

# XKX





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BY PROCESS



# XK

Power, style and uncompromised luxury, the XK makes every journey unforgettable. The contemporary fusion of dramatic sweeping curves with low-riding profile epitomizes the reputation of Jaguar for stunning and seductive design.

The XK delivers breathtaking performance and unparalleled comfort plus the versatility of a 2+2 seating configuration. Its advanced technology enables exhilarating handling wherever you go; its hand crafted cabin delivers absolute comfort however far you travel.

XK | XKR | XKR-S



VEHICLE SHOWN: XK COUPE IN RHODIUM SILVER WITH OPTIONAL 20 INCH KALIMNOS ALLOY WHEELS

## SEDUCTIVE DESIGN

The XK model line has been designed and engineered in two bodystyles, Coupe and Convertible. Both are built in aluminum which combines lightness with strength and rigidity. Every surface is sculpted to create a visual energy, with the outer aluminum skin stretched taut over the body structure. From its purposeful front bumper design and chrome outlined air intakes, to its distinctive side power vents and muscular rear haunches, it promises both luxury and immense power.

To present a unique XK visual appearance, LED signature running lights frame the advanced bi-function HID Xenon headlamps, while at the rear there are distinctive all-LED tail lamps. Under the hood, the XK is driven by a choice of three highly acclaimed 5.0 liter V8 engines: a 5.0 liter V8 producing 385 HP; a 5.0 liter V8 Supercharged delivering 510 HP in XKR models; and exclusive to the XKR-S, a 5.0 liter V8 Supercharged producing an astounding 550 HP.



VEHICLE SHOWN: XKR COUPE IN ULTIMATE BLACK WITH OPTIONAL  
XKR DYNAMIC + BLACK PACK







VEHICLE SHOWN: XKR CONVERTIBLE IN DARK SAPPHIRE



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## XK

**The Jaguar 5.0 liter V8 385 HP engine** produces exhilarating acceleration with effortless power. Advanced engineering technologies ensure instant response, **delivering 0-60mph in 5.2 seconds<sup>2\*</sup>**.

The **XK** combines performance with luxury and relevant technology, intuitively expressed to connect the driver to the car, and the car to the road: it is technology that empowers, but never overpowers the driving experience. As standard, it offers a 6-speed automatic transmission with Jaguar Sequential Shift<sup>®</sup>, JaguarDrive Selector<sup>™</sup>, Dynamic Stability Control (with TracDSC mode) and Performance Braking System from Jaguar. The interior features include soft grain leather heated and cooled Luxury-style seats with twin needle contrast stitch, a heated leather steering wheel, and a Suedecloth premium headlining. Also included interior is a 7 inch color Touch-screen that controls the navigation system, the powerful Bowers & Wilkins<sup>®</sup> 525W surround sound audio system, Bluetooth<sup>™</sup> and iPod<sup>™</sup> connectivity as well as displaying the visual guides for the front and rear parking sensors and backup camera<sup>1\*</sup>. The Jaguar Smart Key System<sup>™</sup> with keyless entry and keyless start ensures effortless access to the thrill of driving the XK<sup>3\*</sup>.

\*Please see page 45 for further information

VEHICLES SHOWN: XK COUPE IN RHODIUM SILVER



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SPECIALISTS





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## XKR

Re-engineered and re-calibrated, updated and enhanced – the **XKR** builds upon the dynamic performance of the XK to make a great car even greater. At its heart is the acclaimed Jaguar 5.0 liter V8 engine fitted with a sixth-generation, twin vortex system supercharger. This all-aluminum quad-cam powerplant produces 510 HP providing heart-racing performance with seamless power delivery and tremendous torque – up to 461 lb-ft.

With its higher performance capabilities the XKR features an **Active Differential** and the **Jaguar High Performance Braking System** as standard<sup>1\*</sup>. Hood louvers provide extra cooling for the engine; aerodynamics are further improved with a front splitter and larger rear spoiler. The XKR delivers the sublime luxury of a Grand Tourer with the muscle of a thoroughbred champion.

<sup>1</sup>Please see page 45 for further information

VEHICLE SHOWN: XKR COUPE IN ULTIMATE BLACK WITH OPTIONAL XKR DYNAMIC + BLACK PACK





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ACCESS

VEHICLE SHOWN: XKR-S CONVERTIBLE IN POLARIS WHITE



# XKR-S

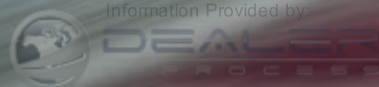
The XKR-S takes the XK to superlative heights. **550 HP, 502 lb-ft, 0-60mph in 4.2 seconds**, and a **limited top speed of 186mph<sup>2\*</sup>**. The XKR-S also distinguishes itself with a unique front bumper, carbon fiber splitter, broad vertical side intakes and twin nacelles. **Performance Active Exhaust** with quad tailpipes gives the XKR-S its own powerful sound signature. Bespoke **Adaptive Dynamics** together with a 10mm reduction in ride height and changes to suspension components deliver pin sharp handling, maximizing grip and control<sup>1\*</sup>.

