

## **CR-2 Jaguar Cars — JCNA Liaison Report**

Prepared for : AGM 2013

Prepared by: Gary Kincel

### **SUMMARY**

In the role as the Liaison to Jaguar Cars for JCNA, my main purpose has been to keep open, and strengthen the lines of communication between our club and Jaguar Cars. To seek common ground where we may support each other for the betterment of the Jaguar Brand and JCNA Membership.

Last year at the request of Jaguar Cars, we changed the guidelines for affiliate clubs to request event funding. Deanie Kennedy coordinated our effort to consolidate all affiliate club request into one spreadsheet which was forwarded to Jaguar Cars in late February. The full amount of the request was \$32,650. After some budget cutting at Jaguar Cars, our final approved amount was reduced, and checks were forwarded to the requesting clubs in June 2012. The amount each requesting club received was reduced in similar fashion to the total reduction by Jaguar Cars. We will continue this process next year, and request that all regional directors communicate with their affiliate clubs regarding this requirement. The deadline for request will remain the end of February each year.

During the fall of 2012, Dick Maury, George Camp, and Gary Kincel attended a meeting in Mahwah NJ at Jaguar HQ. In attendance from Jaguar Cars were Andy Goss, President, CEO. and David Pryor Brand VP. The main goal of this meeting was for us to share our thoughts, ideas, and strategies around our relationship and discuss ways that we can mutually support each other in that relationship. We had a significant amount of discussion around the new F-Type. Topics included the target customer, expected sales volume, and ways to have the new car buyer become a JCNA member. As a result, the AGM agenda includes items related to placement of the F-Type into appropriate classes for both show and competition driving events. We left Mahwah with a good feeling that with Andy as President, we would be able to find common ground where we can strengthen our relationship.

Fred Hammond continues as the representative of Jaguar Cars and is currently our JCNA contact. Fred in this role reports to Stuart Schorr VP of Communications & Publications at Jaguar Cars. We continue to work with Fred to achieve our mutual goals. Fred will be speaking at the 2013 AGM as the Jaguar Cars representative.

Fred Hammond reported recently that the Jaguar Archives in Mahwah has funds available for use in digitizing some of the old film, and documents that are housed in the archives. As the digitizing process continues, Fred's hope is for this material to be made available to JCNA members via the shop. Where multiple copies items are in the archive inventory, Fred noted that the archive will retain only 3 pieces of any item, and that any additional remaining copies will be made available to JCNA members thru the shop on a first come first serve basis.

Thru the efforts of the hosting club for the upcoming Challenge Championship, both Ian Callen, Head of design and Andy Goss, President of Jaguar Cars North America will be in attendance. The Virginia club under the leadership of Ron Gaertner has done an outstanding job soliciting these 2 individuals for their participation.

Since accepting responsibility for this position, I have worked with 2 main strategies in mind.

1. Maintain ongoing regular communication with Jaguar Cars.

On a periodic basis, I talk with Fred Hammond regarding issues that come to our attention. Recent conversations included conversation about the JCNA member discount for the purchase of a new Jaguar, and help with upcoming AGM and Challenge Championship events in 2013.

2. Act as a point of contact with Jaguar Cars for JCNA and the Affiliate Clubs.

Since JCNA is a small part of Fred's job as a consultant to Jaguar Cars, our goal here is to have a primary point of contact for communication between JCNA and Jaguar Cars. We continue to work at strengthening this primary point philosophy.

I believe in both areas noted above that we have made progress toward our goals. We continue to seek good ways to communicate with Fred and Jaguar Cars to the betterment of both JCNA and Jaguar Cars.

Submitted by:  
Gary Kincel