

## **CR2-Jaguar Cars; JCNA & Liaison Report**

Prepared for: AGM BOD 2014 (Report updated from the Fall 2013 BOD)

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### **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.

In 2012 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. After some budget cutting at Jaguar Cars, our final approved amount was reduced significantly, and recently paid to JCNA. Equal amounts were forwarded to the affiliate clubs making the original request. This funding request includes an amount for the Challenge Championship held in Virginia. We will continue this process in 2014, 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. Fred Hammond will continue to work with Jaguar Cars to gain payment.

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 2013 AGM agenda included 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. Since that meeting. David Pryor left Jaguar Cars and was recently replaced by Jeff Curry as the new Brand VP for North America. Andy Goss was recently promoted to a new position of Group Sales Operations Director for Global Sales and will be relocating to the UK. With their departure, progress on some issues discussed at our meeting has been slow. With approval from Dick Maury, a phone conference was recently held with Jeff Curry, and organized by VP George Camp to move the original discussion forward. Included on the call were Jeff, George, Fred Hammond, and I. A win for us was the announcement of the \$1,000 discount program to JCNA members for purchase of a new Jaguar. Also more recently, a special tiered discount program was announced that included amounts up to \$4,500 for the purchase of select new cars including the F Type.

We continue to discuss with Fred Hammond, and Jaguar Legal, open issues that Rob Thuss has highlighted with great detail. These discussions involve our past and current licensing

agreements with Jaguar Cars, and the need for an advertising agreement. These issues were the main point of discussion on the recent phone conference that was managed by VP George Camp.

Fred Hammond reported early last year that the Jaguar Archives in Mahwah had 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. Shipments of material from the archives were delivered to George Camp, and ultimately posted on the Shop for sale to JCNA members. Interest was high, and funds received from the sale have been shared with the Jaguar Archives.

Preliminary work on creating the Jaguar Foundation is complete. For more than a year, George Camp and I have worked together to create a Foundation with the primary goal of honoring the heritage and history of Jaguar Cars in North America. Others now involved on the Foundation board include Tom Wright, Gary Hagopian, Dick Maury, and Tom Krefetz. Work on creating a legal entity, and seeking approval from the IRS for status as a 501c3 public charity is complete. Affiliation documents have been prepared and will be reviewed at the BOD meeting at the AGM. Fund raising will now begin and material donations have already been made.

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. Fred and I have open and lively conversations with the goal of finding mutual agreement and common ground on any issue that we deal with.

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