2013 Challenge Championship
A PRIDE OF JAGUAR IN RICHMOND

Editor’s Note:
The following is an article written by Ian Callum, Jaguar Design Director, and posted to Jaguar Blog at the Interactive Jaguar website, where you also can view a video about Jaguar at the 2013 JCNA Challenge Championship, at www.interactivejaguar.com.

At Jaguar, we really embrace our heritage, so it was important for me to be a part of this year’s Jaguar Clubs of North America Challenge Championship in Richmond, Virginia. It’s the key annual gathering of all the Jaguar enthusiast clubs in America. Five days of enjoying classic Jaguar cars on the road, the track and concours field. I was the guest speaker at the awards dinner and was able to present one of the top honors of the night; the ‘Best Design’ award.

Everyone I spoke to - and I spoke to a lot of really passionate owners - I tried to pass on the message that Jaguar, today, is one company with one story. The core values we put into our cars now - design, performance, agility and glamour - are the same as they were 50 years ago when Sir William Lyons was running the company. We really want the enthusiasts who own our classics, like the members of the Jaguar Clubs of North America (JCNA), to become our brand ambassadors. We want someone who maybe owns an E-Type to consider driving a new F-TYPE; someone who loves their classic XJ to consider driving a new XF or XJ. Anyone with an XK120 or XK140 should look closely at our latest XK models.

To encourage this, we took along a line-up of our latest performance models to Richmond. Two supercharged V6 F-TYPE cars, an XKR-S GT, an XFR-S, as well as the XF and a long-wheelbase XJ. As you’d expect, we gave non-stop hot laps in the F-TYPE cars during the slalom part of the event at Richmond International Raceway. The response to the F-TYPE was remarkable. People kept telling me how great it was for Jaguar to be back to building a pure two-seat roadster; a car that looked so great, performed so well, and sounded so sensational. I know a few orders were taken by the local dealers during the weekend.

One of my duties was to present an award for the ‘Best Design’ of the show. It was the first time the award had been given and we created this very beautiful glass trophy especially for it. My single objective was to pick a car that simply looked great.

It was a tough decision, especially with all the E-Type models that were there, along with some of my favorite Jaguar cars, like the gorgeous XJC Coupe, and extremely rare XJR-15, a car that I’d worked on in a former life. In the end, it was hard not to recognize Dr. David North’s 1936 Saoutchik-bodied SS100 roadster, at right. This was truly a wonderful car.

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I find American classic car events like this to be very different from similar European ones. Americans seem to be a little less precious about originality; they’re happy to modify their E-Type models to make them drive better, or look the way they want them.

I have to say that I find that very appealing. I recently bought a 1961 Mk2 Jaguar sedan that I’m having completely rebuilt to my specification. The details are secret for the time being, but as a hint of what I’m doing, there’s a big 4.2-liter engine going under the bonnet.

Certainly throughout the Jaguar organization these days, our passion for our heritage is becoming much stronger and very genuine. That enthusiasm is coming right from the top, from our CEO, Dr. Ralf Speth, who incidentally owns a rather beautiful Series 1 E-Type Roadster.

Thank you to everyone at JCNA for inviting me, and for putting on such a terrific event.

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Ian Callum
Jaguar Design Director
GUEST OF HONOR HAS STAR POWER: Jaguar F-type Making the Social Scene

Since Jaguar’s sporty new convertible made its official U.S. debut, F-types have been making the rounds at many JCNA events – from the Challenge Championship to affiliate club launch parties, concours and other special events.
If your club has some great photos with your members and the new F-type, please send them to cwilliams@jcna.com.

Michael Hershey, age 17, ponders the possibility of owning an F-type at Susquehanna Valley Jaguar Club’s concours. Maybe a high school graduation present next year, mom and dad?

In Pittsburgh at Bobby Rahal Jaguar’s F-type celebration, JCOP member Dick Bishop looks good behind the wheel, while wife Rosemary looks on.

During A&L Motors launch party in Pittsburgh, a salesman drove an F-type out of the showroom for delivery to a new owner waiting outside.

Jaguar San Diego hosted a welcome event for the F-type at Fairbanks Ranch Country Club that included a cocktail party and test drives. Members of San Diego Jaguar Club — including Stick Holmes in this photo — had a fun time posing with the new sports car.
Happy 10th Anniversary, Jaguar Car Club of Victoria!

The Jaguar Car Club of Victoria celebrated its 10th anniversary in grand style. In the club’s current newsletter, “The Island Growler,” president Merritt Chisholm gave a report of all the festivities. Here’s an excerpt:

Several events were held to mark this remarkable achievement, but the centerpiece was the Tenth Anniversary Dinner, which was held on May 28th. A record crowd of 90 club members came out to the Gunroom at Work Point Barracks, CFB Esquimalt. A British-style buffet dinner was served, including bangers and mash, steak and Guinness pie, and trifle for dessert. There was an interesting presentation by Doug Ingram, one of the five “founding fathers,” who talked about the club’s formation and showed a number of slides of the early club meetings and events. There were some valuable raffle prizes awarded, as well as the usual fifty-fifty draw. This was a wonderful opportunity to renew old friendships and start to form new ones. Perhaps this will become an annual event, as so many members found it enjoyable. Let’s keep our club strong and growing.

Wrapping up the special events was a Father’s Day picnic on Sunday, June 16.

Susquehanna’s 6th Concours a Success after Chilly Start

Susquehanna Valley Jaguar Club held its 6th annual concours May 25. The day began in 44-degree temps, but the sun finally warmed things up and cloudless skies provided a great park setting for 37 Jaguars. Title sponsor Jaguar Land Rover Harrisburg provided an F-type for display and photos were taken all day while Mark Reilly explained details of the new car. Maple Donuts, corporate sponsor, also provided coffee and donuts, and Olde York Classics sponsored a local Fife and Drum presentation. Thanks to all who participated.