The unique interior of the XKR-S includes all of Jaguar's legendary elegance and comfort, but with a distinctive edge. Beautiful contrast stitching and carbon leather detailing feature on the Performance seats and throughout the car while the headlining is luxurious Poltrona Frau® Jet leather. The XKR-S is the ultimate expression of sporting luxury, combining dramatic performance with superb craftsmanship and materials.

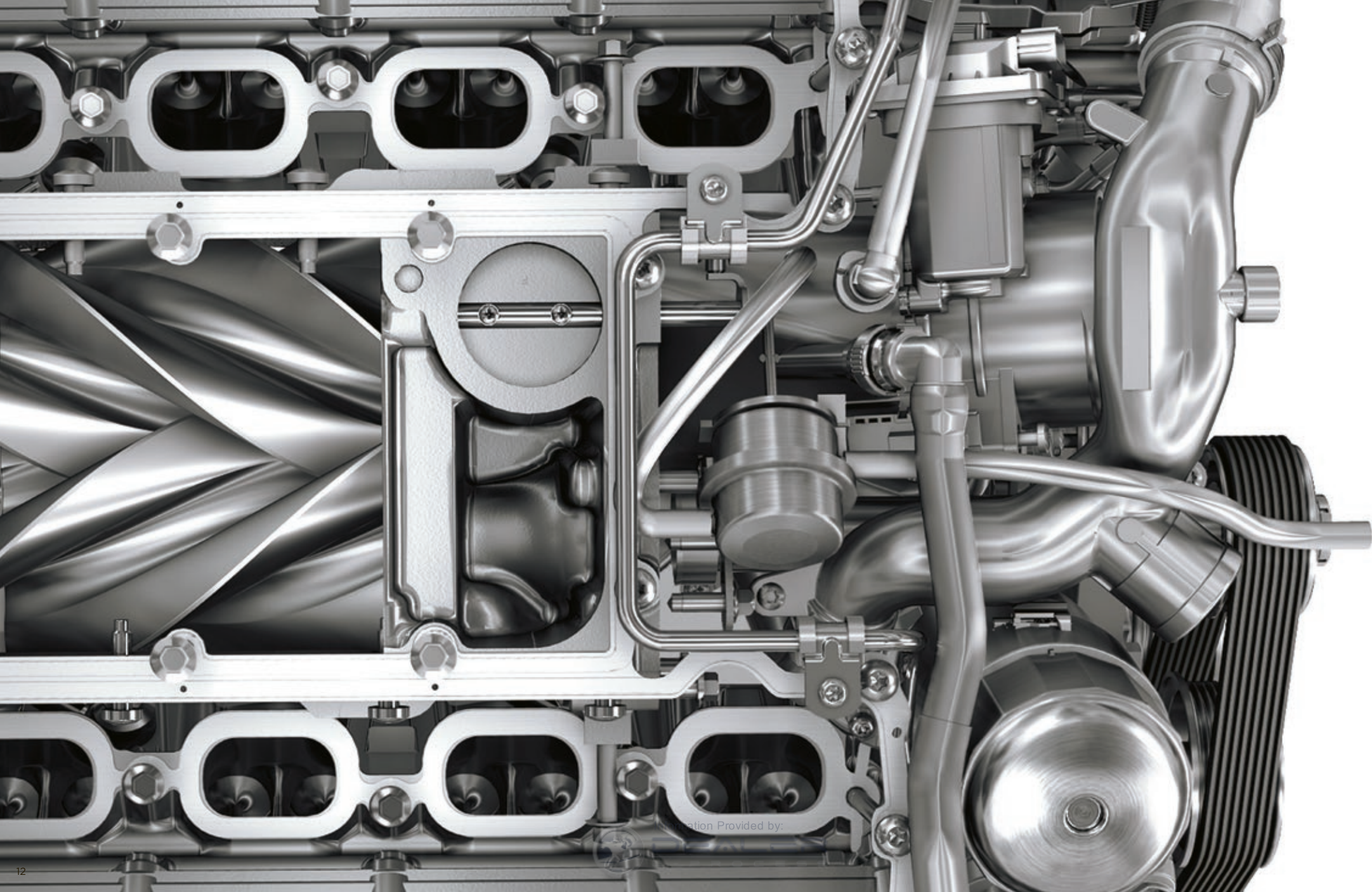


\*Please see page 45 for further information

VEHICLE SHOWN: XKR-S COUPE IN FRENCH RACING BLUE







ation Provided by:



## THE POWER OF CHOICE

The XK is renowned for its performance, refined drive and effortless power and offers a choice of engines to suit the needs of every driver and driving style.

The 6-speed electronic automatic transmission with Jaguar Sequential Shift™ achieves almost imperceptible, superfast gear shifts and can be controlled manually with steering-wheel mounted paddles.

