

CR 2- Jaguar Cars Liaison Report

Prepared for : AGM 2012

Prepared by: Gary Kincel

SUMMARY

In the role as the Liaison to Jaguar Cars for JCNA, my main purpose has been to keep open, and strengthen the lines of communication between our club and Jaguar Cars. To seek common ground where we may support each other for the betterment of the Jaguar Brand and JCNA Membership.

This year at the request of Jaguar Cars, we changed the guidelines for affiliate clubs to request event funding. Deanie Kennedy coordinated our effort to consolidate all affiliate club request into one spreadsheet which was forwarded to Jaguar Cars in late Feb. After some budget cutting at Jaguar Cars, our final approved amount for all clubs was \$21,850. Funds were dispersed to the affiliate clubs based on the final approval amounts by Jaguar Cars. We will continue this process next year, and request that all regional directors communicate with their affiliate clubs regarding this requirement.

In the Spring , I had the good fortune to attend the Amelia Island Concours with Dick Maury and Dan Algarin. I had an opportunity to test drive the new XJR with racing Legend Davey Jones, and be very up close to the Group 44 E-type. The overall experience will remain a very memorable event for me.

In mid-July, Dan Algarin, our contact at Jaguar Cars for some time resigned his position. His departure was a great loss to both Jaguar Cars and JCNA as Dan was a great ally, friend, advocate, and partner for our club. With his departure, Stuart Schorr VP of Communications & Publications has taken over as our interim contact. Communication with Stuart so far has been minimal as he is very busy with his duties at Jaguar Cars, and we patiently await a permanent replacement for Dan.

Since accepting responsibility for this position, I have put emphasis in 2 main areas.

1. Ongoing regular communication with Jaguar Cars. On a regular basis, Dan Algarin and now Stuart Schorr or his designate, and I

would compare notes on current projects and initiatives. Dan would seek approval from Jaguar where appropriate, or let me know when a request was approved, or should be dropped from consideration. Some examples are:

Funding for the 2011 Challenge Championship.
Speed events where JCNA Members may participate
Approval for increased Sales \$'s for E-50 related merchandise
Special request by affiliate clubs such as event funding
Request for artistic license related to use of Jaguar logo
Request to reprint historic documents from the Heritage Trust

2. Act as the primary point of contact with Jaguar Cars. Since JCNA was a small part of Dan's job at Jaguar, our goal here is to have a single point of contact for all communication between JCNA and Jaguar Cars. This effort had been working very well and Dan greatly appreciated having one main point of contact.

I believe in both areas noted above that we have made good progress toward our goals. Dan was an outstanding partner and supporter to JCNA and the initiatives that have been put forth for discussion. His response was always timely and we thank him for all that he did to support our club. We sincerely hope that whoever is our new permanent contact will be as cooperative as Dan.

Submitted by:
Gary Kincel