

## CR4a **Publications Report -*George Camp***

Publications sales continue to be healthy and steady. Sales this year to date is well above 600 books. Considering the program was dead a combined two year figure north of 2000 pieces is encouraging—JCNA folks do read!

While JCNA has the largest Jaguar only bookshop on the internet (aprox. 200 offerings) it of course relies on some 3<sup>rd</sup> party providers. The economy has forced a couple of them to greatly lower their prices which at times matches our price and at times undercuts it. There is little we can do about that.

The continued support of the business committee and the JCNA treasurer (thanks Deanie and Gary) has allowed the publications the flexibility to continue to increase offerings to the Club. Many of the JCNA proprietary documents of JCNA have now become commonplace and as such the sales of these has stabilized. New offerings will ensure JCNA publications experience continued success. New offerings this year are the XK120 parts manuals and the XK140 parts manuals. Both manuals are available in hard bound and soft bound versions. These are digital scans of the most accurate versions of the factory manuals including all amendments. While these are factory documents hard work by the business committee worked out an agreement with Jaguar Heritage to make this effort approved and possible. The last new offering this year was the Early E-Type IPL. Before the E-Type hit these shores Jaguar Cars NA had published this parts and service manual for the new cars. This manual possibly covers only the first hand full of cars and has sold well. If you are an E-Type person you need a copy as the term Rare simply does not come close to describe this book. Watch for the next release—XK150 parts in 2 vols.

The investment we undertook to retrieve the “Canada Trove” (again thanks to Dan Algarin and Gary K.) has more than paid its way already. Many original and rare factory books have been sold to lucky members in the NEW ARCHIVE section of the shoppe. We have a large stock of manuals yet to be inventoried but they will be this year and will appear in the archives section. Part of that “trove” was a huge collection of Jaguar service tools which will be addressed later in this meeting.

Inventory of publications remains low due to efforts to store all JCNA materials digitally and print only on demand. This also prevents generational loss of quality and provides a repository for secure storage of our material.

Part of the publications effort is the replacement of lost Jaguar Journals. Simply put the efforts of our administrator to maintain an accurate roster has made this a NON issue!

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