

2020 JCNA Liaison Report

JCNA and JLR continue a good open line of communication which benefits both JCNA and JLR. My communication at JLR is with Vin landimarino who reports directly to Kim McCullough and I occasionally communicate with Fred Hammond.

In April 2019 a MK2 badge mockup was sent in for approval. JLR requested the removal of JAGUAR from the upper portion of the badge and make it clearer on the badge that JCNA is celebrating 60 years of the MK 2 vehicle. To date I have not received a revised version of the badge to be approved.

In May 2019 JLR ask to verify the club usage of their logo on merchandise. Legal response was that the club agreement already permits a licensed club to sell merchandise to members or at a club event. Please know that this merchandise is not legally approved for wide-spread general consumption. In other words, not to sell to the open public.

If a printing company or manufacturer of promotional items, etc. requires additional authorization from JLR then a letter needs to be submitted for approval. (Contact Barbara Grayson to see sample letters are available from the San Diego and Pittsburgh Clubs.)

Vin was helpful in securing tickets for the NE clubs that requested tickets for the NY Auto Show and the Jaguar Celebration event in July.

The JLR private offer program continues with the 10% discount off MSRP to club members of at least 6 months membership in JCNA. For the vehicles included in the program visit the JCNA website.

The Special Event Sponsorship was received from JLR and the amounts were distributed to the requesting clubs by the decisions of the directors in their specific region. 2020 sponsorship request is due by February 28th.

Respectfully Submitted January 21, 2020
Barbara Grayson JCNA Liaison