		XK COUPE/CONVERTIBLE	XKR COUPE/CONVERTIBLE	XKR-S COUPE/CONVERTIBLE
Engine		5.0 LITER V8	5.0 LITER V8 SUPERCHARGED	5.0 LITER V8 SUPERCHARGED
Power	HP	385	510	550
Torque	lb-ft	380	461	502
Acceleration 0-60mph	seconds**	5.2/5.3	4.6	4.2
Top Speed	mph**	155	155	186
Fuel Economy	City mpg**	16	15	15
	Highway mpg**	24/22	22	22

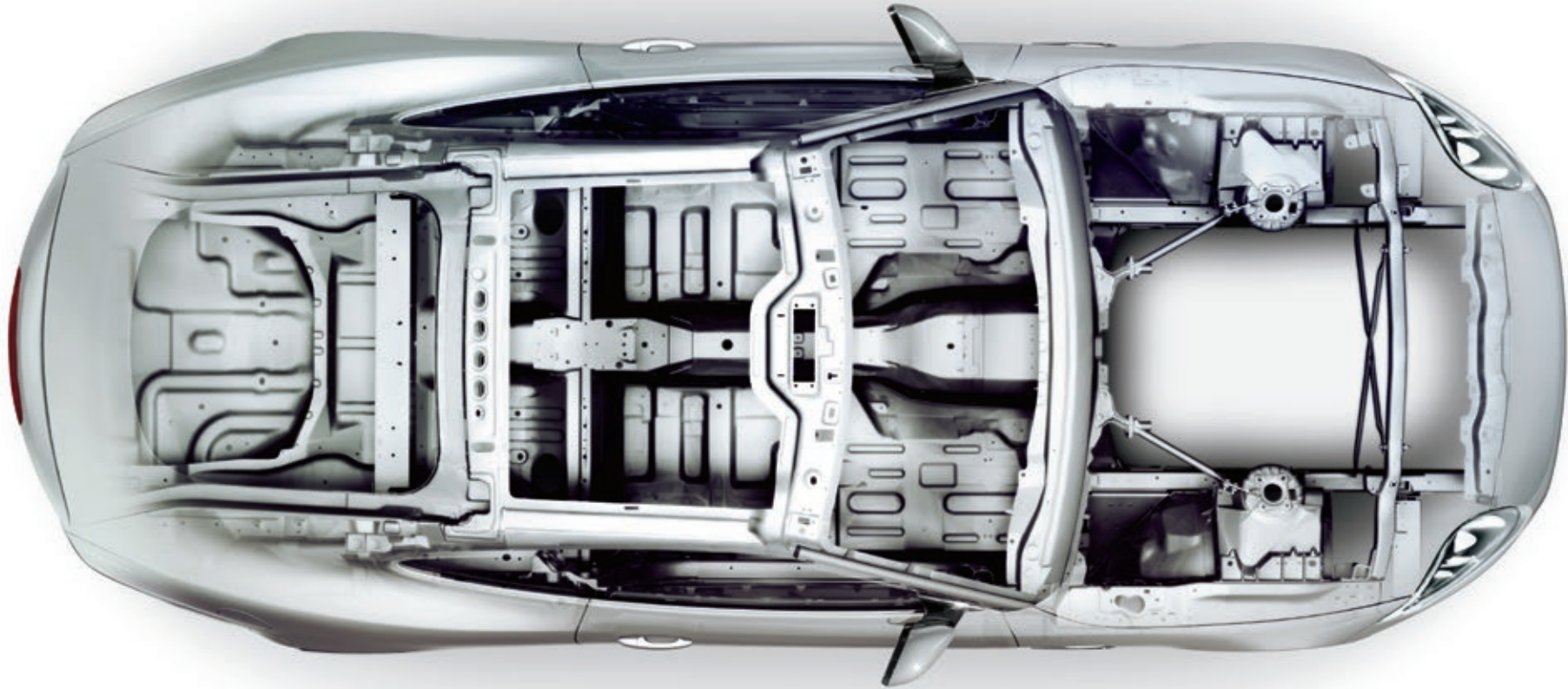
\*Please see page 45 for further information.

# ALUMINUM



LIGHTNESS, STRENGTH AND RIGIDITY

50% RECYCLED ALUMINUM



The all-aluminum body construction of the XK is fundamental to the way the car performs. **Using technology derived from the aerospace industry, it delivers a combination of lightness, strength and rigidity** – the key to great sports car handling, superb performance and impressive efficiency. High torsional rigidity delivers exceptional agility, reduced body roll and pin-sharp cornering; less weight results in faster acceleration, shorter braking distances, improved fuel economy and lower emissions when compared to an equivalent steel-bodied car.

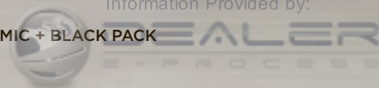
The rigidity of aluminum body construction also means that Convertible models have no need for extra stiffening panels and the resultant additional weight. Because aluminum can absorb more energy than steel, the XK body is also able to dissipate greater impact forces, creating a safer environment for driver and passengers. What's more, with the commitment from Jaguar to sustainability, **50 percent of the XK body structure is made from recycled aluminum.**







VEHICLE SHOWN: XKR COUPE IN ULTIMATE BLACK WITH OPTIONAL XKR DYNAMIC + BLACK PACK



# INTELLIGENT CONTROL



The XK gets the best from your driving with an array of intelligent adaptive technologies. The Servotronic 2 steering system delivers precise maneuverability at low speeds then reduces assistance at higher speeds. The six-speed ZF 6HP28 automatic transmission reads driving style and road environment to constantly adapt its gear shift pattern. It's designed to optimize fuel efficiency while anticipating and preparing to provide instant power<sup>1\*</sup>.

