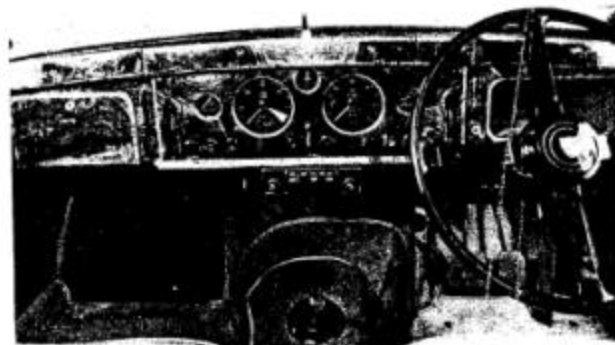
CUSTOM CAR RADIO - ALL JAGUAR MODELS

These radio sets are custom built for all models and the appearance is in keeping with the high quality of Jaguar interior body fittings. The sets are 12 volt, 8 tube, with separate power pack and push button tuning unit and on the face of the dial the word "Jaguar" is engraved. Each set is separately packed with fitting instructions for the appropriate model to which it is to be fitted. Each pack is complete with the exception of antenna which may be purchased locally to suit customer's special requirements as regards type and mounting. Standard tubes, condensers, resistors, and electrolytics are used which may be purchased readily in any part of the Americas.



Installation for Mark V and Mark VII.  
XK120 and XK140 Convertible and  
Hard Top Coupe models.

Installation for XK120 and XK140  
Roadster and 2.4 Litre models.



RETAIL PRICE

Mark V and Mark VII and 2.4 Litre — \$105.00  
All XK Models — \$110.00



JAGUAR CARS NORTH AMERICAN CORPORATION  
42-50 TWENTY FIRST STREET  
LONG ISLAND CITY 1, N. Y.

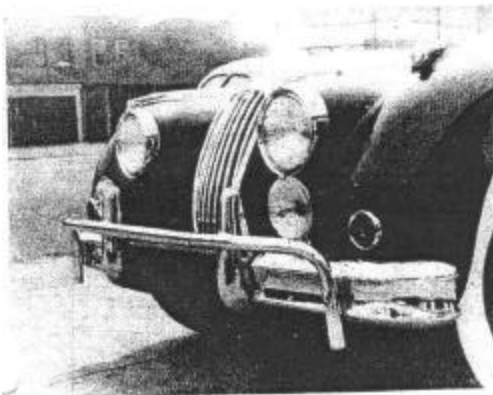
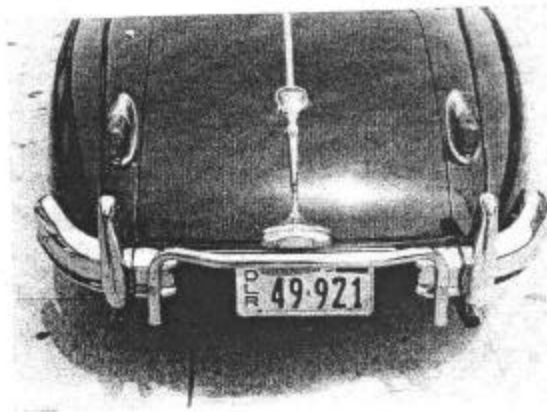
## ACCESSORIES

### BUMPER GUARDS

Designed for the XK140 but adaptable to the 2.4 Litre the bumper guards are manufactured from tubular steel and finished in high quality chrome. The guards do not interfere with the opening and closing of the hood or trunk and provide added protection to existing bumpers and vulnerable portions of the body. They make an excellent badge bar. Guards are supplied in a kit complete with spacers, chrome bolts and plugs ready for fitting.

#### Fitting Rear Bar

1. Apply guard to rear bumper, mark and drill two 7/16" holes through bumper bar.
2. File the two round holes in guard square to accept shank of chrome bolts provided.
3. Insert cast aluminum spacers into concavity of bumper and fit chrome bolts to both sides.
4. Insert plugs in guards.



