

Felis Onca

The Monthly Newsletter of the
Inland Empire Jaguar Club



March 2021
Issue 82



Jaguar Vision Gran Turismo SV

A Letter from the President...

Welcome to the email version of our monthly newsletter for March 2021, *Felis Onca*.

Folks, we are kicking Covid to the curb, and maybe we should run over it a few times with our Jaguar which we have been finely polishing for so many months... Thanks to all of you for your patience and understanding under these extreme conditions.

Thanks to all of you who attended the DriveIn event in Montclair last month. The weather was much better, the movie was just as interesting, and it was a cool “summertime” event right in the middle of winter.

On that note, let me encourage all of you to join the LAJOC and SDJC for our March club event; The Orange Hills Tour - a wonderful scenic drive scheduled for Sunday, March 21. See the details and registration info in this month’s newsletter.

IEJC is happy to announce that we have **set the dates for our 2021 JAGSTRAVAGANZA event**. The date will be October 1 and 2. It will be held again at the Historic Idyllwild Inn.

And it will again feature our new “double dip” Concours, as the Saturday event will be followed on Sunday by the JOCLA Concours!! 2 events again in one weekend. Start polishing now, as those who attended last year said it was the best event yet. See the registration form for the 2021 Jagstravaganza in this edition.

On to this month’s Jaguar News:

Most of you heard the news this last month about some of the aggressive restructuring moves Jaguar is planning to make. To help you sort all of this news out there are several articles detailing both the short AND long term outlook for the company. A couple offer insight into what Jaguar leadership is quoted as saying and planning. Another provides some external context to the messages. Check it out and see what you think.

On a slightly lighter note; ever wondered what the deal is with the Daimler name? Can it possibly be a make, trim line, defense contractor, desert topping AND floor wax? Check out the “explainer” and be enlightened....

There is also a review of a recent case involving Jaguar suing a private party replica maker. Please read it as it may prove a cautionary tale, or just make you angry – perhaps a little of both.

I would like to take this opportunity to introduce 2 new sponsors; SU-Rebuilders AND British Restorations. Both of these businesses are owned by Matthew Smith. I have met Matthew – he has a long relationship with the British car crowd in SoCal, is a straight shooter, and really cares about these cars and the people who drive them. I wish I had known about his extensive carburetor shop before I started shipping mine all over the place. Look up SU-Rebuilders and British Restorations ads in the newsletter and pay him a visit!

Hey! We are moving IEJC swag, and there is still a chance to get your hands on our stylish hats, and sweatshirts to keep you warm and cool at the same time! Purchase using the form in the newsletter.

[Riverside Jaguar](#) has just completed construction of their gorgeous new showroom. Visit Karla Curtsinger and her staff and receive a 15% discount on service.

Sign up to become a member of the IEJC and receive even more benefits – subscription to the Jaguar Journal, discounts on cars and service at Riverside Jaguar, and the warm companionship of dedicated Jaguar owners...

See you in OC this month!

ON THE COVER:

Last year, [Jaguar created its very first concept car made specifically for the Gran Turismo video game series](#) and this year it's following it up with an even faster racing variant. It's called the Jaguar [Vision Gran Turismo](#) SV, and it has some pretty wild specifications.

This virtual racing machine no longer uses three motors, but four, with the extra motor being fitted to the front and allowing torque vectoring at all four wheels. Output has increased substantially to 1,877 horsepower and 2,478 pound-feet of torque. The regular Jaguar Vision Gran Turismo "only" made 1,005

horsepower and 885 pound-feet of torque. Jaguar claims a 0-60 mph time for the SV of 1.65 seconds and a top speed of 255 mph.

IEJC Officers for 2021

President - Mike Zavos
Treasurer - Ella Ghazvinian

2021 IEJC Committee Chairs



Your 2020 club officers have been elected, but we are still interested in volunteers for the Website, Event, and Sponsorship Committee chairs. Running the club takes all the help we can get, and we would love to hear from you if interested.

Website/Newsletter Chair
Events Chair
Sponsorship Chair

2021 Advertising Rates for *Felis Onca*

Ad size	6 Months	12 Months
Full Page	\$200.00	\$350.00
Half Page	\$150.00	\$250.00
Quarter Page	\$75.00	\$125.00
Business Cards	\$60.00	\$75.00

2021 IEJC Member Dues

Membership Type	Dues
Full Member (includes you & spouse/other) - \$70	
Associate Membership (already in another JCNA club) - \$30	

Click on the links below, or send payment to:
IEJC
2149 Saffron Way
Fallbrook CA 92028

Classified Ads

Classifieds for IEJC members are free for 4 lines / 3 months

Non-members – fee is \$10 for 4 lines / 3 months



JAGUAR XK120 TOOLKIT (RARE & COMPLETE) - Priced For Quick Sale!

The rare and complete Tool Kit being offered contains tools of the same brand, shape and sizes, as originally supplied from the Jaguar Factory unless stated otherwise. This XK120 Tool Kit is suitable for display at Concours events and/or for the person who has been searching for a complete Tool Kit for display in their XK120 car.

DESCRIPTION OF THE JAGUAR XK 120 TOOL KIT CONTENTS BEING SOLD

Parts Authentication: Jaguar XK120 Spare Parts Catalog (Tool Kit Section). (R) =Reproduction item.

<u>Part No.</u>	<u>Description</u>
C.993	Brass Extractor for Tire Valves
C.3993	Valve Timing Gauge
C.2999	Tan Pigskin Container for Valve Timing Gauge (R)
C.1001	2 Tire Levers, stamped DUNLOP Made in England, length 9"
C.4075	Feeler Gauge, 2 Pivot, 2 feelers, sizes .006, .008 (R)
C.2957	Wrench for Bleeding Brakes, length 4-1/2"
C.2958	Brake Bleeder Tin, marked LOCKHEED Hydraulic Braking System, (rare early Cream color)
C.996	Pliers, length 6", marked SHELLEY
C.1002	Screwdriver and Gauge for Distributor (R)
C.28	Wooden Handle Screwdriver, marked SHELLEY, length 8"
C.31	Spanner, box, 3/16" x 1/4", marked B.S.F., length 6"
C.32	Spanner, box, 5/16" x 3/8", marked B.S.F., length 6"
C.33	Spanner, box, 7/16" x 1/2", marked B.S.F., length 6"
C.179	Spanner, box, for Sparking Plugs, 1/2", marked B.S.F., length 6-1/4"
C.4094	Spanner, box, 7/16" x 1/2", marked S.A.E. AF, length 5"
C.4095	Spanner, box, 9/16" x 5/8", marked S.A.E. AF, length 6"
C.4096	Spanner, box, 3/4" x 7/8", marked S.A.E. AF, length 6"
C.34	Tommy Bar (Short), for Box Spanners, length 7"
C.2896	Tommy Bar (Long), for Box Spanners, length 9 -1/2"
C.998	Spanner, open ended, 1/8" x 3/16", B.S.F. SNAIL, length 4-3/8"
C.999	Spanner, open ended, 5/16" x 3/8", B.S.F. SNAIL, length 5-1/4"
C.2587	Spanner, open ended, 7/16" x 1/2", AF SUPERSLIM, length 4-1/2" (SHORT)
C.2588	Spanner, open ended, 9/16" x 5/8", AF SUPERSLIM, length 5-1/2" (SHORT)
C.2589	Spanner, open ended, 3/4" x 7/8", AF SUPERSLIM, length 7-7/8" (SHORT)
C.994	Spanner, adjustable, stamped SHELLEY, 6" length
C.2882	Tool Roll, Tan/Orange-colored lined Burlap material, edged in Black Vinyl (R)

NOTE: The AF SUPERSLIM SHORT open-ended Spanners listed above are not stamped BRITISH MADE on the reverse side. However, they are correct AF SUPERSLIM sizes as described in the Jaguar XK 120 Spare Parts Catalog (Tool Kit Section). Extremely rare AF SUPERSLIM SHORT open-ended Spanners are also referred to as "STUBBY" open-ended Spanners. The original BRITISH MADE marked open-end Spanners almost never come up for sale.

All the Tools being sold above (except for the RARE early style Lockheed Brake Bleeder Tin) are in good to very good condition.

SELLER INFO Contact Bob Sheridan (909) 267-0012 or email: bob5837@roadrunner.com

Folks,

Kevin Easton is looking for a 4 speed transmission for a v12 e-type in pretty much any condition. Please call or email Kevin directly at:

KEVIN EASTON easton@eastonrobertson.com

(818) 419-6697

+++++

Dear Members,

I am selling 4 Lexani Concave Sport Series Rims, 22" Size along with 4 Delinte Thunder Tires. These Rims and Tires were previously used on my Jaguar XF Model.

I am currently listing these Jaguar Rims and Tires on Craigslist for \$950.

I live in Fountain Valley, CA and can be reached at Tel 562-673-7586.

Robert L Smith

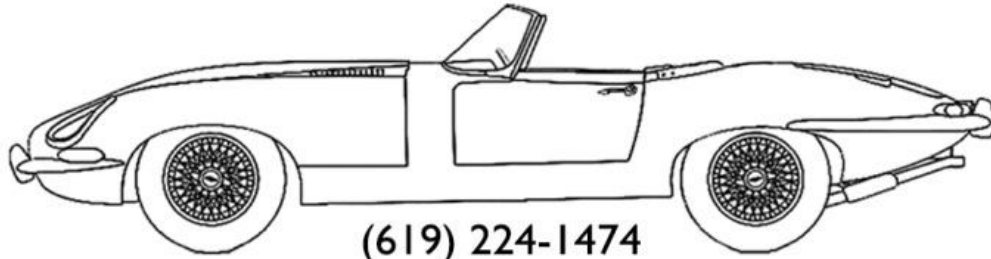
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FOR SALE



The new in bag steering wheel is for sale at \$200 and the chrome mirror covers are \$100 for the set. We think that these are a bargain.

If anyone is interested, they can reach out to me on my phone (719) 641-3036 or the email you have for me.



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Our craftsmen have extensive experience in all phases of classic car restoration, and presently have space available to undertake additional projects.

We maintain an extensive inventory of new and used parts for all 1963-1975 Jaguar and Triumph models.

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We have recently added many of the other British marques and many car models. Our signs were very popular last fall as Holiday gifts.

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Lic. OG89341

ELEMENT ADVANCED FIRE PROTECTION

Fire extinguishers have not changed much in the past 100 years. A large, heavy cylinder of compressed gas filled with a messy powder is an antiquated way to put out a fire.

Element uses a tested and proven technology, created for the space program, that fights fires on the molecular level. By chemically interrupting the chain of combustion, Element safely and effectively puts out fires without the mess, toxicity, or danger associated with a traditional extinguisher.