Dynamic Stability Control intervenes in demanding driving situations by applying braking to individual wheels where necessary, reducing engine torque and helping to maintain stability in the most challenging driving conditions<sup>1\*</sup>. Adaptive Dynamics continuously monitor the car's speed, steering and body movements, analyzing the suspension response and varying the damping to suit conditions<sup>1\*</sup>. The system calculates the appropriate suspension response 500 times every second keeping the vehicle flat, stable and secure. This array of driving technologies is designed to assist but never overwhelm allowing confident, precise handling without any loss of ride comfort.

<sup>1</sup>Please see page 45 for further information





# XKR



**Dynamic Pack and Black Pack.** For even greater visual assertiveness, the XKR is available with the optional Dynamic and Black Packs. The Dynamic Pack increases the maximum speed of the XKR from 155mph to 174mph<sup>2\*</sup> and brings a 10mm reduction in ride height, forged and fully machined front knuckles with unique spring and damper settings and upgraded Adaptive Dynamics<sup>1</sup> contribute to improved handling. The Pack also includes 20 inch Vortex-style forged alloy wheels, a body colored Aerodynamic Pack with body colored rear diffuser and side sill extensions. The Black Pack includes a Gloss Black finish to the upper and lower mesh grilles, side power vents, side sill intakes, trunk-lid finisher and window surrounds (Coupe only) to complete the aggressive look. The Dynamic and Black Packs can be combined for exceptional handling and looks to match.

The ride and drive capabilities of the XKR can be further updated with the optional **Performance Pack**. This pack brings together some of the most popular performance equipment at an excellent value compared to standalone options. Included are: Performance seats in Diamond Sew stitch pattern, Performance Active Exhaust and a Jet Suedecloth steering wheel. The Diamond Sew stitch pattern on the front seat backrests and head restraints, and the on the rear-seat backrests, is available in Charcoal with Red contrast stitch, Charcoal with Ivory contrast stitch or Ivory with Ivory stitch. The Performance Pack can also be combined with the Dynamic Pack and the Black Pack.

VEHICLE SHOWN: XKR COUPE IN ULTIMATE BLACK WITH OPTIONAL XKR DYNAMIC + BLACK PACK







# ACTIVE HANDLING



JAGUAR SEQUENTIAL SHIFT™

JAGUAR DRIVE CONTROL™

The XK driving experience is taken to the next level through engaging technologies that enhance handling, response and performance. **Jaguar Sequential Shift™** provides a choice of **Automatic or Sport mode**. Quickening the shifts, Sport mode exploits the full power of the XK engine. It is designed to monitor driving style and varies the shift schedule holding on to lower gears for longer. For total control, **manual gearshifting can be selected utilizing simple one touch paddles** mounted behind the steering wheel<sup>1\*</sup>.

**JaguarDrive Control™** offers further enhancements with Dynamic and Winter Modes<sup>1\*</sup>. Engage **Dynamic Mode** and immediately the XK is more responsive. The engine torque delivery characteristics and gear shift points are modified to improve response speed and sensitivity. **Winter Mode** is designed to aid driving in slippery conditions. The accelerator pedal response is dampened to help reduce the risk of wheel spin and to help maintain progressive wheel control. Its bespoke shift settings delay and soften gear shifts for improved grip.



\*Please see page 45 for further information  
VEHICLE SHOWN: XK COUPE IN ULTIMATE BLACK



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## SPECIAL SPACE

A high performance Grand Tourer, every aspect of the XK is **ergonomically designed** to enhance the driving experience. Whether crossing town or continent, the **2+2 configuration** provides rear seats, for occasional use or as a convenient storage area. For additional practicality, Convertible models have a **trunk capacity** of up to 11.1 cubic feet rising to 11.7 cubic feet on Coupe models. The XK never compromises on luxury - from the modern textures, flawless craftsmanship and signature phosphor blue mood lighting to the triple lined canvas roof on Convertible models that provides excellent noise insulation and when stowed, minimizes encroachment on the trunkspace.

All seats are finished in supple leather. A wide selection of colors, materials and veneers offers the opportunity for personalization and individuality, while choices such as Poltrona Frau® leather headlining can provide the perfect finishing touch.

VEHICLE SHOWN: XKR CONVERTIBLE IN DARK SAPPHIRE









IMAGE SHOWS: JAGUARDRIVE SELECTOR™





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IMAGE SHOWS: WARM CHARCOAL SOFT GRAIN LEATHER WITH IVORY CONTRAST STITCH AND GLOSS FIGURED EBONY VENEER.





# JAGUAR PRECISION ENGINEERING IN A SEAT



CRAFTSMANSHIP  
AND LUXURY

2 SEAT  
STYLES

MEMORY AND  
HEATING FUNCTIONALITY

When car and driver connect, the XK comes alive. The seats are meticulously designed and engineered to be an intrinsic element of the car, seamlessly integrated into its construction. They not only hold and support through every turn, they can heat and cool, reshape and adjust. At the press of a button they instantly recall any individual shape and position preferred by different drivers. There is no better demonstration of Jaguar's craftsmanship and attention to detail.