#### Fitting Front Bar

1. File the round hole drilled in the U-shaped guard square to receive the shank of the chrome bolts provided.
2. Using a hacksaw, cut the U-shaped guard in half.
3. Fit the two halves of the sawed guard into the sleeve.
4. Remove existing bumper bolts.
5. Insert cast aluminum spacers into concavity of bumper and fit chrome bolts to both sides.
6. Insert plugs in guard.

Retail Price \$39.00 per kit

ORDER THROUGH YOUR DISTRIBUTOR AT NORMAL DISCOUNT.

Document # 37 Jaguar Cars North America Service Bulletin # 25 dated July 1956  
Air-Conditioning for Mark VII

This document (and now, in retrospect, the AC guide) makes add on AC “official” by JCNA rules.



**JAGUAR CARS NORTH AMERICA CORPORATION**

WESTERN REGIONAL OFFICE  
9110 SUNSET BOULEVARD  
LOS ANGELES 45 CALIFORNIA

TELEPHONE CRESTVIEW 6-6297

CABLE ADDRESS JAGUARCARS-LOS ANGELES

Los Angeles SERVICE BULLETIN

No. 25

AIR-CONDITIONING UNITS FOR MARK VII

Should you receive enquiries about fitting air-conditioning units in Mark VII sedans, we should be happy to give you technical assistance if required.

An Artic-Kar installation fitted 12 months ago to a Jaguar company car has proved satisfactory, and kits specially tailored for the Mark VII by this concern can be ordered through Charles H. Hornburg Jr., Inc., 9176 Sunset Blvd., Los Angeles 46, or Jaguar Cars North American Corporation 42-50 21<sup>st</sup> Street, Long Island City I, New York.

The development of this installation has been tried out in conjunction with our organization, and all necessary attachment brackets and other fittings are supplied with the kit, together with full fitting instructions. Under these circumstances, the Jaguar Company guarantee remains valid, which might not be possible under certain circumstances with other installations.

The fitting of air conditioners of other makes to Jaguars may involve much time and expense in experimentation, and you are therefore advised to take advantage of the experience already behind the Artic-Kar kit.



K. Hickman  
Service Manager, Western Territory

KH:hw

July 1956



Document # 38 Hornburg Letter of Nov. 1961 Subject Dunlop Racing tires

This covers racing tires being available for E-types!

- Remember at this time there were two distributors in the US Hoffman and Hornburg – while there was a small US office that was rented space by Hoffman in fact Hoffman and Hornburg were Jaguar NA.



November 28, 1961

TO ALL DEALERS:

SUBJECT: DUNLOP RACING TIRES

The Dunlop Tire Co. have recently reminded us of their policy concerning the sale and supply of racing tires. This reminder was forwarded since it is obvious that the "E" Type car will be raced, and a new Dunlop R5 racing tire is recommended by Jaguar.

Should you have owners interested in racing, please inform them that their inquiries should be directed by them to the address given below:

DUNLOP TIRE & RUBBER CO.  
Box 2011  
Buffalo 5, N.Y.

For your information, it is desired that these tires be supplied to owners at the most reasonable price possible and for that reason they will be supplied direct from Dunlop and not through the usual trade channels.

K. H. McDermott  
General Service Manager

THE FINEST CAR OF ITS CLASS IN THE WORLD

**Document # 39 Jaguar Journals – All of Them**

In looking for the XJS sunroof option I came across the following – I do not have a very good *Jaguar Journal* collection, but someone with a good collection might find more things of interest!

1. *JJ* Nov. 1985, p.83-84, “The XJ-S is now available with an optional sunroof.” And on page 84 there is a picture with a description and the last sentence says “The sunroof option is available as original equipment installed at a US port for \$1,300.00”
2. *JJ* March-April 1994, p.17, shows the accessories catalog that caused the trouble with the side molding in a full-page ad.
3. *JJ* Summer 1982, p.31, shows the accessory floor mats!
4. *JJ* July 1985, p.50, shows the new roof racks and states they are for 1976 onwards!

