

2018 JCNA Liaison Report

JCNA and JLR continue a good line of communication which is beneficial to both JCNA and JLR. At JLR I communicate with, Vin Landmarino who reports to Kim McCullough and I continue to communicate with Fred Hammond.

Vin assisted in getting JLR legal to approve the JCNA 60th anniversary logo. The logo is approved for a period of one year and then will be discarded.

JLR legal had requested 12 JCNA affiliate clubs sign trademark agreements. Those clubs were, Delaware Valley Jaguar Club, Jaguar Club of Houston, South Florida Jaguar Club, North Georgia Jaguar Club, Jaguar Club of Northern Arizona, Gulf Coast Jaguar Club, Jaguar Club of Florida, Jaguar Association of New England, Empire Division, Jaguar Aficionados of Greater Buffalo, and Canadian XK Jaguar Register. A new agreement will be prepared by JLR legal for the Jaguar Association of North Texas. The two Dallas clubs consolidated and have a logo change. All agreements have been sent to JLR legal.

The successful JLR private discount program continues benefiting both JCNA members and JLR sales. The private offer program has the following discounts.

Jaguar discounts: **2017/18 XE** \$1000, **2017/2018 XF** \$1000, **2017/18 XJ** \$2500, **2017/18 F-type** \$2500 and **2018 F Pace** \$1000.

Also included this year are Land Rover discounts: **2017/18** Discovery Sport \$1000, **2017** Discovery \$1000, **2017/18** Evoque \$1000, **2017** Range Rover Sport \$1000, and 2018 Velar \$1000

The 2017 Special Event Sponsorship money was distributed by decisions of the regional directors in the regions where application for sponsorship had been applied for. The due date for 2018 sponsorship support is February 28th.

The JLR F-type on track conditions test drive was once again held in 2017 in conjunction with SVRA at various race track events throughout the country.

Distribution of the Jaguar Journal directly to the dealers is now being done by JCNA. Fred Hammond sends updates of the dealer address info every few months to JCNA. JCNA sent the Canadian dealers courtesy copies twice with no response as to the whether they would be interested in having copies of the Journal for their dealership.

Submitted February 20, 2018
Barbara Grayson JCNA Liaison