About the size of a road flare, the Element fire extinguisher has a discharge time of 50 seconds compared to about 12 seconds for a standard 5 lb. extinguisher while taking up almost 75% less space in your car, truck, or boat. Furthermore, the Element extinguisher can be stored in hot, cold, or wet environments with no detrimental effects, *and it never expires and never needs servicing.*

Best of all, the Element extinguisher leaves no residual white-powder mess when deployed like traditional extinguishers. Also, the Element is certified effective against all types of fires (A, B, C and K) while most home center extinguishers are good for only one or two types.

Designed to fit in most glove boxes, the Element comes with a multi-purpose mounting bracket. Magnetic brackets (for mounting on a toolbox or trunk lid, for example), and heavy-duty mounting brackets suitable for high vibration environments (as in a race car) are also available.

The buzz around this fantastic new product has been terrific, including segments on several MotorTrend shows. Check out this YouTube video piece from Jay Leno's Garage which shows the Element in action.
(<https://tinyurl.com/y4t46wnm>)

Element is being sold in this area by Element Fire Technology/California of Rancho Santa Margarita. Currently we are offering free shipping and we pay the sales tax to all Club Members. The E50 Element sells for \$79.95 with the standard mounting bracket.

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Jaguar News

Jaguar Land Rover new boss reveals bold vision for car maker's future



Jaguar is to become an all-electric brand with production centred in Solihull

Jaguar Land Rover's new boss has revealed a bold vision for the Coventry car maker's future.

In his first press conference since taking over the reins from Ralf Speth, Thierry Bolloré revealed that Jaguar will become an all-electric brand going forward and the company is working towards a zero carbon future.

He also revealed a planned new version of Jaguar's flagship saloon, the XJ, would not be produced and that Jaguar production would be centred in [Solihull](#). That means that the future of Jaguar's Castle Bromwich plant in Birmingham is uncertain, though Mr Bolloré said production of existing models would continue there for the time being and the lines would be "re-purposed".

Currently the XE and XF saloons and the F-Type sports car are produced in Castle Bromwich, with the F-Pace SUV made in Solihull. Two Jaguar models - the E-Pace SUV and all electric I-Pace - are made under contract by Magna Steyr in Austria.



Jaguar Land Rover CEO Thierry Bolloré

Mr Bolloré said: "[Jaguar Land Rover](#) is unique in the global automotive industry.

"Designers of peerless models, an unrivalled understanding of the future luxury needs of its customers, emotionally rich brand equity, a spirit of Britishness and unrivalled access to leading global players in technology and sustainability within the wider Tata Group.

"We are harnessing those ingredients today to re-imagine the business, the two brands and the customer experience of tomorrow.

"The Reimagine strategy allows us to enhance and

celebrate that uniqueness like never before. "Together, we can design an even more sustainable and positive impact on the world around us."

Mr Bolloré said sustainability would be key to both brands going forward. He said at the heart of the Reimagine plan was the electrification of both Land Rover and Jaguar brands on separate architectures with “two clear, unique personalities”. Mr Bolloré said Land Rover would unveil six new all-electric models over the next five years, the first one arriving in 2024, and that Jaguar will undergo a “renaissance” as a pure electric luxury brand with a new portfolio of vehicles. However the planned Jaguar XJ replacement will not form part of the brand’s line-up, though the nameplate could be revived in the future.

By 2030, which the UK Government has decreed will be the cut-off for manufacturing pure petrol and diesel internal combustion engines (ICEs), Jaguar and Land Rover will offer pure electric power.

By this time Mr Bolloré said all Jaguar vehicles would be electric and 60% of Land Rovers. Jaguar Land Rover is aiming to achieve net zero carbon emissions across its supply chain, products and operations by 2039.

As part of this target the company will also develop vehicles powered by hydrogen fuel cells, with prototypes arriving on UK roads within the next 12 months. The company plans to invest £2.5 billion each year in electrification technologies.

Mr Bolloré also unveiled a new platform strategy on which future vehicles will be based. Land Rover will use the forthcoming flex Modular Longitudinal Architecture (MLA) platform. It will deliver electrified internal combustion engines (ICE) and full electric variants as the company evolves its product line-up in the future. In addition, Land Rover will also use a pure electric biased Electric Modular Architecture (EMA) platform. Future Jaguar models will be built exclusively on pure electric architecture.

Jaguar Land Rover will retain its plant and assembly facilities in the home UK market and around the world, Mr Bolloré said. As well as being the manufacturer of the MLA architecture, Solihull will also be the home to the future advanced Jaguar pure electric platform. Jaguar Land Rover is also set for reorganisation with Mr Bolloré promising to deliver “a more agile operation”.

The new boss also said there would be closer cooperation with parent company Tata Group. “We have so many ingredients from within. It is a unique opportunity,” he said. “Others have to rely solely on external partnerships and compromise, but we have frictionless access that will allow us to lean forward with confidence and at speed.”

Mr Bolloré said bringing all these ingredients together would deliver double-digit EBIT margins and positive cash flow, with an ambition to achieve positive cash net-of-debt by 2025.

He added: “As a human-centred company, we can, and will, move much faster and with clear purpose of not just reimagining modern luxury but defining it for two distinct brands.

“Brands that present emotionally unique designs, pieces of art if you like, but all with connected technologies and responsible materials that collectively set new standards in ownership.

“We are re-imagining a new modern luxury by design.”

Natarajan Chandrasekaran, chairman of Tata Sons, Tata Motors and Jaguar Land Rover, said: “The Reimagine strategy takes Jaguar Land Rover on a significant path of acceleration in harmony with the vision and sustainability priorities of the wider Tata Group.

“Together, we will help Jaguar realise its potential, reinforce Land Rover’s timeless appeal and collectively become a symbol of a truly responsible business for its customers, society and the planet.”

Jaguar Land Rover to “dramatically reduce” layers of management as part of restructure



The plans were revealed by the car maker's boss Thierry Bolloré as part of the Reimagine programme

A 'dramatic reduction' of management roles will be carried out at Jaguar Land Rover as part of a company restructure.

Plans to reshape the business were revealed by the company's CEO this week as he also mapped out the Coventry car maker's electrified future as part of its Reimagine programme.

In his first press conference since taking over the reins from former boss Ralf Speth, Thierry Bolloré revealed Jaguar will become an all-electric brand going forward and the company is working towards a zero carbon future.

He also revealed a planned new version of Jaguar's flagship saloon, the XJ, would not be produced and that Jaguar production would be centred in [Solihull](#). Mr Bolloré also spoke of [plans to restructure the business](#) in the shape of the Refocus programme and revealed the existing layers of management would be reduced.

He said: "It is critical as we steer through the changes ahead." Mr Bolloré added: "We will be dramatically reducing the layers of management . "The central nervous system of our new structure will be a radical digital transformation. "There will be a rationalisation of our main manufacturing footprint."

Mr Bolloré did not specify how many jobs might go as part of any reorganisation. When asked about job losses during a question and answer session which followed [the press conference on Monday February 15](#) he said: "The company is really moving ahead full throttle with its transformation plans." The company has subsequently said it was too early to say how many jobs might be at risk.

A [Jaguar Land Rover](#) spokesman said: "[Monday's announcement outlines our future strategy](#) not only including plans for our brands and vehicles, but also how we will reimagine our entire business. "As we begin our journey to becoming an agile organisation, it's imperative that we make every possible efficiency right from the start, including finding the right baseline cost for our workforce.

"With a renewed imperative to prioritise value creation through quality and profit-over-volume approach, we will create a flatter structure designed to empower employees to create and deliver at speed and with a clear purpose. "A full review of the Jaguar Land Rover organisation is already underway. "We need to reduce the cost base to achieve a lean foundation, which will allow us to transform most effectively into a more agile organisation."

Mr Bolloré did not announce any plant closures this week but did say [the Castle Bromwich plant, currently the home of Jaguar, would be re-purposed with Jaguar production centred in Solihull](#). [Jaguar Land Rover](#) has three main Midlands factories - in [Solihull](#), Castle Bromwich and Wolverhampton. It also has operations in Whitley, Ryton and Gaydon.

The trade union Unite gave a cautious welcome to Mr Bolloré's plans for the future. Unite national officer for the automotive industries Des Quinn said: "Unite understands the need for a re-evaluation of the direction of travel for the [Jaguar Land Rover](#) brands and the challenges facing the business given the events of recent years.

"These pressures included the slump in global automotive sales, the fallout of 'Dieselgate' and tighter regulation around emissions which have been compounded by lack of confidence due to the Brexit process and the effects of the worldwide pandemic.

"For those reasons, we welcome [the Reimagine programme and the vision for the company in the future.](#)

"However, this is not unconditional support. Assurances of no plant closures and no compulsory job losses have been sought and given, and it is on this basis only that we will work with the company to meet the challenges of the future.

"A green and clean future for Jaguar Land Rover and the planet is 'a must' so sustainability will be key in everything we do, including world class product development and generating manufacturing employment.

"The Reimagine strategy lays the foundation for an electric future, and the investment and advent of new technology are good news in challenging economic times."

Jaguar Land Rover to axe 2,000 jobs - full JLR statement

The car manufacturer's global headquarters are in Whitley



Thousands of jobs are set to be axed at Coventry car maker Jaguar Land Rover.

The company has launched a "full review" into the structure of the firm with 2,000 roles lost across the business over the next financial year, which starts on April 6.

[JLR](#) employs more than 31,000 people across the UK, including at its global headquarters in Whitley, factories in Solihull, Castle Bromwich and Wolverhampton, plus an engineering centre in Gaydon, Warwickshire.

The cuts will affect 'salaried staff', non-manufacturing role, as

Jaguar Land Rover's Advanced Product Creation Centre in Gaydon

part of the process of streamlining the business, including managers, design technicians and administration staff, but not factory staff.

The news comes days after the company said it would be 'streamlining' the non-manufacturing side of the business and becoming an all-electric manufacturer within a decade.

New boss Thierry Bolloré revealed the [existing layers of management would be reduced](#) during his first press conference in his new role on Monday.

At that time no numbers of staff affected was provided by him or the company.

In a statement tonight Jaguar Land Rover said: "This week's announcement outlines our future strategy not only including plans for our brands and vehicles, but also how we will reimagine our entire business.

"This will be a journey of permanent adaptation, but as we start to become an agile organisation, it's imperative that we make every possible efficiency right from the start, including finding the right baseline cost for our workforce.

"With a renewed imperative to prioritise value creation through quality and profit-over-volume approach, we will create a flatter structure designed to empower employees to create and deliver at speed and with a clear purpose.

"A full review of the Jaguar Land Rover organisation is already underway. We need to reduce the cost base to achieve a lean foundation, which will allow us to transform most effectively into a more agile organisation.

"We have started to brief our salaried employees about the detail of the organisation review. This does not impact our hourly paid, manufacturing colleagues. We anticipate a net reduction of around 2,000 people from our global salaried workforce in the next financial year.."