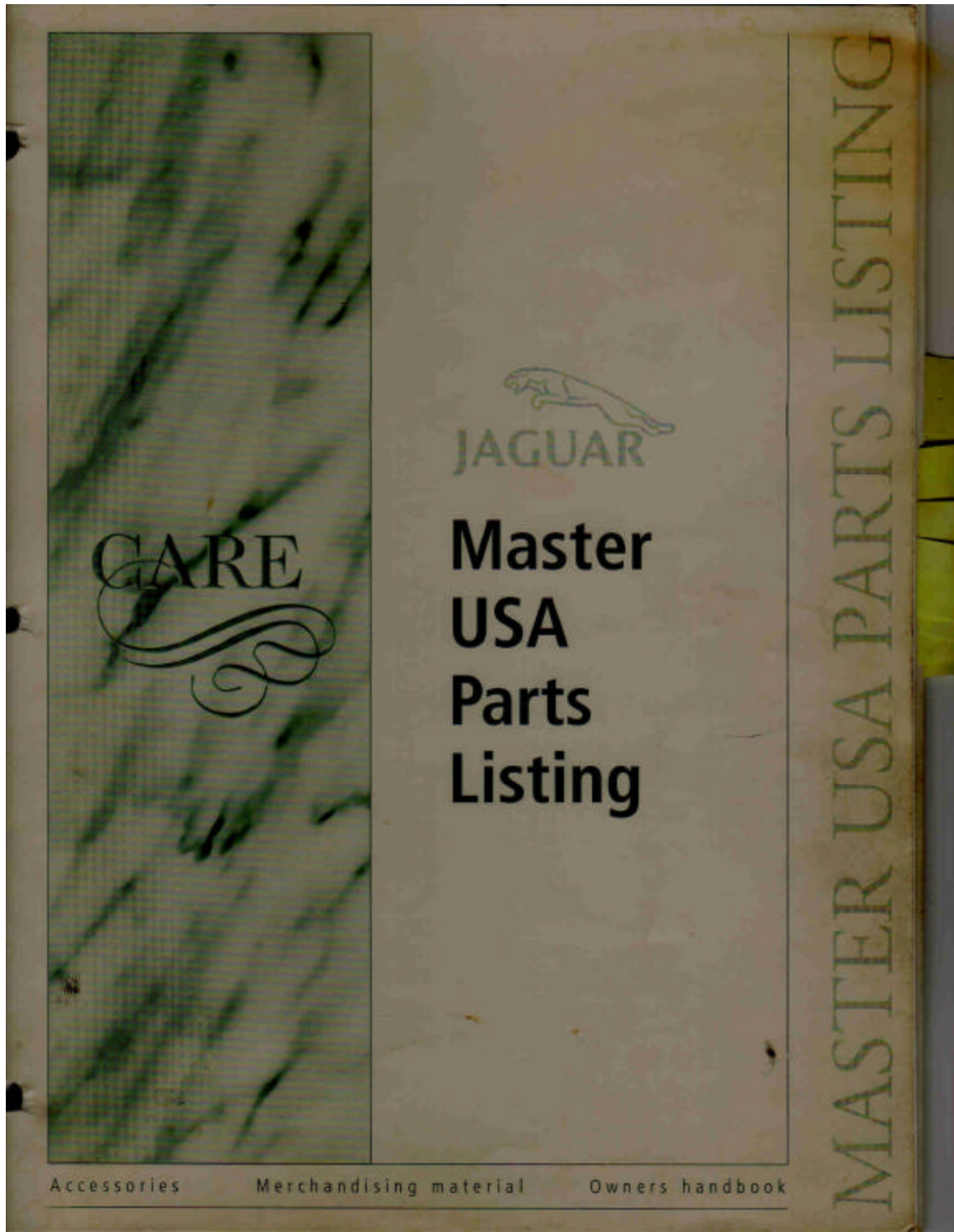
**Document # 40 E-Jag Magazine Dec. 1985 vol. 12 no.12 p.9**

While not an official publication they were on the “official” press release list at the time. This issue further confirms the XJ-S sunroof and links it to Hess and Eisenhardt. Furthermore, it confirms the existence of 2 “Burberry” XJ-Ss.



Document # 41 Jaguar Master Accessories Catalog JAG8950/00

This document is perhaps the most interesting and potentially valuable to JCNA Judges. It is some 55-pages long and covers items from early XJ-S and XJ6 up to the 2000 MY.



