

## **Jaguar Land Rover North American Archives**

By Fred Hammond

Needless to say, November 27<sup>th</sup> will be a day that changed the Jaguar Land Rover North American (JLRNA) Archives forever. That is the day that Michael L. Cook, the driving force behind the Archives for the last 27 years, passed away from viral pneumonia.

Mike's vision, dedication and perseverance to the role as Chief Archivist is the only reason that the JLRNA Archives continues to exist today. And his commitment has become management's commitment to keep the Archive growing and flourishing.

In honor of Mike's role in the preservation of Jaguar and Land Rover history, the Archives have been renamed for him – ***The Cook Archives***

In March of 2018, we moved into our new home on the first floor of our new Headquarters in Mahwah. About 50% larger than our old Archive at 555 MacArthur Boulevard and with a window (!) we are now at the center of activity in the building, not the very last stop as we were in the old building.

In the last year, we have increased the number of still images on our stand-alone Archives Database to 6,700 and the number of films and videos to over 1,100, all of which are available upon request to the JCNA member clubs for their meetings and use in their publications without charge. (We only ask that any items provided DO NOT find their way onto YouTube or Pinterest, etc. Exceptions may be requested.) We can be reached either by phone at 201-818-8144 or email at [Archive1@jaguarlandrover.com](mailto:Archive1@jaguarlandrover.com) . I can be reached directly at 201-341-1112 and on my email at [fhammond@partner.jaguarlandrover.com](mailto:fhammond@partner.jaguarlandrover.com) .

One of the items that came up prior to Mike Cook's passing was a request from Jaguar Daimler Heritage Trust (JDHT) that we stop issuing Heritage Certificates. This was positioned to us as desire to have uniformity in the look of the Certificates (North America used a horizontal format while the UK used a vertical format) and to insure that globally, we were all conforming to applicable Privacy laws. This is still in negotiation and we are hoping to be able to continue to offer a JCNA discount. Under the new system, all Heritage Certificates are fifty pounds and can be obtained through JDHT's website at [www.jaguarheritage.com/archive-services/certificates/](http://www.jaguarheritage.com/archive-services/certificates/) . And the UK will accept credit cards, which we were not able to do.

Despite this, *we will still provide all the information currently available on the certificates* upon request – we just cannot issue a Certificate. This will enable us to assist in the purchase, restoration and verification process without the delay or expense of going to the UK for a Certificate.

Once the issue of the JCNA discount is finalized, we will notify the Board.

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