The job losses were confirmed in a memo to staff which stated the positions to be lost were across the business.

A former Unite official, Gerard Coyne, called the news an "issue of grave concern".

He said: "Two thousand job losses in the current economic climate is clearly an issue of grave concern for those people faced with losing their jobs over the next 12 months."

Why Jaguar Land Rover needs more electric cars very soon

An in-depth look at the Coventry car maker's journey towards electrification



There was a lot said in a debut press conference conducted by Jaguar Land Rover CEO Thierry Bolloré this week.

It was the first time Mr Bolloré had addressed the world's media since taking over from Ralf Speth last autumn and he announced some big changes.

In the wake of the Monday briefing the company has revealed it plans to cut 2,000 non-production jobs over the next 12 months..

Monday saw the former Renault boss present his vision for Jaguar Land Rover going forward and indicated the company would step back from a push for volume and instead focus on quality.

Jaguar i-pace

He talked of pulling the plug on the anticipated Jaguar XJ, a restructure which will see management jobs cut and Jaguar production moving from Castle Bromwich to Solihull - but the key theme was electrification.

Mr Bolloré announced that Jaguar would become an all-electric brand and that both brands will move towards a zero carbon future.

He said Land Rover would unveil six new all-electric models over the next five years, the first one arriving in 2024, and that Jaguar will undergo a “renaissance” as a pure electric luxury brand with a new portfolio of vehicles.

By 2030, which the UK Government has decreed will be the cut-off for manufacturing pure petrol and diesel internal combustion engines (ICEs), Jaguar and Land Rover will offer pure electric power.

By this time [Mr Bolloré said all Jaguar vehicles would be electric and 60% of Land Rovers](#). Some, but not all, non-electric Land Rovers at this point will be hybrids which combine ICE and battery power.

So, what will [Jaguar Land Rover’s](#) electric future look like?

The Coventry car maker currently has just one all-electric model in the shape of [the Jaguar I-Pace](#) and it has a lot to do, particularly if it wants to even partially keep pace with Tesla.

CoventryLive caught up with Dr Charles Tennant, who has been following the company’s fortunes and its journey towards electrification closely.

Dr Tennant is a former chief engineer at Land Rover and also sat on the board at Tata Technologies.



Dr Charles Tennant

“With transport contributing 30% of Europe’s total carbon dioxide (CO₂) emissions and passenger cars being a major polluter accounting around 60% of that it is easy to see why cars with combustion engines are being penalised.

“There are only two ways to reduce CO₂ emissions from cars - either make them more efficient or change the fuel used.

“In Europe over the past 20 years the drive for efficiency has seen the mass adoption of diesel engines to achieve stringent EU targets for CO₂ reduction – a typical car in 2006 emitted 160g/km whereas the 2020 target was 95g/km (a 40% reduction).

“But this is a law of diminishing returns as making combustion engines compliant with punitive targets is technically challenging and expensive. And anyway, the VW ‘Dieselgate’ debacle has demonised diesel engines that were once seen as the future, hence petrol engines have recently made a significant return.

The journey to electrification is essential for all car makers, not just Jaguar Land Rover. Why is that?

Charles Tennant (CT): “Car adverts on television and the internet are extolling manufacturers’ growing stable of electric cars as the industry faces up to an existential change that is accelerating.

“And with good reason as many cities in the UK discourage high-emission (particularly older) vehicles from entering by charging from £12.50 per day.

“These so-called Low Emission Zones (LEZ) already exist in eight cities such as London, Birmingham, Norwich and Glasgow; and more will follow this trend.

“There are already 15 European countries operating LEZs in more than 200 cities.

“The panacea for reducing emissions further is now alternative fuelled vehicles (AFV) which is an umbrella term for cars that do not solely use conventional petrol or diesel engines.”

What are the vehicle options available be they all-electric, hybrid or whatever?

CT: “These include hybrid (which combines a petrol or diesel engine with an electric motor and battery to power the vehicle at low speeds up to about 25mph when the engine takes over and simultaneously recharges the battery); plug-in hybrid termed PHEV (same as hybrid but can also be recharged from an electric outlet); mild hybrid termed MHEV (has a motor that merely assists a petrol or diesel engines power); battery electric vehicle termed BEV (which runs solely on electricity and can only be charged up from an electric outlet and is effectively a zero emission vehicle termed ZEV).

“The electric outlet for a BEV can be either a home charging point and/or a pay-as-you go charging station (like conventional petrol stations).

“There are also vehicles that mix hydrogen with oxygen in a fuel cell to produce electricity only emitting water from their exhaust. Although rare (only two are available in the UK right now – the Toyota Mirai and Hyundai ix35) hydrogen cars are expected to play a growing role in the future.”

Is it simply the case that electric cars are better for the planet?

CT: “Of course, there are those that say electric cars are less environmentally friendly than combustion engine cars if you consider their production, disposal, and electricity production for charging electric batteries; and this may be the case but as the share of electricity from renewable sources increases this argument is less compelling. “Even the land of the gas guzzler is starting to wake up, where the new American Joe Biden administration is aiming to replace the federal government’s fleet of 650,000 vehicles with all-electric models and their largest car market California has ambitious plans to enforce all cars to be zero emission vehicles (ZEV) by 2035.”

What is the Jaguar Land Rover story?

CT: “Jaguar Land Rover bet heavily on diesel fuel to drive their large sport utility vehicles (SUVs), which have higher weight and drag so need more energy to propel them, to the extent that until recently 90% of their vehicles ran on diesel.

“The justification being that it is difficult to produce large SUVs which are fully electric and have the long range expected by customers because it is physically and economically challenging to package a large enough battery.

“But they needed to do something as diesel sales tumbled and have since invested billions of pounds on hybrid systems in a race to catch up with rivals having lagged behind for years.

“They have also successfully developed one BEV car – [the Jaguar I-Pace](#) which was well received and won awards – but are now under pressure to accelerate their electrification transformation.

“With good reason too as the UK Government has brought forward its ban on diesel and petrol vehicles to 2030 representing roughly 20% of all Jaguar Land Rover sales.

“Of course, other global markets will allow petrol and diesel sales post 2030 so JLR will continue to produce some combustion engine vehicles, albeit a smaller overall proportion of them.”



What are other companies doing?

CT: “Other companies have already announced their plans.

“Bentley are switching to a fully electric vehicle line-up by 2030, Mercedes-Benz have said they will earn as much from electric cars as combustion engine models by the end of this decade and BMW is to launch nine new electric cars by 2025.

“And of course VW has trail blazed with its MEB electric vehicle platform already producing the European bestselling ID.3 car, and is planning to invest another 73 billion euros over the next five

The BMW Concept i4

years in its quest to overtake Tesla by 2025, to become the world’s biggest full-electric vehicle maker.

Has Jaguar Land Rover changed course at all and what does it need to do?

CT: “Back in 2019 Jaguar announced a £1 billion investment to build electric cars in Britain at their factory in Castle Bromwich seen then as a major boost for the UK car industry, which was already reeling from an 80% investment slump and plant closures by Ford and Honda amid falling production output.

“But Jaguar then postponed its first planned large XJ electric car programme last year as the company tightened its purse strings and capped investment.

“To be fair Jaguar Land Rover have been quite nimble in switching away from diesel-powered vehicles where in the last quarter of 2020 they sold 7,807 [Jaguar I-Pace BEV cars](#) (up 69.3%) meaning 6.1% were fully electric and 53% of all sales offered some form of electrification, albeit predominantly mild hybrids at 41.4% with just 5.5% being plug-in hybrids.

“Even so their vehicle range now includes one battery electric, eight plug-in hybrid and eleven mild hybrids.

“But with a global race now on to produce more electric cars Jaguar Land Rover have recognised the need to go further and faster and if we look at the figures it’s easy to see why.

“Worldwide sales of electric cars surged by 43% to more than three million in a market that declined by 20%.

“Where Western Europe is now the largest market for electric vehicles with a total of 1.33 million such cars sold in 2020 (a 12.4% market share) with pure electric sales doubling to 727,927 and hybrids making up the balance.

“With another 150 new BEV and PHEV models expected in 2021 analysts are forecasting European sales of 4.6 million next year.

“In the UK car sales in 2020 slumped (in part due to coronavirus) by 29% to 1,631,064 cars – the lowest level since 1992 – yet sales of electric and hybrid cars made up a higher proportion of cars sold to date with pure-electric cars at 6.6% (108,205 sales), hybrids at 6.8% (110,717 sales) and plug-in hybrids at 4.1% (66,877 sales).

“At the same time diesel sales plunged by 55% to a lowly 16% market share (261,772 sales) and [Jaguar Land Rover](#) production at its three car plants fell by 37% to 244,000 cars, meaning it lost its coveted top spot as the UK’s largest car maker being pipped to the post by Nissan whose Sunderland factory produced 246,000. “Whilst the higher purchase price of electric cars and range anxiety are still significant barriers to electric car sales it is expected that more affordable cars such as the VW ID.3, Renault Zoe and Kia Niro; and government incentives will drive sales growth.”

Thierry Bolloré announced his vision for the company this week with a particular focus on Jaguar. What is likely to happen next?

CT: “[Jaguar Land Rover](#) have at last disclosed their future electrification plans and a desperately needed rejuvenation of the Jaguar brand – which accounted for just 16% of the company’s sales in the October to December quarter – is at the top of the agenda, and as we now know it has been confirmed will go fully electric from 2025.

“But they are also planning a major revision to their vehicle platform plans; where once the aluminium Modular Longitudinal Architecture (MLA) was to be used across Jaguar and Land Rover it will now only be used by Land Rover (with an electric version as well).

“Jaguar will have its own bespoke electric vehicle platform, which is why the electric XJ car was cancelled even though it was almost production ready (it had been designed off the MLA platform). “

Also, we now know that when the current Jaguar XE and XF saloons and F-Type sports cars reach their end-of-life in the next few years there will be no further vehicle production at Castle Bromwich.

“[Their recently board appointed chief creative officer Gerry McGovern](#) has already gone on record saying he wants to modernise the design of Jaguar cars and make the sports car brand wonderful again.

“He further stated that Jaguar is “a unique brand with incredible pedigree and a lot of potential”. So we can expect a new house style for Jaguar.

“Let us hope that his hubris can translate into delivery – after all he had the Midas touch as head of design at Land Rover.

“Jaguar will now plough on developing their next set of smaller electric cars whether they be saloons or SUVs – or even a baby Jaguar. Whilst the XE and XF Jaguar saloons have suffered miserable sales (only managing 27,609 in 2020) Tesla has already shown that there is a market for high-end luxury electric saloon cars with their Model 3 selling an incredible 365,240 last year, which was 12% of the global electric car market. And the recently launched Audi e-Tron sold an impressive 47,928.”

And what about the company as a whole?