## SUNROOFS

The following pictures are to help determine factory sunroofs from after market. Illustrated is a MK2 sliding roof (factory), a Webasto, and a US installed and US approved H+E sunroof.

MK 2 Factory “Sliding Roof”



Webasto



## NEWS

Contact: Michael Cook  
(201) 592-5212



### SUNROOF NOW AVAILABLE

### AS JAGUAR XJ-S OPTION

LEONIA, N.J. -- The Jaguar XJ-S, the sports coupe that blends a powerful V12 engine with classic Jaguar styling and elegance, is now available with a sunroof.

The new sunroof option reinforces the Jaguar XJ-S tradition of combining sportiness and luxury into a single package. Jaguar, which has the distinction of offering one of the most extensive standard equipment packages available on any luxury car, now offers the XJ-S sunroof as the only option, other than color.

The sunroof features an interior sunshade which is automatically retracted when the sunroof is opened. In addition, there is a tilt mode, which allows the driver to create the effect of open air without actually opening the sunroof.

Headroom loss has been kept to a minimum when a sunroof is installed. The sunroof option is available as original equipment installed at U.S. port-of-entry for \$1,300.

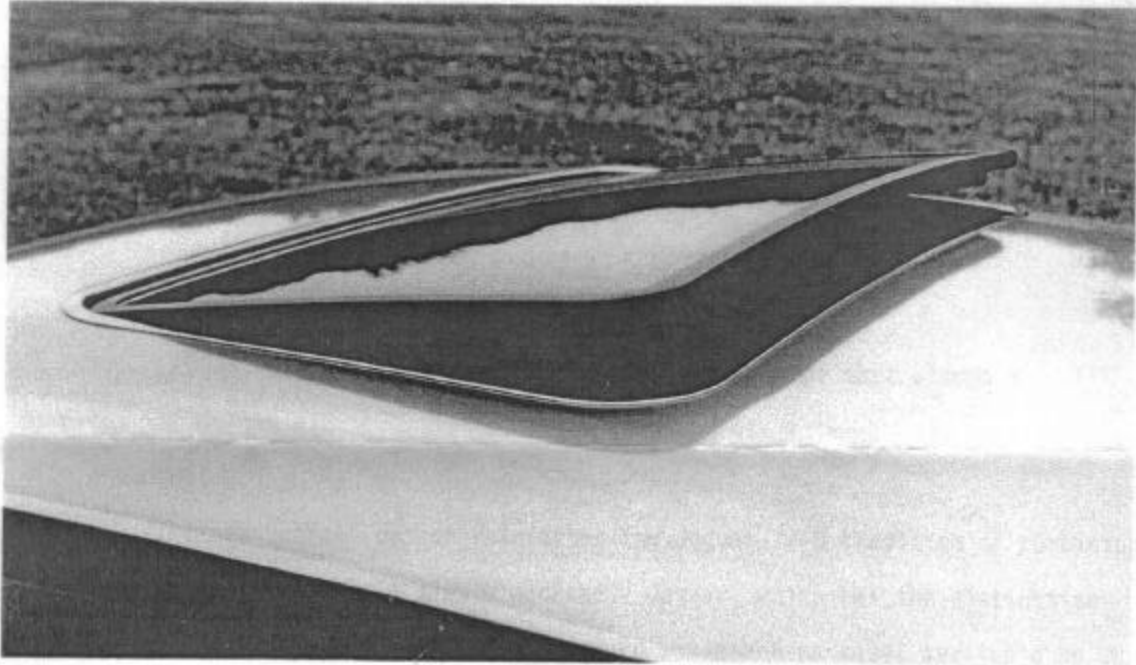
The XJ-S sports coupe is one of the most powerful production cars available in the U.S. It has a 5.3 litre (326 cubic inches) digital fuel injected single-overhead cam aluminum V12 engine, giving the car an awesome amount of well-controlled power.

The XJ-S is covered by Jaguar's 36-month, 36,000-mile warranty. Suggested retail price, P.O.E., is \$36,000. Transportation, dealer preparation and taxes are additional.

-30-

October 11, 1985

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86-F5



Jaguar XJ-S Sunroof Option