**Two styles** are available, each with detailed finishing and a comprehensive range of color choices. 16-way adjustable **Luxury** seats, standard in the XK and XKR models, are upholstered in twin-stitched soft grain leather and feature both heating and cooling. Precision crafted **Performance** seats, standard in the XKR-S and available as an option on the XKR, offer heating, individually fine-tuned lumbar support and powerfully sculpted side bolsters for exceptional lateral support during hard cornering.



PERFORMANCE SEAT WITH DIAMOND SEW DETAIL IN WARM CHARCOAL WITH RED STITCH  
AVAILABLE AS PART OF THE PERFORMANCE PACK OR AS AN OPTION ON THE XKR-S



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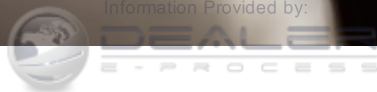


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Information Provided by:







## XK EXPERIENCE

With the XK, the journey begins as you approach it. With Keyless entry, the Jaguar Smart Key in your bag or pocket has already sensed your proximity and unlocks the driver's door as you pull the handle. Settling in to the luxurious leather seats, the Start button glows red on the center console. Press, and the JaguarDrive Selector™ rises up into the palm of your hand. The dashboard illuminates as the cabin features are highlighted in a cool phosphor blue. The center console's 7 inch Touch-screen lights up. Simple and intuitive; it controls satellite navigation, climate control, Bluetooth® telephone system and in-car audio<sup>3\*</sup>. Grip the soft leather of the steering wheel, engage the JaguarDrive Selector™ and prepare for the unforgettable XK driving experience.

VEHICLE SHOWN: XKR INTERIOR IN WARM CHARCOAL WITH IVORY CONTRAST STITCH AND DARK MESH ALUMINUM VENEER

\*Please see page 45 for further information



## CUSTOMIZATION



EXTERIOR  
COLORS

ALLOY  
WHEELS

XK  
PACKS

CONVERTIBLE  
TOPS

SEAT  
LEATHERS

VENEERS

INTERIOR COLOR  
COMBINATIONS

Jaguar offers a stunning collection of different color, trim and veneer choices. The XK is available in two body styles, Coupe and Convertible, and three model choices: XK, XKR and XKR-S. On the XKR there is the choice of a Luxury or Performance interior theme enabling you to create the XKR that's just right for you.



Information Provider

DEA





## > EXTERIOR COLOR OPTIONS

From Polaris White to Ultimate Black, from the race inspired colors of Italian Racing Red to French Racing Blue and British Racing Green, Jaguar offers an outstanding paint spectrum to bring your XK alive. With numerous color choices in either solid, metallic or Xirallic finish, this is the first opportunity to make it your XK.

### SOLID



Ebony

### METALLIC



Dark Sapphire+



Polaris White  
RS, SD, B

RS XKR-S only available in highlighted colors  
D Dynamic Pack only available in highlighted colors  
B Black Pack and Dynamic with Black Pack only available in highlighted colors

\*Metallic paint \*Xirallic paint

For availability please consult your local authorized Jaguar Retailer.



Ultimate Black+  
RS, D, B



Carnelian Red\*



Stratus Grey+  
RS, D, B



Caviar+



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RACE INSPIRED



Italian Racing Red<sup>†</sup>  
RS, D, B



French Racing Blue  
RS (XKR-S only)



British Racing Green<sup>†</sup>  
RS, D, B



Lunar Grey<sup>\*</sup>



Rhodium Silver<sup>\*</sup>  
D, B

# ALLOY WHEELS

Nothing makes your XK more distinctive or individual than the choice of alloy wheels. Jaguar offers an exciting range of stunning alloy wheels to suit all personal tastes and performance requirements.



19" TAMANA  
(Optional on XK and XKR)



20" ORNA  
(Standard on XK)



20" TAKOBA  
(Standard on XKR)



20" VULCAN  
DARK TECHNICAL FINISH  
(Standard on XKR-S)



20" VENOM  
(Optional on XK)



20" KALIMNOS  
(Optional XK and XKR)



20" ORNA  
POLISHED FINISH  
(Optional on XK and XKR)



20" VORTEX  
(Optional on XKR with Dynamic Pack  
and optional on XKR-S)



20" TAKOBA  
GLOSS BLACK FINISH  
(Optional on XKR with Black Pack)



20" VULCAN  
GLOSS BLACK FINISH  
(Optional on XKR-S)



20" VULCAN  
POLISHED FINISH  
(Optional on XKR-S with Bright Pack)



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## XKR DYNAMIC PACK



**Dynamic Pack.** The XKR Dynamic Pack takes the XKR experience to another level, further extending its dynamic capabilities. The pack includes:

- Increased top speed to 174 mph
- Body colored Aerodynamic Pack: side sill extensions and rear diffuser
- Fully machined front knuckle with unique spring and damper settings
- Revised Adaptive Dynamics<sup>1\*</sup>
- 10mm ride height reduction
- 20" Vortex alloy wheels, forged and lightweight, in a black finish with diamond-turned spokes
- Available on both Coupe and Convertible, with select paint palette

## XKR BLACK PACK



**Black Pack.** The Black Pack brings even greater visual assertiveness to the XKR. The pack includes:

- Gloss black finish to upper and lower mesh grilles, side intakes, side power vents and trunk lid finisher
- Gloss black finish to window surrounds (Coupe only)
- 20" Takoba alloy wheels with gloss black finish
- Black brake calipers
- Select paint palette

VEHICLES SHOWN: XKR COUPE IN STRATUS GRAY WITH OPTIONAL XKR DYNAMIC PACK,  
XKR COUPE IN POLARIS WHITE WITH OPTIONAL XKR BLACK PACK

<sup>1</sup>Please see page 45 for further information.