CT: “Of course, amongst all this [Jaguar Land Rover](#) may yet announce more collaboration with other manufacturers to share costs and improve scale or extend the BMW deal (which supplies engines and electric drive unit technology) to include sharing of vehicle platforms.

“Although there was no mention of this at [the press conference](#), where instead they said that they will seek opportunities within the larger Tata group of companies – vehicle technology with Tata Motors and software with Tata Consultancy Services.

“And there will be some rationalisation of the product range – Jaguar Land Rover currently produce 14 cars - three saloons, the F-Type sports car with the rest being SUVs.

“This proliferation of fashionable SUVs has been profitable but problematic as Jaguar and Land Rover SUV models compete in similar market segments with each other resulting in what is known as sales cannibalisation, so some may be phased out to tidy up the range.

“Then there is the question of production where JLR have too many factories and spare capacity at their low-cost Slovakia facility.

“They have now said that Castle Bromwich will not be producing vehicles in the future and they are also aiming to streamline non-manufacturing management to further reduce fixed costs.

“But a big issue is quality which for Jaguar Land Rover is an Achilles heel, and the company needs to work hard on this to engineer inherent reliability into their new electric cars.

“But at last, they are explicitly stating that quality is at the top of their agenda, and they now have a board member responsible for it.

“Amongst all of this there is a big caveat for UK-based auto makers aiming for higher production of battery electric vehicles, and that is an urgent need for gigafactories to produce the batteries where Britain is a distinct laggard.

“Both China and the US have built up sizable production pipelines while the European Union is expected to build at least eleven gigafactories by 2030. “Also, by 2026 electric vehicles built by UK firms must have at least 50% local content or face crippling tariffs as set out in the Brexit trade deal with the EU.

“To protect future UK electric vehicle production the forecast demand for batteries by 2025 is two gigafactories and eight by 2040. “The UK Government has committed up to £1 billion to support the electrification of UK vehicles and their supply chains but this work needs to get a pace on.

Are you worried about Jaguar Land Rover's future?

Yes. It's going through a tough time and it faces some serious challenges to turn things around. No. It has come through tough times before and will do so again.

“So, the recent announcements of plans for gigafactories in Blythe and Coventry are most welcome and are mission critical now.

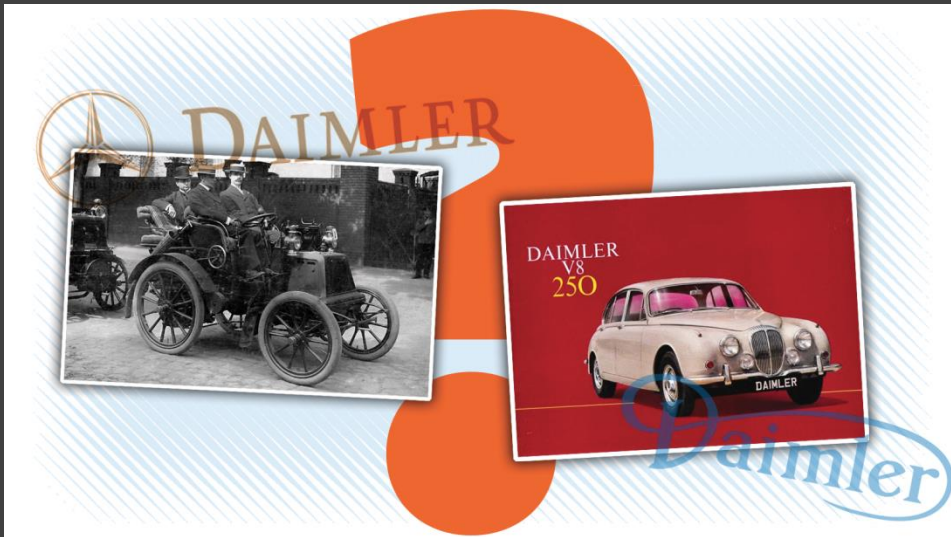
“I have already said that 2021 could be a very demanding but fruitful year for [Jaguar Land Rover](#), especially if they continue to deliver a strong product mix of higher margin sales at the 500,000 annual volume level.

“Well, they have right-sized the company over the past two years with £5 billion of cost savings and the final quarter of 2020 roared to an impressive £439m pre-tax profit with improved cash flow of £562m. “With investment now capped at £2.5 billion per year there is a lot to do and every penny spent must count now in delivering the new product plan.

“Now they have committed to develop more electric cars soon to future-proof the company as global markets move further away from using combustion engines to power cars.

“If they can create a future stable of high-end luxury vehicles with inherent reliability that deliver high profit margin sales, they could be onto a winner.”

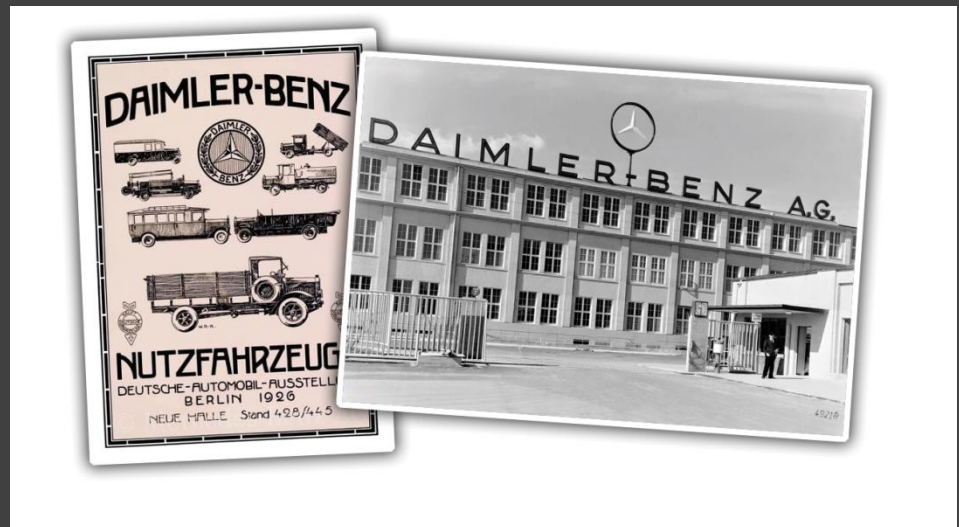
The Daimler Name Is Sorta Gone But Was Always Confusing: An Explainer



When my valet interrupted my morning hot spider-milk body soak to let me know that the parent company of Mercedes-Benz will no longer be Daimler, I was so enraged that I held his stupid face under the spider's milk until he peed himself. I regretted this almost immediately because at the moment I only own one pair of pants and he was using them. Also, I realized that this may be the

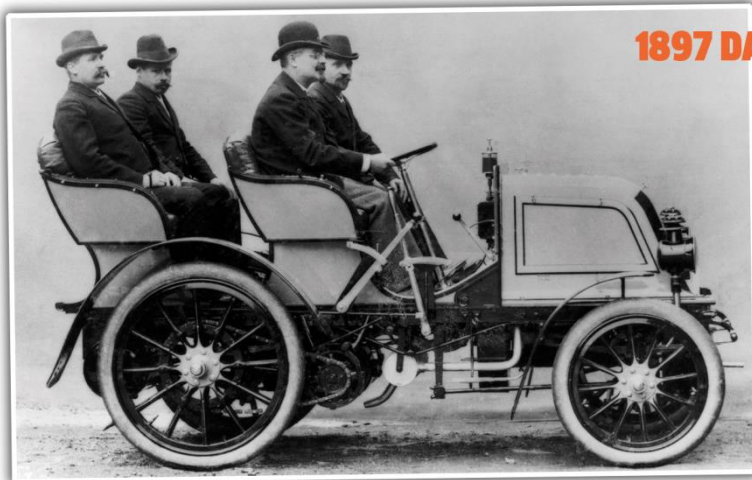
perfect opportunity to clear up some of the confusion about the Daimler name that some of you may have been afraid to ask about. So let's do it.

The thing about cars called Daimler is that I know many avid car enthusiasts have long been aware that Mercedes-Benzenes were *really* Daimler-Benzenes, and that they likely have also seen pictures of some cars with Daimler badging that look suspiciously like Jaguars.



I suspect that many younger enthusiasts not specifically into old-man vintage stuff may have noticed this in passing and wondered about a connection, but then it sort of just became awkward to ask, kind of like when you forget someone's name at a party but you've been talking to them for almost 20 minutes and now it feels weird to ask again.

Don't worry, though — Uncle Torchy's got your back.



The root of all the Daimlers out there is our old pal, Gottlieb Daimler, the famed early automotive pioneer that had been working with four-stroke engine father Nicolaus Otto since the 1870s, and eventually developed his own throttle-able, high-speed gasoline engines.

Daimler installed his engines into two-wheel cycles and then an actual four-wheel automobile by 1886. Daimler didn't partner with Benz until 1926, and in the decades prior to this famous partnership, Daimler was cranking out engines and impressing people all over Europe, which led to licensing out Daimler engine designs all over the place, including right here in America, where a Daimler Manufacturing Company was cranking out "Daimlers" from 1898 to 1907, including one called the "American Mercedes."

In Europe, Daimler licensees included Peugeot and Panhard et Lavassor in France, Austro-Daimler in Austria (where Ferdinand Porsche got his start) and the Daimler that I suspect causes the most confusion, the British one.

It's also worth noting that part of the reason why Daimler-Benz started marketing their cars under the name of one particular model named for a little Jewish girl, Mercedes, was because so many Daimler licenses were out there that people were getting confused.

The British Daimlers start with an engineer named Frederick Simms who encountered Daimler engines in some little railcars he saw in Germany in 1889, and by 1891 he arranged to have the British rights to Daimler's patents, and by 1895 he started the Daimler Motor Company Limited to build cars.

There was a bunch of complicated back-and-forth with partners, and in 1896 the company was re-formed and began building cars by 1897, starting with some Panhard-engined ones then moving to Daimler-engined cars.

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Also notable is that in 1899 Simms developed the Motor Scout, considered to be the first armed gasoline-powered vehicle ever built. Aside from the iron panel behind the Maxim machine gun there, it looks like most of the armor on this thing are layers of tweed and skin, which doesn't inspire much confidence.



Simms later made a *real* armored car, The Motor War Car, which I've actually written about before.

