

## Jaguar History ~ Past and Present

Jaguar® was founded as the Swallow Sidecar Company in 1922, originally making motorcycle sidecars before developing passenger cars. The name was changed to Jaguar® after World War II to avoid the unfavourable connotations of the SS initials. Sale to The British Motor Corporation followed in 1966, the resulting enlarged company now being renamed as British Motor Holdings (BMH), which in 1968 merged with Leyland Motor Corporation and became British Leyland, itself to be nationalised in 1975. Jaguar® was de-merged from British Leyland and was listed on the London Stock Exchange in 1984, becoming a constituent of the FTSE 100 Index until it was acquired by Ford in 1990.

Jaguar® Cars is a brand of Jaguar Land Rover, a British multinational car manufacturer headquartered in Whitley, Coventry, England. They have been owned by India's Tata Motors since 2008. Jaguar® cars today are designed in Jaguar Land Rover's® engineering centres at the Whitley plant in Coventry and at their Gaydon site in Warwickshire, and are manufactured in Jaguar's Castle Bromwich assembly plant in Birmingham with some manufacturing expected to take place in the Solihull plant.

In September 2013 Jaguar Land Rover® announced plans to open a 160 million USD research and development centre in Warwick, United Kingdom to create a next generation of vehicle technologies. The carmaker said around 1,000 academics and engineers would work there and that construction would start in 2014.

[www.CoventryFoundation.org](http://www.CoventryFoundation.org)



### Coventry Foundation

The Foundation has been created by passionate Jaguar® people who donate their time, resources, and services with the goal of better serving the Jaguar® Heritage and preserving the marque for future generations by leaving a legacy for our children's children to be able to appreciate and continue on with the work that we started.



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*Preserving Jaguar® History...*