 CONVERTIBLE TOPS

Blue

Dark Grey





Beige

Black





> SEAT LEATHERS

Caramel soft grain

Ivory soft grain

Truffle soft grain





Warm Charcoal soft grain

Warm Charcoal with Red  
duo-tone soft grain

Warm Charcoal Carbon soft grain  
(XKR-S only)





VENEERS

Piano Black  
(XK, XKR, XKR-S)

Dark Mesh Aluminum  
(XKR)

Dark Figured Aluminum  
(XK, XKR)

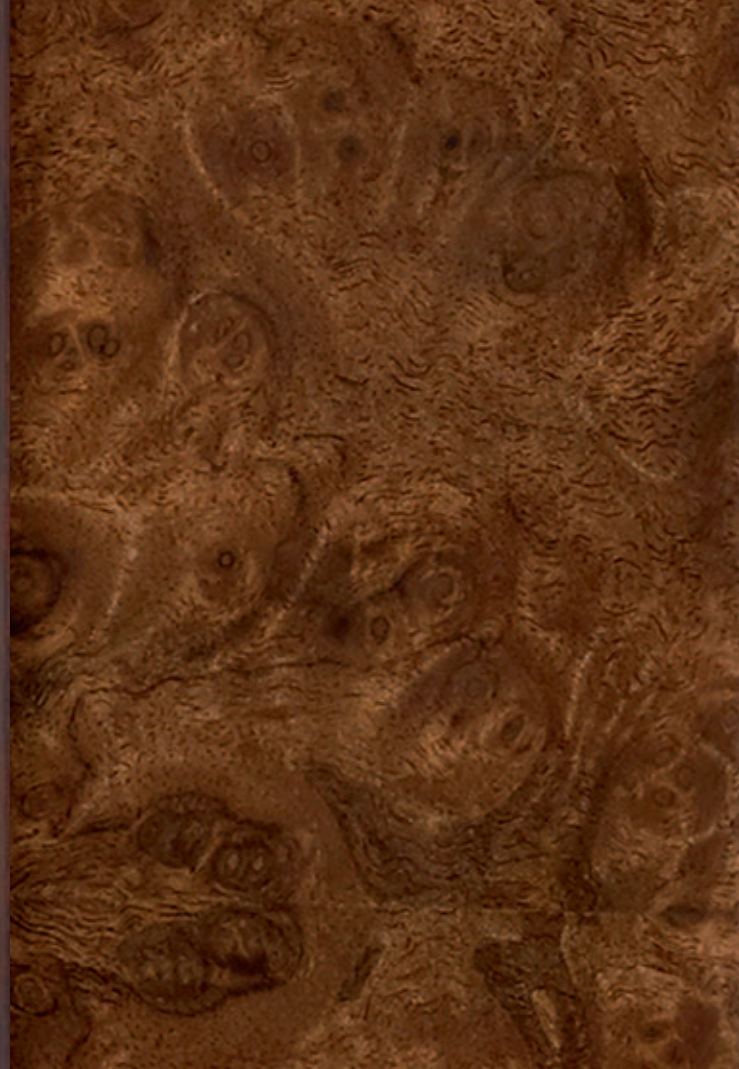
Dark Linear Aluminum  
(XKR-S)

www.veneer.com  
1-800-833-8333





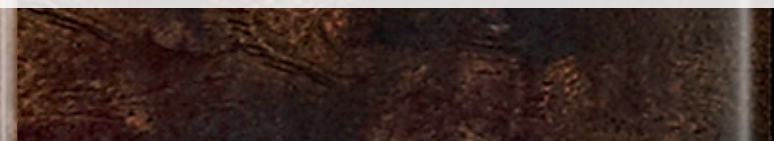
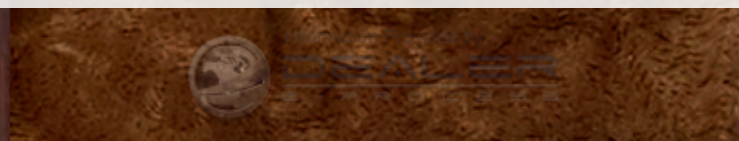
Gloss Figured Ebony  
(XK)



Gloss Burl Walnut  
(XK, XKR)



Shadow Walnut  
(XK, XKR)





# > XK INTERIOR COLOR COMBINATIONS

CUSTOMIZATION



1. SEAT WITH STITCH



Ivory with Ivory

2. UPPER FASCIA WITH STITCH



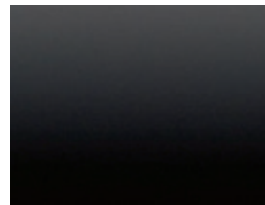
Warm Charcoal with Ivory

3. HEADLINING



Canvas

4. VENEER



Piano Black

XKR shown with optional Performance seats in Ivory with Ivory stitch, Warm Charcoal upper fascia, and Canvas Suedecloth premium headlining with Piano Black veneer.