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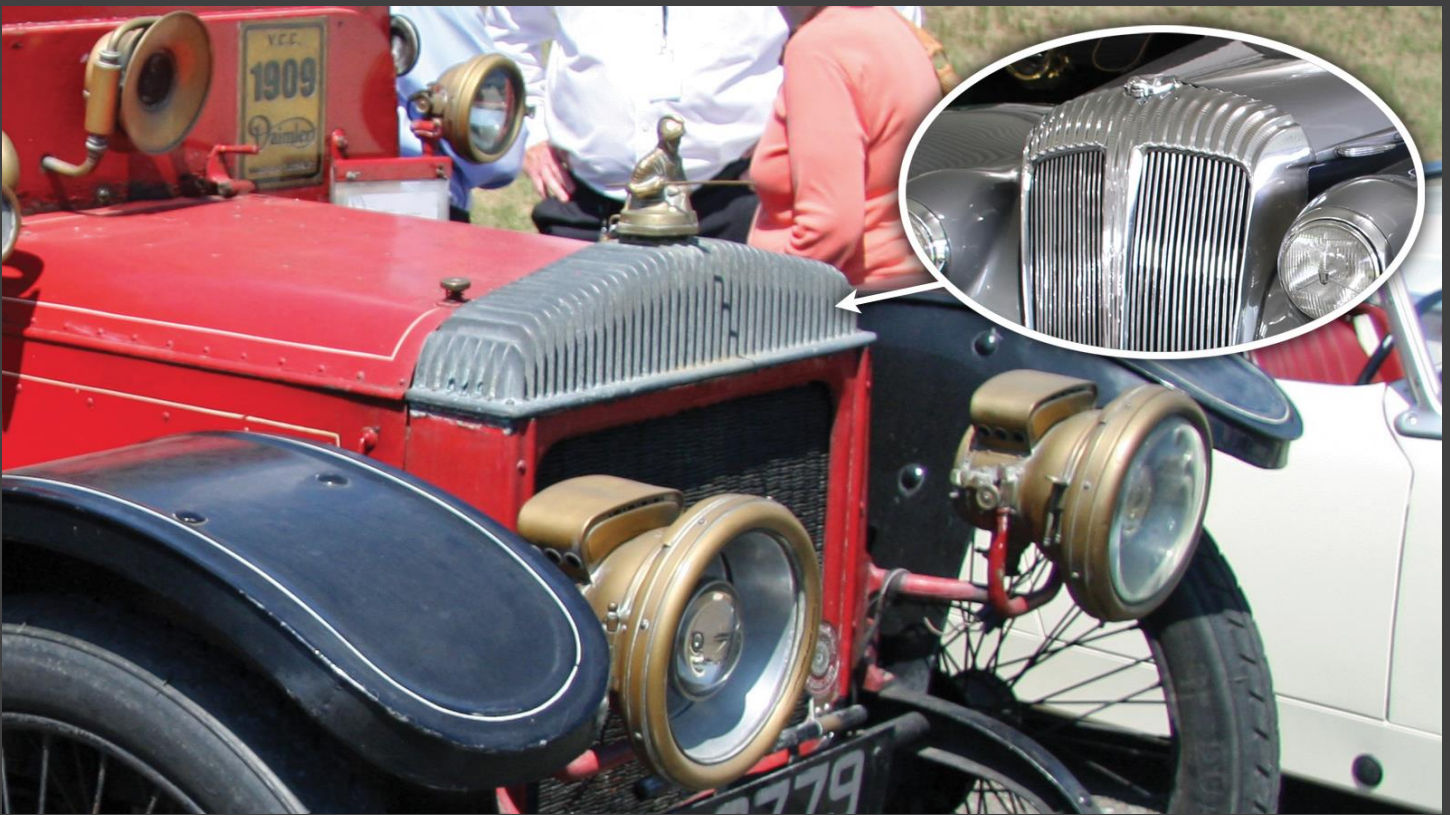


Daimler soon became a respected British carmaker, arguably the oldest British carmaker to build cars in quantity. In 1902, they were granted a Royal Warrant to supply automobiles to the British Crown, and Queen Elizabeth still owned a 1984 Daimler Double-Six as recently as 2019.



Now, even if you know Jack Squatingshire about Daimlers, I bet you're noticing a couple of things about the Queen's one up there: specifically, it looks just like a Jaguar of the same era but has a funny fluted grille.

That's because Jaguar bought Daimler in 1960, and soon after that Daimlers were all based on Jags, usually just fancier-spec Jaguars. While the styling changes were pretty minimal, one change that was always present was that fluted grille, which was a Daimler trademark from the very early days, when it was a visual stylization of the very early radiator tanks, which were finned to dissipate heat more effectively:



In the U.S. we never actually got Daimler-Jaguars, but sometimes got the fluted grilles on Jaguars that had the high-end Vanden Plas trim level.

So, I hope this helps the next time you see a car that's called a Daimler but you're sure it looks like a Jaguar, but just aren't really clear how it's related to the company that built Mercedes-Benzes.

This has been a very quick overview, but I absolutely suggest digging into these companies' histories more, ideally by breaking into your local library and just starting a new life there, reading about old German and British carmakers until the police drag you out, screaming.

One Daimler that didn't make production was the Daimler version of the XJS. It would have been notable for not having the flying buttresses or the Jaguar version.

<https://www.jaguarheritage.com/car/1986-daimler-xj-s-v12-coupe/>



Classic car owner sued by Jaguar over replica C-Type says ruling 'opens door' for brands



A RETIRED couple who were sued by Jaguar after building a replica model C-Type has claimed the decision "opens the doors" for brands to hold a monopoly over their designs.

Jaguar Land Rover won the landmark copyright infringement last month after the Intellectual Property Division ruled in the company's favour.

The couple's daughter, Elizabeth Magnusson said: "Dad started the project in 2009, taking years and

Karl Magnusson said the ruling 'opens doors' for other firms (Image: Elizabeth Magnusson)

years to do the research in preparation for building.

"Around the same time as he met with the managers at JLR Classic, he started thinking about building another two cars and selling them through the dormant company that my mum had used prior as a consultant. "He discussed that with the managers at JLR classic and then continued building his first car which was always going to be for private use.

This is what's confusing about the whole thing, they come down on mum and dad. They are saying the only car built was for commercial use which it wasn't.

"Of course with the first warning letter all the commercial plans for the other two models were scrapped immediately.

"No person in their right mind would think two retired people in Sweden would willingly pick a fight in court." Despite the ruling, the Jaguar Classic Challenge is still encouraging Continuation models and replicas to attend its event.



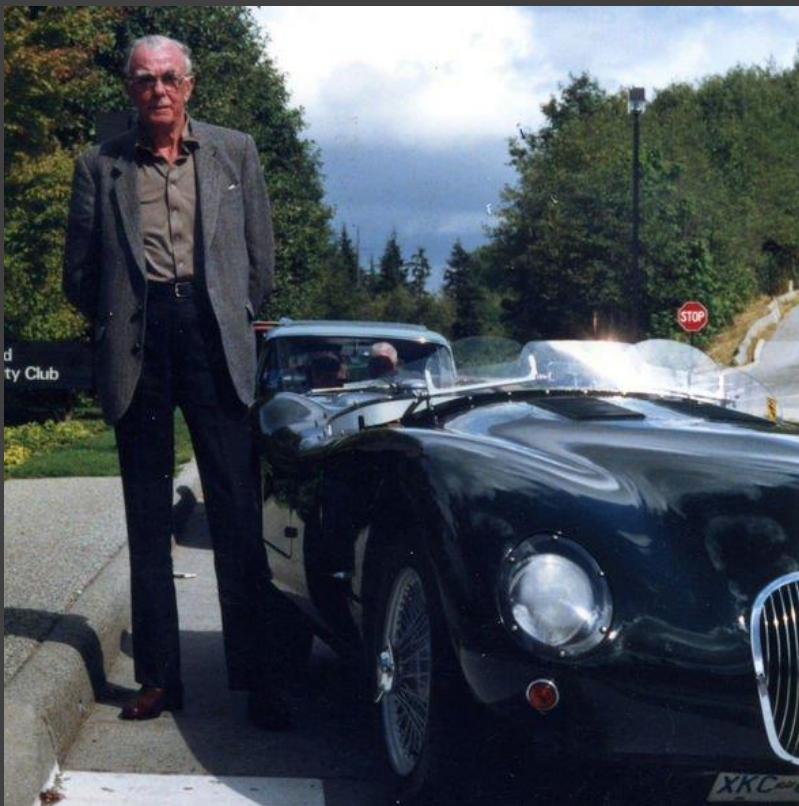
Jaguar successfully sued the couple over the replica (Image: Elizabeth Magnusson)

The Magnussons have decided to appeal the decision with a result likely to be announced at the end of the year.

The issue arose when Mr Magnusson presented his C-Type replica to managers at Jaguar Land Rover Classic in 2016. The Swedish pensioner has been a dedicated supporter of the brand and often rented out his cars to local families to use for their weddings. He added: "I didn't believe it to start with because we had such good relations with the Jaguar high managers at the Jaguar Classic.

"I was very confused about what it was actually, whether it was some freelance lawyers. We didn't understand it.. "Then we realised it was the real thing and I also thought they can never touch me because I had such good relations with this manager who had approved what I showed them and encouraged me."

However, Mr Magnusson has warned the ruling could have wide-ranging consequences for the classic car market. He added: "It will have an effect on the whole classic car market, It's opened the door for a monopoly for the rest of the brands." He added: "This must be the first car in history to be copyrighted."



Elizabeth added: "It's a law that is supposed to protect art, so taking that to a car is quite a stretch really. For a car, you don't really have that much artistic freedom when you design a car, especially a racing car." Just weeks ago, Jaguar Classics confirmed it would be producing eight more C-Type models to celebrate the car's 60th anniversary.

The new cars will allow fans to purchase a historic 1953 model from the firm for the first time. Some models are still available with the models valued at around \$1.3million.

Speaking on the ruling, Land Rover said: "We at Jaguar Land Rover take very seriously the protection of our Intellectual Property (IP) and reserve the right to protect our IP from businesses The car took nine years to build (Image: Elizabeth Magnusson)

that infringe it. "The Swedish court's decision in our favour confirms that we were correct to take this case. According to the Swedish court, the external shape of the Jaguar C-type does have copyright protection, and this was infringed by a car being built by the defendants' company, the first of six that they planned to build and sell.

"Jaguar Land Rover are not going after private owners of pre-existing individual replica vehicles, nor insisting upon the destruction of their vehicles. However, we will take action to prevent businesses using our IP illegally for their own profit. "The ruling established that, in terms of copyright, the creative choice and originality when designing a vehicle can be comparable to that for other works such as statues, paintings or music.

"Jaguar Land Rover is committed to the preservation and heritage of our brands and classic iconic designs, establishing Jaguar Land Rover Classic in 2017. Dedicated to the production and maintenance of historic models as well as the manufacture of new parts, Jaguar Land Rover Classic ensure that enthusiasts can enjoy our vehicles long into the future."

Club News

IEJC Members Hit the Drive-In



February 20th several IEJC members attended the Drive-In movies. Club members arrived at the Mission Tiki in Montclair and saw a great screening of “Nomadland.”

Thanks to all who attended, and for your patience with the Covid-19 rules. It was a great evening and an entertaining picture. We will do this again soon!

