

### CR-3

#### JCNA/JLR liaison report June –December 2015 Submitted by Barbara Grayson

The job of JCNA liaison with JLR requires communication between both entities to increase support for each other and keep the continued harmonious working relationship that goes back to the very beginning of JCNA.

JLR has continued the discount program for the purchase of 2015 and 2016 XF, XJ and F-type for JCNA members. They have also now included a \$1000.00 discount program for the 2015 and 2016 Range Rover Evoque. At this time both of the above mentioned programs are slated to end March 31, 2016.

A few other items of interest to the membership is JLR has announced The Jaguar Art of Performance Tour - a get behind-the-scenes access into the cinematic world of Jaguar and be among the first in the U.S. to drive the all-new XE. You'll go from behind the wheel, test-driving the all-new XE, to starring in your own action-packed mini-movie. Not to mention you'll also get up close and personal with the all-new Jaguar F-Pace.

<http://www.jaguarusa.com/all-models/xe/experience-xe/art-of-performance.html>

Pre-Order an XE: In addition to the anticipated JCNA discount, any member who reserves an XE now will receive complimentary built-in navigation. In addition, Jaguar Financial Group will offer a First Month Payment Waiver up to \$800 to customers who reserve a Jaguar XE.

<http://www.jaguarusa.com/all-models/xe/xe-reservation.html>

Pre-Order an F-Pace: Once again, in addition to the anticipated JCNA discount, any member who reserves an F-Pace now will receive complimentary built-in navigation. In addition Jaguar Financial Group will offer a First Month Payment Waiver up to \$800 to customers who reserve a Jaguar F-Pace.

<http://www.jaguarusa.com/all-models/f-pace/f-pace-reservation.html>

These incentive programs have been working very well benefiting both JLR with increased new car sales and added another benefit to existing JCNA members as well as increasing the JCNA member enrollment.

Last summer JLR in conjunction with SVRA held several events at different race tracks across the country for JCNA members to test drive the F-type on track conditions. This event was very well received from all those that took part in the event.

In early January 2016 JCNA received a JLR PO for 2015-2016 support and the invoice has been sent in and a check received. The BOD decided to extend the date for clubs to apply for sponsorship to March 31. After the March 31<sup>st</sup> deadline the BOD will decide on how to select the clubs for the available support distribution.

Ending December 2015 the communication with JLR was open and went well.