1. Seat leather and stitch applies to seats, door trim inserts and rear side panels.
2. Upper fascia and stitch applies to instrument panel, center console and upper door trims.
3. Headlining available in 3 materials: Morzine; Suedecloth and Poltrona Frau® leather. Reference for Poltrona Frau® leather headlining (optional on XK and XKR, standard on XKR-S).
- Center console inlay is Piano Black on all models.



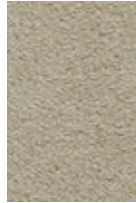


**XK INTERIOR**

SEAT WITH STITCH  
[SOFT GRAIN LEATHER]

UPPER FASCIA WITH STITCH

HEADLINING [SUEDECLOTH]



Warm Charcoal with Ivory

Warm Charcoal with Ivory

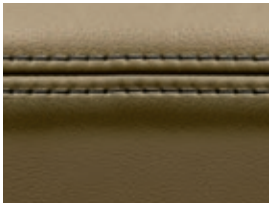
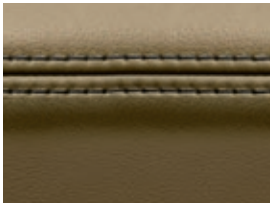
Canvas or Jet



Truffle with Ivory

Truffle with Ivory

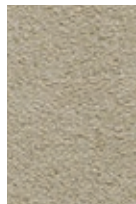
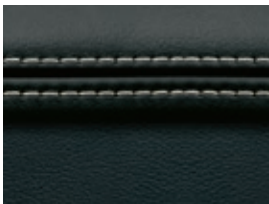
Canvas



Caramel with Warm Charcoal

Caramel with Warm Charcoal

Canvas



Ivory with Ivory

Warm Charcoal with Ivory

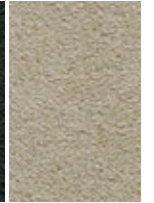
Canvas or Jet

**XKR INTERIOR**

SEAT WITH STITCH  
[SOFT GRAIN LEATHER]

UPPER FASCIA WITH STITCH

HEADLINING [SUEDECLOTH]



Warm Charcoal with Ivory

Warm Charcoal with Ivory

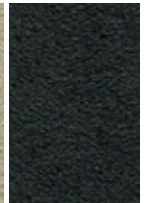
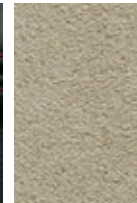
Jet or Canvas



Truffle with Ivory

Truffle with Ivory

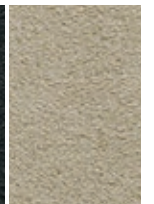
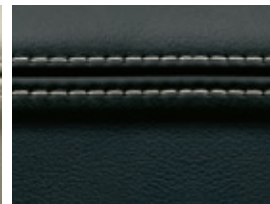
Canvas



Warm Charcoal with Red

Warm Charcoal with Red

Canvas or Jet



Ivory with Ivory

Warm Charcoal with Ivory

Jet or Canvas

XKR INTERIOR WITH PERFORMANCE SEATS IN DIAMOND SEW  
[ALSO OPTIONAL ON XKR-S]

SEAT WITH STITCH [SOFT GRAIN LEATHER]    UPPER FASCIA WITH STITCH    HEADLINING [SUEDECLOTH]



Warm Charcoal with Red    Warm Charcoal with Red    Canvas    or    Jet



Warm Charcoal with Ivory    Warm Charcoal with Ivory    Canvas    or    Jet



Ivory with Ivory    Warm Charcoal with Ivory    Canvas    or    Jet

XKR INTERIOR WITH PERFORMANCE SEATS

SEAT WITH STITCH [SOFT GRAIN LEATHER]    UPPER FASCIA WITH STITCH    HEADLINING [SUEDECLOTH]



Warm Charcoal with Red    Warm Charcoal with Red    Canvas    or    Jet



Warm Charcoal with Ivory    Warm Charcoal with Ivory    Canvas    or    Jet



Warm Charcoal and Red with Red    Warm Charcoal with Red    Canvas    or    Jet



Ivory with Ivory    Warm Charcoal with Ivory    Canvas    or    Jet

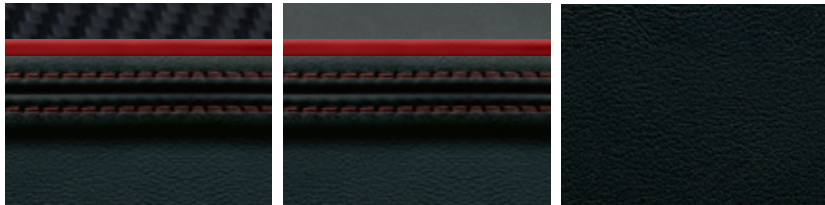


XKR-S PERFORMANCE INTERIOR WITH PERFORMANCE SEATS

SEAT WITH STITCH AND MICRO-PIPING [SOFT GRAIN LEATHER]    UPPER FASCIA WITH STITCH AND MICRO-PIPING    HEADLINING [POLTRONA FRAU® LEATHER]



Warm Charcoal Carbon with Reims Blue and Reims Blue    Warm Charcoal with Reims Blue and Reims Blue    Jet