Mark your calendars for Refresher Training:

The Next JCNA Annual General Meeting (AGM) is being rescheduled due to ongoing COVID-19 constraints. We may anticipate, with some degree of certainty that it will occur too late in 2021 to have any effect on Concours Rules for this year. This means that 2019 Concours Rules will still be in effect through our October SDJC, JOCLA and IEJC events.

Our JCNA Southwest Regional (SWR) Director, Mark Mayuga (JOCLA) is organizing an SWR JUDGES SCHOOL in mid-August. This includes the two Arizona clubs also participating in this virtual conference call/zoom meeting. In addition, we may expand to a South West Regional Judges School, inviting all the clubs to participate. Charlie Hallums (JOCLA and IEJC Chief Judge) and I would be running it with possible highlights to include a brief presentation on organization of the concours registration process. Les Hamilton, JCNA President supports the concept and has recommended the event be recorded and added to the JCNA YouTube Channel.

In this manner, Refresher Training for SDJC’s JCNA Certified Concours Judges, Apprentices, and interested Owner/Competitors will be scheduled as a virtual event similar to that of 2019, with individual testing and scoring via email rather than as a group event. I’m coordinating on behalf of SDJC to identify an appropriate date and will keep you posted as things come together. Be sure to read next month’s column!

Current Concours Calendar

Saturday, October 2, 2021 8th Annual IEJC Concours d'Elegance at Idyllwild IEJC

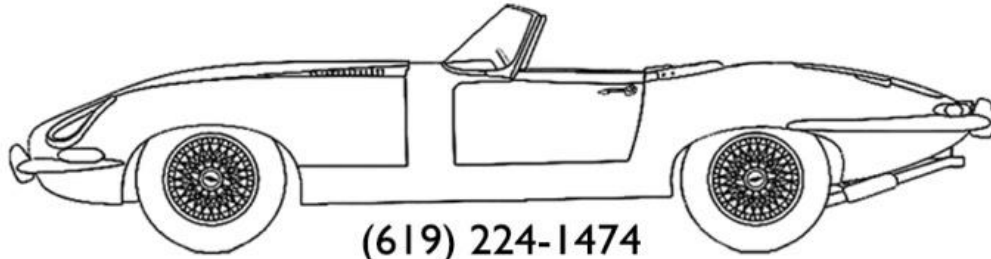
Sunday, October 3, 2021 2021 Concours d'Elegance at Idyllwild JOCLA

Saturday, October 16, 2021 58th Annual Concours d'Elegance at Classic Showcase, Oceanside

Thur-Sun, October 20-24, 2021 JCNA International Jaguar Festival at Sanibel Harbor Resort, FL

Saturday, October 30, 2021 Jaguar Club of Southern Arizona Concours d'Elegance, Tucson, AZ

Saturday, October 30, 2021 Jaguar Club of Central Arizona Concours d'Elegance, Scottsdale AZ



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The Jaguar Owners Club and IEJC had so much fun hosting our joint Concours last year that we have decided to DO IT AGAIN!

We will again be at the IDYLLWILD INN in the mountain town of IDYLLWILD California. The town of IDYLLWILD is located on State Highway 243, just north of the HWY 74 and HWY 243 junction. The town has charming restaurants, gift and craft shops, and wonderful mountain air to enjoy. The views are spectacular, and the event location is charming. Book your hotel reservations NOW as this location is extremely popular that time of year.

Schedule:

**IEJC JCNA CONCOURS, SATURDAY OCTOBER 2,
10:00-3:00 PM Judging, Awards Banquet FERRO'S Italian Restaurant**

[IEJC Jagstravaganza Entry Form 2020](#)

**JOCLA JCNA CONCOURS, SUNDAY OCTOBER 3,
10:00-3:00 PM Judging, Awards 3:30 afternoon**

PLEASE REGISTER FOR THE JAGUAR OWNERS CLUB, LOS ANGELES, OCTOBER 3rd, SEPARATELY BY CLICKING THE REGISTER NOW BUTTON

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The Inland Empire Jaguar Club

8th Annual Jagstravaganza Oct 1st & 2nd 2021
The Idyllwild Inn 54300 Village Center Rd Idyllwild, CA 92549
Reception Fri. 10/1 Idyllwild Inn
Cars on field Sat. 10/2 by 8AM - Judging begins 10AM
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Registration Form (must be received by September 25th 2021)

Members attending

OWNERS NAME(S)				
ADDRESS			PHONE	CELL PHONE
CITY	STATE	ZIP	FAX	E-MAIL
JCNA HOME CLUB	JCNA #		ALT PHONE	ALT E-MAIL

I am a JCNA-licensed judge and am willing to judge the following classes _____, _____, _____, _____, _____.
(Note: You may not judge a class in which you have a car entered.)

Jaguars attending (If more space is needed, check here , and use back of entry form.)

	Year	Model	Body Style	Color	License # or VIN	Concours Class
1.						
2.						
3.						

ENTRY FEES

	Qty	Amount	Subtotal
1 st Judged Entry		\$45.00	
Add'l Judged Entry		\$30.00	
Display Entries		\$25.00	
Non-JCNA Member Insurance Fee \$5.00*			
Total			

AWARDS BANQUET (Add \$60.00 per person)

Menu Includes (but not limited to):

Grissini w/Seasoned Butter
Antipasti (Chef's Choice of Three Appetizer Options)
Insalata Verde (Green Salad)

Choice of 1 Entrée below per guest (subject to change)

Polenta con Bietolle e Zucca (Polenta w/Chard & Squash)

Cacio E Pepe (Pasta w/Pecorino & Black Pepper)

Lasagne al Cinghiale E Manzo (Boar & Beef Lasagne)

Melanzane alla Parmigiana e Polenta (Eggplant Parmesan)

Dessert Includes:

Special Dessert prepared by Lori (TBD)

*(Insurance Form may be filled out at the Concours and will be necessary if a valid JCNA # isn't presented).

Make Check Payable to:
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Send Form & Payment to:
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Entries in all Champion and Driven Division classes are judged according to JCNA rules approved for the current year. Special Classes are all available (S1, S2, S3).

RELEASE OF LIABILITY: I hereby agree to enter the above described car(s) in the IEJC Concours D'Elegance to be held at the Historic Idyllwild Inn October 2nd, 2021 and to participate in other planned activities scheduled during the event. In consideration of the right and privilege to enter and participate in these events and other valuable considerations, and intending to be legally bound, I agree to release the Jaguar Clubs of North America, Inc., the Inland Empire Jaguar Club, organizers, volunteers, staff and the Idyllwild Inn from any and all liability for injuries, damages, or losses arising from my entry and attendance in this event.

PARTICIPANT(S) SIGNATURES (1) _____ (2) _____ Date _____

Questions? Contact Mike Zavos IEJC @ 858-518-5898 or inlandempirejaguarclub@hotmail.com

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Official JCNA Concours d'Elegance Competition Classes Champion Division Classes

C1/PRE: Classics (Pre-XK engine) Tourer, OTS, DHC and Saloons: Swallow, SS & SS Jaguar (1927-51)

C2/120: XK 120 (1948-54)

C3/140: XK 140 (1955-57)

C4/150: XK 150 (1957-61)

C5/E1: E-Types, Series 1 (1961-67)

C6/E2: E-Types, Series 1.5 (1968) and Series 2 E-Types (68-71)

C7/E3: E-Types, Series 3 (1971-75)

C8/SLS: Early Large Saloons: MK VII, MK VIII, MK IX, MK 10, 420G, (1950-70); Early Small Saloons: MK 1 (2.4 & 3.4), MK 2 Series (2.4, 3.4, 3.8 liter, Daimler V8), 240, 340; S-Type 3.4S, 3.8S, & Jaguar and Daimler 420 (1955-69)

C9/XJ: XJ6/12 Series 1 Saloons (1968-73); XJ6/12 Series 2 Saloons and Coupes (1973- 79); Series III XJ6, XJ6 Sovereign & XJ6 VDP (79-87); Series III V12 & V12 VDP (79-92) See Note 1

C10/XJ: XJ6 (XJ40) Sedans (1987-94), XJ12 (XJ40) (1993-94); XJ6/12/R, (X300) (1995- 97) See Note 1

C11/J8: XJ8/R Sedans (X308) (1998-2003), XJ8/R Sedans (X350 Alloy) (2004-2009) See Note 1

C12/JS: XJ-S/SC (1976 - 1991 Pre-Facelift) Coupe, Cabriolet, H&E Convertible, Convertible, XJR-S Le Mans, XJR-S Jaguar Sport.

C13/JS: XJS (1991 - 1996 Facelift) Coupe, Convertible, XJR-S Jaguar Sport.

C14/K8: XK8 Coupe and Conv. (1996-2006), XKR (1999-2006)

C15/XK: XK and XKR Coupe and Conv. (2007-On)

C16/SX: S-TYPE Sedans (1999-2008), X-TYPE Sedans and Estate Wagon (2002-2008)

C17/PN: Preservation Class (more than 35 years old)

C18/PN: Preservation Class (20 to 35 years old)

C19/FJ: XF Sedans (2008-On), XJ Sedan (2010 [as 2011 model year] – On), XE (2016 Model Year)

C20/F: F-TYPE (2013-On)

C21/P: F-PACE (2016-On), E-PACE, I-PACE (2018-On)

Driven Division Classes

D1/PRE: All Classics (Pre-XK engine) and XK 120, 140 & 150

D2/E1: E-Types (1961-67)

D3/E2: E-Types Series 1.5 (1968) and Series 2 E-Types (68-71)

D4/E3: Series 3 E-Types (1971-75)

D5/SLS: Early Large Saloons: MK VII, MK VIII, MK IX, MK 10, 420G, (1950-70); Early Small Saloons: MK 1 (2.4 & 3.4), MK 2 Series (2.4, 3.4, 3.8 liter, Daimler V8), 240, 340; S-Type 3.4S, 3.8S, & Jaguar and Daimler 420 (1955-69)

D6/XJ: XJ6/12 Series 1 & 2, Saloons and Coupes (1968-79); Series III XJ6, XJ6 Sovereign and XJ6 VDP (1979-87); Series III V12 and V12 VDP (1979-92) See Note 1

D7/XJ: XJ6 (XJ40) Sedans (1987-94); XJ12 (XJ40) (1993-94); XJ6/12/R, (X300) (1995- 97) See Note 1

D8/XJS: XJ-S/SC (1976 - 1991 Pre-Facelift) Coupe, Cabriolet, H&E Convertible, Convertible, XJR-S Le Mans, XJR-S Jaguar Sport.

D9/XJS: XJS (1991 - 1996 Facelift) Coupe, Convertible, XJR-S Jaguar Sport.

