

**CR-21**

January 20, 2016

TO: JCNA Board of Directors  
FROM: Mike Cook, Jaguar North American Archivist

**Jaguar North American Archives Status Report.**

The Jaguar North American Archives was established in 1990 and is located in a permanent facility at Jaguar North American Headquarters in Mahwah, NJ. It is a working research library and image source plus a collection of Jaguar memorabilia and artifacts. The Archives holds photographs, product literature, posters, service and parts manuals, owner's manuals, corporate documents, etc. We have Jaguar films and TV commercials, going back as far as the 1950s. Our digitizing project is proceeding and we now have more than 2500 images on file plus more than 75 films.

Because Jaguar and Land Rover are now one company, we are also working to preserve Land Rover/Range Rover history in North America. However, at this time, we do not have the expertise to answer detailed questions about these marques and we will not issue Heritage Certificates for them. Those are available from the Motor Industry Heritage Trust in England.

The Archives first goal is Preservation. The Archives room is climate controlled and the majority of the collection is protected, either in file cabinets or archival storage boxes. Storing digital images provides further security. The second goal is Access. As part of the Jaguar North American Communications department, we frequently deal with requests for publicity photos and information. We also provide services to the Jaguar ad agency, the Marketing department, automotive journalists and film and television media. An excellent article about the Archives appears in the March 2016 *Sports & Exotic Car* magazine. We answer many Jaguar owner inquiries for information on various models, old and new regarding things like key numbers, production figures, etc.

We are the official source for Jaguar Heritage Certificates in North America and the information comes from the identical, original factory records that are used by the Jaguar Daimler Heritage Trust in England. The basic charge for the certificate is \$50 but JCNA members pay only \$35. Certificates are available for cars at least ten years old.

For JCNA club members, our primary function has been issuing Heritage Certificates. The application form is available at [JCNA.com](http://JCNA.com) on the Library page or we can mail or e-mail it. We now can offer a limited selection of Jaguar films on DVD to show at club meetings and other functions and we can provide images from our files to club newsletter editors. The Archives has supplied quantities of literature and other items of interest to be sold in the JCNA Shoppe on line.

The NA Archives is open on Tuesday and Thursday staffed by Mike Cook, Fred Hammond and Gloria Pedati. Phone: 201 818-8144. [mcook69@jaguarlandrover.com](mailto:mcook69@jaguarlandrover.com).  
555 MacArthur Blvd., Mahwah, NJ 074308