Warm Charcoal Carbon with Red and Red    Warm Charcoal with Red and Red    Jet



Warm Charcoal Carbon with Ivory and Ivory    Warm Charcoal with Ivory and Ivory    Jet

SEAT WITH STITCH [SOFT GRAIN LEATHER]    UPPER FASCIA WITH STITCH    HEADLINING [POLTRONA FRAU® LEATHER]



Warm Charcoal and Red with Red    Warm Charcoal with Red    Jet

XKR-S PERFORMANCE INTERIOR WITH DIAMOND SEW DETAIL

SEAT WITH STITCH [SOFT GRAIN LEATHER]    UPPER FASCIA WITH STITCH    HEADLINING [POLTRONA FRAU® LEATHER]



Warm Charcoal with Red

Warm Charcoal with Red

Jet



Warm Charcoal with Ivory

Warm Charcoal with Ivory

Jet

SEAT WITH STITCH [SOFT GRAIN LEATHER]    UPPER FASCIA WITH STITCH    HEADLINING [POLTRONA FRAU® LEATHER]



Ivory with Ivory

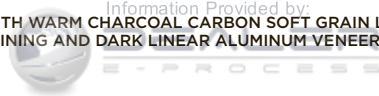
Warm Charcoal with Ivory

Jet





Information Provided by:  
INTERIOR SHOWN: XKR-S PERFORMANCE INTERIOR WITH WARM CHARCOAL CARBON SOFT GRAIN LEATHER, WITH REIMS BLUE CONTRAST STITCH AND MICRO-PIPING, POLTRONA FRAU® JET LEATHER HEADLINING AND DARK LINEAR ALUMINUM VENEER





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VEHICLE SHOWN: XK COUPE  
IN RHODIUM SILVER





#### IMPORTANT NOTICE

Jaguar Land Rover Limited is constantly seeking ways to improve the specification, design and production of its vehicles and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this brochure should not be regarded as an infallible guide to current specifications, nor does it constitute an offer for the sale of any particular vehicle. Distributors and retailers are not agents of Jaguar Land Rover Limited by any express or implied undertaking or representation.

Comparisons are based on manufacturer's own data and testing.

#### ENVIRONMENTAL INNOVATION AT JAGUAR

Jaguar is proud to continue the company's tradition with its approach to Environmental Innovation. From the choice of lightweight materials and lean production methods to the efficiency of its engines and designs, Jaguar is committed to operating as a more sustainable business and reducing its overall environmental impact.

The Jaguar flagship XJ model was the first in the company to achieve ISO14040, the international standard for vehicle 'life cycle assessment'. This certification measures the environmental impact of the XJ from component material sourcing and manufacturing process, through driving 200,000 km. But that's not all. Every new Jaguar car is designed to be 85% recyclable and reusable, in addition to 95% recoverable and reusable, with 10% specifically for energy recovery.

The innovative use of lightweight aluminum on the XJ, XK and F-TYPE, which incorporates up to 50% recycled material from the manufacturing process of the body structures, provided considerable performance benefits. This includes improved fuel consumption and less CO<sub>2</sub> emissions associated with lighter structures as well as the dynamic performance inherent in its weight saving design.

Jaguar is committed to reducing dependency on fossil fuels, using fewer resources and creating less waste as part of our approach to sustainability excellence.

The company plan includes 25% reduction targets in operating and tailpipe CO<sub>2</sub> emissions, waste to landfill, logistics efficiencies (15%) and water consumption (10%), all based on per vehicle built since 2007. In addition the manufacturing assembly CO<sub>2</sub> emissions of each Jaguar built in the UK since 2009 is 100% offset. For each ton of CO<sub>2</sub> emitted in the assembly process, Jaguar invests in projects that reduce an equivalent ton of CO<sub>2</sub> elsewhere.

Taking into account the company's global sales growth and increased investment in more efficient operating facilities, we are proud to have delivered and in some cases exceeded our Environmental Innovation targets as planned for 2012.

And we are on track to meet our 25% reduction in joint European fleet average tailpipe CO<sub>2</sub> emissions by 2015. Looking forward, we have developed our 2020 vision for sustainable business growth that focuses on continued improvements in tailpipe CO<sub>2</sub> emissions, operational carbon neutrality and zero waste.

To date the company has offset over 6 million tons of CO<sub>2</sub>, provided over 4,000 direct jobs in 60 emissions reductions projects in 17 countries and improved the lives of over 1 million people in our global cook stoves emissions reduction programme.

But it doesn't stop there. Our manufacturing facilities have been certified to ISO14001 since 1998 and we are credited to Platinum Plus level in the UK's Business in the Community Corporate Responsibility Index.

1. These features are not a substitute for driving safely with due care and attention, and will not function under all circumstances, speeds, weather and road conditions. The driver should not assume that these features will correct errors of judgment in driving. Please consult your vehicle's owner's manual or your local authorized Jaguar Retailer for more details.
2. Always obey local speed limits.
3. Driving while distracted can result in loss of vehicle control. Do not operate, adjust or view the navigation or multimedia systems under conditions that will affect your safety or the safety of others. Only use mobile phones, and other devices, even with voice commands, when it is safe to do so.

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