D10/K8: XK8 Coupe and Conv. (1996-2006), XKR (1999-2006)

D11/XK: New XK and XKR Coupe and Conv. (2007-On)

D12/J8: XJ8/R Sedans (X308) (1998-2003), XJ8/R Sedans (X350 Alloy) (2004- 2009) See Note 1

D13/SX: S-TYPE Sedans (1999-2008), X-TYPE Sedans and Estate Wagons (2002-2008)

D14/FJ: XF Sedans (2008-On), XJ Sedan (2010 [as 2011 model year] – On) XE (2016 Model Year)

D15/F: F-TYPE (2013-On)

D16/FP: F-PACE (2016-On), E-PACE, I-PACE (2018-On)

Note 1: Majestic, Daimler, Daimler Double Six, Daimler Sovereign, and Daimler Majestic models are eligible for Driven Division Classes D6/XJ and D12/J8 according to their years, engines, and body styles.

Special Division Classes

S1/PD: Factory-produced and prepared Competition Jaguars, Factory-sponsored Competition and Limited Production Jaguars and Production Jaguars privately prepared and modified for competition

S2/MOD: Modified

S3/REP: Replica (non-production, Jaguar powered)



IEJC Invites ALL to Our March Club Event – Orange County Hills TOUR!



Night_at_the_Opera
11.MP4

Jaguar Club Owners come join the member CHORUS and celebrate our first event of 2021, ORANGE HILLS RALLY/TOUR, March 21, as we sing merrily along the highways and bye-ways.

We practice social distancing in our Jags at speed and gather on the heather to sing about the great outdoors!" Bring a picnic lunch, the family, the pooches, everyone is welcomed!!! The prize for the most creative mask will be awarded or not, LOL.

Sign-UP Today, go to lajagclub.com

IEJC is proud to welcome



Please click on the [link](#) and visit Clive and the gang for all your Jaguar needs



Indigo Auto Group is proud to announce the opening of the brand new Jaguar of Riverside!

Thank you to Jaguar Riverside for supporting the **2020 Jagstravaganza Weekend Oct 2-4**

Karla Curtsinger | General Manager
Jaguar Land Rover Riverside, An indiGO Auto Group Company | 8051 Auto Dr. Riverside, CA 92504
Phone: (951) 687-1212 | kcurtsinger@indiGOautogroup.com | www.indiGOautogroup.com



Our latest club newsletter is now available. Just click on the button below to access it and a lot of previous newsletters. (You may need to refresh your browser to make sure you see the latest edition.)

[READ OUR LATEST NEWSLETTERS](#)

[VIEW OUR LATEST EVENT VIDEOS](#)

[COME TO DINNER!](#)

[JOIN OUR CLUB](#)



Save the Date - Oct 29th - 31st

Registration will Open August 1st, 2021

The McCormick Resort in Scottsdale AZ will host the annual JCCA Saloons in the Old West Concour. The festivities begin on Friday October 29th at our opening Welcome Reception.

This year's Concour includes Beautiful cars, Food and Beverages, Entertainment, Door prizes; Fun for everyone.

Saturday, the Concour showcases the club members' beautiful examples of the luxury Jaguar marquis on display. For cars being judged rags down is at 10am. Continental Breakfast is provided for all Concour registrants, followed by a Box lunch at 11:30 am, Upon concour conclusion we will move to the lakeside patio for a reception to announce the Concour Award winners. Our Hospitality Suite opens Friday at 5pm

The weekend closes Sunday with a drive to a no-host brunch location yet to be determined.

Friday, 29th	CONCOURS SCHEDULE
5:00 - 7:00pm	Early registration check-in available at the Hospitality Suite
5:30pm	Welcome Reception (Apps, Wine Tasting & Beverages) – Preregister
Saturday, 30th	
8:00 am to 3:00pm	Concour D'Elegance - Judging commences at 10:00am
10am - 3:00pm	Hospitality Suite Open
3:30pm to 5:30pm	Awards Reception at the Lakeside Patio
6:30pm	No Host JCCA Concour Dinner - please preregister for restaurant count
Sunday 31st 10:00am	Driving Tour with a stop for a no-host brunch. No Charge; please preregister for restaurant count



Dear IEJC Participants,

In April of 2020, the La Jolla Concours d'Elegance (LJCDE) was canceled five weeks prior to the event, at the outset of the COVID-19 pandemic. Over the course of 2020, the La Jolla Historical Society and the LJCDE Committee worked tirelessly to reimagine the event and had planned for a September 2020 Concours, but when COVID cases spiked in the summer, we realized that this event was not possible. We next aimed for April 2021, as we were hopeful that 2021 would allow for a safe automotive celebration at the caliber expected from the LJCDE. However, with dramatic increases in COVID infections in California over the holidays and a national vaccine rollout that has been slower than anticipated, we must formally announce the cancellation of the April 2021 event. The next La Jolla Concours d'Elegance will be celebrated on April 22-24, 2022 so please mark your calendars!

We remain hopeful for the future when our lives progress towards normalcy. Our team will be working diligently over the next year to ensure that the April 2022 event will be the most remarkable three-day automotive and lifestyle extravaganza ever to be showcased at the Cove of La Jolla.

Your registration will automatically be transferred to the La Jolla Motor Car Classic happening at Viejas Casino & Resort September 17-18, 2021 and we will contact you in the coming months with further details and information.

We are working on ways for our community to still come together in 2021. We are currently exploring monthly virtual webinars with Sports Car Market Publisher Keith Martin; we are working on moving the La Jolla Motor Car Classic to Viejas Casino & Resort September 17-18, 2021; and we are having the Inaugural La Jolla Concours Golf Tournament on October 4, 2021. These events are currently in the works, so please follow us on social media and join our newsletter to get more information on these exciting La Jolla Concours happenings.

We thank you for your continued support, patience and understanding, as we all work together to navigate these truly difficult times. When we meet again on the coastal shores of La Jolla in April 2022 to celebrate automotive excellence, you will experience an amplified version of our signature event – Unbounded, Unconventional, Unfettered.

Please contact us at lajollaconcours@mcfarlanepromotions.com if you have questions.

LJCDE Team
LaJollaConcours.com

2021 AGM and IJF

On January 11th, JCNA convened a Board of Directors video conference to discuss the 2021 AGM. After reviewing the current status and reasonable pandemic forecasts we determined that attempting to hold the AGM in March 2021 would be unlikely to convene a quorum and we could not conduct a meeting. **The March 2021 AGM is therefore deferred until travel risks are significantly reduced.** Our contingency is to hold the AGM in Columbia in the 3rd quarter or hold the AGM in late October. We will determine our course of action in our 6/14/21 Board meeting and update all Club Presidents at the time.

The 2021 IJF is scheduled for October 20th-24th in Fort Meyers, Florida.

JCNA Logo Masks

Unfortunately, it appears that we all will have need for masks to venture out in public for some time. Masks with the JCNA Logo are now available from the JCNA merchandise provider at <https://www.estoresbyzome.com/JCNA.php>

Please Stay Safe

---les---

Les Hamilton

President, JCNA 2019-2021



*Jaguar Owners
have our full support!*

moSS CLASSIC JAGUAR

*With Moss Motors' professional sales staff, engineers, technical team, and a long legacy of service, Jaguar owners can expect top-tier parts selection and availability. And with two warehouses, our delivery is fast across the country. **Long live the Jaguar.***

XK120, 140, 150 / E-Type / Early Saloons / XJ6/XJS / XK8 / Late Models

800-444-5247 | www.XKs.com | parts@XKs.com



International Jaguar Concours d'Elegance



FRIDAY, OCTOBER 22, 2021



Go to www.jaguarclubofswf.com for more detailed information.

Concours d'Elegance "On The Green" Sanibel Hotel "Berkley Lot"

Divisions – Champion, Driven, Special, Preservation, and Display

For questions please feel free to contact Phil Mannino - JCSWF President
and IJF Concours Chairperson philmannino2@gmail.com or 407-312-0218

ROLL ON THE GREEN

Prior to cars Rolling on the Green an Operational Verification check will take place.

6:30 to 7:00 am - XK120, XK140, XK150, Early Saloons, Preservation Class

7:00 to 7:30 am - E-Types

7:30 to 8:00 am - XJ6, XJ8, XJR S-Type, Estates

8:00 to 8:30 am - XJS, XK8, XKR, XK, XKR

8:30 to 9:00 am - XF, XE, F-Type, F-Pace, E-Pace, I-Pace

9:30 to 10:00 am - Participants meet with Chief Judge

10:15 to 10:35 am - Judges meet with Chief Judge

11:00 am - Rags down/Ceremony Kick-Off for the IJF 2021

11:15 am - Judging Begins

12:30 pm - Lunch?

1:00 pm - Judging Resumes

3:00 pm - Concours Judging ends



The Past . The Present . The Future



SoCal Monthly Events

(if you have an event to add please send to inlandempirejaguarclub@hotmail.com)

San Diego Cars and Coffee is a monthly gathering conveniently located in Miramar

San Diego Cars and Coffee -Home | Facebook

Every Saturday morning

South OC Cars & Coffee

San Clemente Outlets

South OC Cars and Coffee -Home | Facebook

Every Friday, April through September

Crusin' Grand, Escondido

facebook.com/cruisinggrand

Each Thursday of the Month June-August

La Mesa Car Show

La Mesa Village, La Mesa

50s cars along La Mesa Blvd lmvma.com



Breaking News! JLR Increases JCNA Special Discount

JAGUAR LAND ROVER NORTH AMERICA IS PLEASED TO ANNOUNCE AN INCREASE TO THE PRIVATE OFFER PROGRAM

MEMBERS OF JCNA IN AMERICA ARE NOW ELIGIBLE FOR SPECIAL PRICING OF 10% BELOW MSRP ON SELECT JAGUAR AND LAND ROVER MODELS

PLEASE SEE FULL DETAILS IN THE LINK BELOW AND FORWARD TO MEMBERS ACCORDINGLY

JCNA members are now eligible for 10% below JLR's Manufacturer's Suggested Retail Price (see the Terms and Conditions). This is for 'select' Jaguar and Land Rover models, but in practice includes almost every 2019-2020 models including F-Type and I-Pace, subject to availability. SVR models, being limited editions, are not included.

This program may also be combined with other offers or deals you negotiate, so go see your local retailer for more information. For details and online entry form, follow this link: [Jaguar Land Rover Private Offer Program](#)

Jaguar

Model Year	Models (All)*	Customer Base Price**
2019 / 2020	XE	10% below MSRP
2019 / 2020	XF	10% below MSRP
2019	XJ	10% below MSRP
2019 / 2020	F-TYPE	10% below MSRP
2019 / 2020	E-PACE	10% below MSRP
2019 / 2020	F-PACE	10% below MSRP
2019 / 2020	I-PACE	10% below MSRP

Land Rover

Model Year	Models (All)*	Customer Base Price**
2019 / 2020	Discovery Sport	10% below MSRP
2019 / 2020	Discovery	10% below MSRP
2019 / 2020	Range Rover Evoque	10% below MSRP
2019 / 2020	Range Rover Velar	10% below MSRP
2019 / 2020	Range Rover Sport	5% below MSRP
2019 / 2020	Range Rover	5% below MSRP

* Subject to vehicle availability and retailer participation. SVR models excluded.

** Manufacturer's Suggested Retail Price (MSRP) excludes destination/handling charge (\$995 for XE, XF and E-PACE, Range Rover Evoque and Discovery Sport; \$1,025 for XJ, F-TYPE, F-PACE, I-PACE, Discovery and Range Rover Velar; \$1,295 for Range Rover and Range Rover Sport), tax, title, license, and retailer fees, all due at signing, and optional equipment. Retailer price, terms and vehicle availability may vary. See participating Retailer for details.

Vehicle Price

All participants will receive a base purchase price of 5% or 10% below the selected vehicle's Manufacturer's Suggested Retail Price (MSRP Subtotal). See Terms & Conditions below and your local retailer for more information.



Greetings!

I am thrilled to announce that indiGO Auto Group purchased the Jaguar franchise from Alvarez Jaguar in Riverside in December of 2018. We have officially re-opened for business **as indiGO Auto Group's Jaguar Riverside** at the same location. Whether you are a former Alvarez customer or a Jaguar enthusiast, we look forward to exceeding your expectations at every turn.

It is an honor and a privilege to introduce our nationally acclaimed and award-winning Pride of Jaguar client service and passion to the Inland Empire. Jaguar's tremendous heritage and history is something we celebrate at the highest level at our Jaguar dealership in Rancho Mirage, California every day, and we look forward to bringing that same elevated enthusiasm for this iconic brand to your ownership experience.

In June 2019, we will begin construction on a new state-of-the-art facility, with a completion date set for January 2020. This new facility will enable us to bring the Land Rover brand to Riverside for the first time in history. Jaguar Land Rover Riverside will offer unparalleled access to the most desirable luxury automobiles in the world.

While indiGO Auto Group facilities are timelessly modern and offer incredible boutique experiences, our client satisfaction stems from our mission and five organizational certainties which include prioritizing continuous improvement, passionately honoring the heritage of the brands we represent, always maintaining a consciousness for uniqueness & authenticity, exceeding client expectations, and embracing change.

You can expect the ultimate concierge sales and service experience during our transition. Our executive team will be closely involved in day-to-day operations to ensure all of your needs are met and your questions answered. To contact the dealership directly, please call (951) 602-5481 or visit us at www.jaguarriverside.com.

We look forward to serving you.

Sincerely,

Todd L. Blue
Founder & CEO



IEJC Swag Order Form (give in to the power of the IEJC...)

IEJC
2149 Saffron Way, Fallbrook, CA 92028
858.688.3385



SHIPPING INFORMATION

NAME	ADDRESS
Phone	EMAIL

QUANTITY	ITEM/SIZE/COLOR	PRICE/ITEM	SUBTOTAL
2 (EXAMPLE)	TEE / LARGE / BRG (EXAMPLE)	\$20 (EXAMPLE)	\$40 (EXAMPLE)

ENCLOSE CHECK OR CC INFORMATION

Total

SHIPPING
Amount Due

\$3.00

CC #

EXPIRATION DATE

CCV

IEJC TEES



\$20



**TEES COME IN BRG WITH BISCUIT LOGO OR
BISCUIT WITH BRG LOGO**

IEJC SWEATSHIRTS



\$30



SWEATSHIRTS COME IN BRG WITH BISCUIT LOGO OR BISCUIT WITH BRG LOGO

IEJC HATS

\$25



HATS COME ONLY IN BRG WITH BISCUIT LOGO

IEJC is proud to welcome



Please click on the [link](#) and visit Clive and the gang for all your Jaguar needs

Enjoy your Jaguar even more with a Membership in the IEJC

The Inland Empire Jaguar Club is a group of people that want to get the most from their Jaguar automobile and from their club.

This group of Jaguar owners enjoys frequent JCNA club-events, scenic weekend-drives, social gatherings at the classiest venues in the area, long walks on the beach... You get the idea – we like to have FUN. Plus, we host one of the finest annual Concours d’Elegance on the west coast to show off our prized cars.

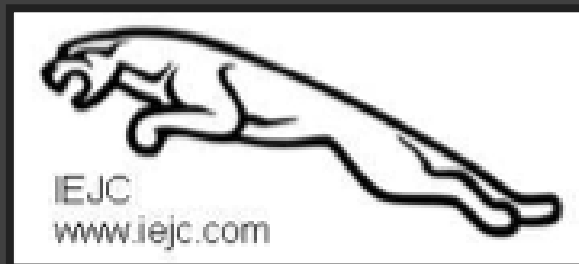
The IEJC is a small club, and we need you to help make our organization grow. Please sign up today. Our Club is the host of the Wine Country Concours, a JCNA-sanctioned event that gathers Jaguars from all around the Southwest in October.

For detailed information on IEJC Events, please contact Mike Zavos at (858) 518-5898 or m_zavos@hotmail.com

Membership Application:

Name: _____

Address: _____



Jaguars Owned: Year & Model

Email: _____

Monthly newsletter, *Felis Onca*, will be emailed to you.

\$70 for full membership

\$30 for associate membership (already in a JCNA affiliate club)

Send to:

IEJC

Mike Zavos

Membership Director

2149 Saffron Way

Fallbrook, CA 92028

IEJC/ JCNA Member Benefits

Here's what our low-cost membership fee buys

Camaraderie / Fun:

- 🏆 The opportunity to enjoy camaraderie in many ways with others who share the love of the Jaguar marque
- 🏆 12 full months of JCNA membership, including an official membership card and all of the benefits associated with membership including these herein and others too numerous to list
- 🏆 12 full months of membership in local affiliate regional clubs of Jaguar Clubs of North America (JCNA); or if preferred Member-at-Large status without local participation
- 🏆 12 full months of JCNA membership for spouse or partner. Our memberships always include spouses.
- 🏆 Special memberships available for “Young Enthusiasts” (Adults between 19-24 years)
- 🏆 Monthly meetings to learn, share and just be with fellow enthusiasts
- 🏆 Fun trips each month organized by our special Event Team. There's something for everyone.
- 🏆 Annual General Meeting (AGM) opportunity to meet others from around the nation, attend really fun events, participate in competitions, serve as local club designate, etc.
- 🏆 Annual Special events that vary by local club and region
- 🏆 Regional and Annual Concours d'Elegance events to show your Jag, see other Jags, earn points and compete with fellow members from around the nation
- 🏆 Opportunity to attend and participate in JCNA National Challenge Championships events that offer a plethora of attractions, competitions, etc. to suit every desire
- 🏆 Discounts on Heritage certificates
- 🏆 Concours, Rallies, Slalom programs
- 🏆 New Jaguar Foundation which will enhance services provided by JCNA – details being formed

Financial:

- 🏆 Discounts on parts, labor and merchandise from our participating Jaguar dealerships
- 🏆 Instant savings off of the final negotiated price for the purchase or lease of a new Jaguar for current members after 12 consecutive months of membership. Savings of up to \$1,000 on the purchase or lease of any new Jaguar (For 2014; discounts were granted up to \$4500 depending upon model chosen). See JCNA.com for details
- 🏆 Discounts on and special insurance for your beloved cat through Hagerty Insurance. Applies to most states. Some states are exempt by law. Discounts of 5% through JCNA membership.
- 🏆 Club Trophy buy-back program so no guessing for local club leadership with 1-day shipping

Communication:

- 🏆 Full year subscription to the renowned *Jaguar Journal*, a bi-monthly publication with regional, national and international information pertaining to all matters of Jaguar. The *Jaguar Journal* alone is a tremendous value for your membership dues.
- 🏆 Full year subscription to our own local newsletter to keep you in the know with great articles, calendar of events, and newsworthy items of interest
- 🏆 Opportunity to submit articles to national and local newsletters
- 🏆 Some local club affiliates produce Regional Membership Directory of names, vehicles and contact information for other members to confidentially retain as a resource for connecting with other members for sharing a multitude of matters, such as technical care, advice, etc. Also includes our club's by-laws, leadership and committee chairs, etc.
- 🏆 Excellent website – www.jcna.com.
- 🏆 JCNA Shoppe with rare and desirable Jaguar publications, regalia, etc. at fire sale prices. Great service and delivery.

Jaguar Repair / Technical / Maintenance / Care:

- 🏆 Free Tech Line Help and Forum Advice with Jaguar expert via toll-free access to technical advice, 24/7, to help you maintain, service, condition or repair your Jaguar
- 🏆 Free technical advice from fellow members
- 🏆 Free tool loan program from JCNA

Participation / Competition / Points:

- 🏆 Opportunity to compete locally, regionally and nationally for JCNA points and awards in various special events such as Slaloms, Rallies and Concourses
- 🏆 JCNA Official Membership Card that identifies members for competition, participation and fun
- 🏆 Confidence of knowing you have liability insurance for all sanctioned JCNA events
- 🏆 Opportunity to be a part of the leadership in the regional and national club
- 🏆 Regional and National Awards at end of year



IEJC is proud to welcome



Please click on the [link](#) and visit Clive and the gang for all your Jaguar needs

Becoming an IEJC Member is easy!

For quick payment use the PayPal link below:

Membership Type	Dues
Full Member (includes you & spouse/other) - \$70	
Associate Membership (already in another JCNA club) - \$30	

Or send your payment to:

IEJC
2149 Saffron Way
Fallbrook CA 92028



Inland Empire Jaguar Club
No meeting minutes for February 2021

EXPAND YOUR HORIZONS

With Associate Membership



SDIAG.COM



JOCLA.COM



IEJC.COM



JAGS.ORG

Since you're already members of one of these great clubs and you've paid your annual JCNA membership fees why not take advantage of becoming ASSOCIATE MEMBERS of one or more of these other great clubs? Associate Membership offers the same advantage as your home club offers at approximately half the dues of home club membership while helping to support these other great California clubs!

Make new Jaguar friends while experiencing new venues in uncharted territories! Find out more about each of these clubs by click the link below each of the club logo the simply contact the Membership Chairs listed below and sign up!

Club	Membership Chair	Email	Phone
San Diego Jaguar Club	<i>Nedra Rummell</i>	nedra@rummels.com	(760) 519-5400
Jaguar Owners Club, Los Angeles	<i>Donte Neal</i>	donte.neal@aol.com	(562) 704-2531
Inland Empire Jaguar Club	<i>Mike Zavos</i>	m_zavos@hotmail.com	(858) 518-5898
Bay Area Jaguar Associate Group	<i>Phil Endless</i>	treasurer@jags.org	(650) 854-4445