

The background is a rich, dark brown marbled paper with intricate, swirling patterns of lighter and darker brown tones. A thin, gold-colored rectangular border frames the entire cover.

A New Breed of Jaguar

NINETEEN NINETY SEVEN



1997 trumpets the arrival of the first
new Jaguar sports car in a generation, and the
continued refinement of the most advanced,
sophisticated Jaguar sedans ever created. They are
both the Jaguars you remember, and the Jaguars
you have always desired. They are a promise
fulfilled and a love affair rekindled. Presenting the
1997 Jaguar XJ Series sedans, and introducing
the exciting new XK8 coupe and convertible.

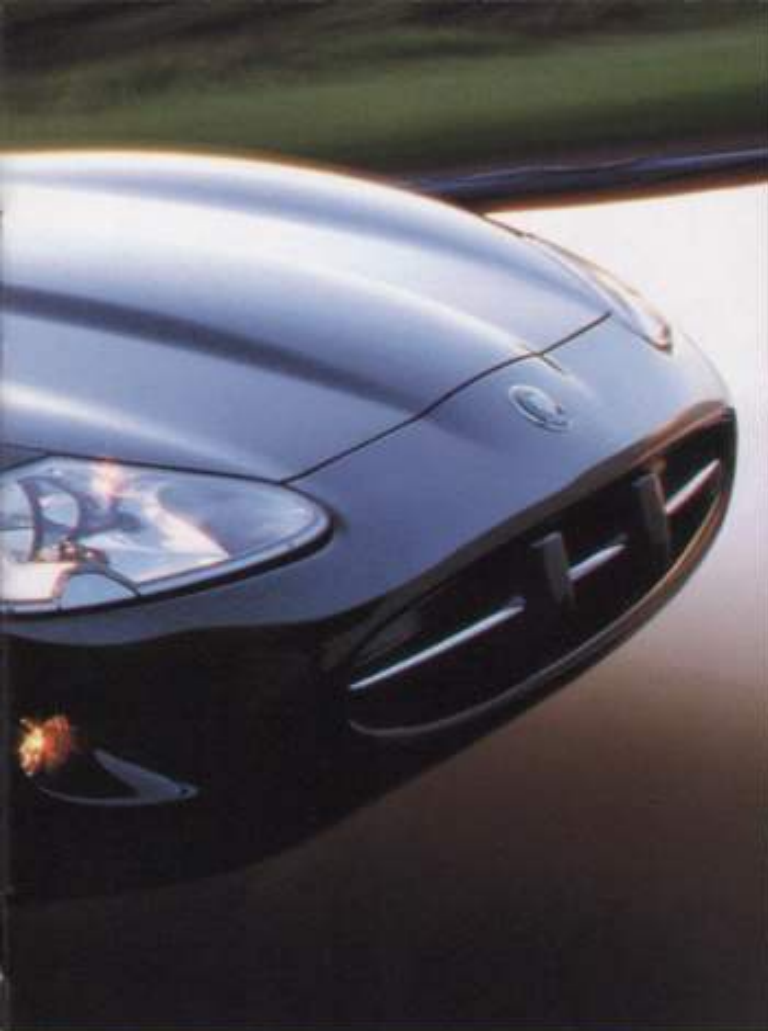
A new breed of Jaguar is born.

XK8 COUPE



Introducing an automobile that will seduce your soul and ignite your right foot. Meet driving exhilaration in coupe and convertible form. XK8. It's powered by an all-new, 4.0-litre, 290-horsepower engine, the Jaguar AJ-V8. This 32-valve, dual-overhead-cam, all-aluminum powerplant utilizes extraordinary new technology to deliver refined power that you will experience in its responsive

performance, its precision, even its available new engine. It is sophisticated engine management systems, a double wishbone suspension,



performance, its precision, even the way it sounds. Yet XK8 is much more than a remarkable new engine. It is sophisticated new manufacturing processes, smart new electrical and engine management systems, an advanced new 5-speed ZF automatic transmission, an agile double wishbone suspension, 17-inch Pirelli P Zero tires, and the spirit of its ancestors.

XK8 CONVERTIBLE



It transforms sun, wind and open roads into pure seduction. The XK8 convertible conveys the sheer joy of open-air driving like no other. Along with its awesome power, rock-solid road mannerisms and advanced technology, the XK8's automated, one-touch convertible top generously delivers sun and wide-open spaces to produce a driving sensation beyond the realm of ordinary

imaginations. Adding to this plays such unmistakable Jaguar and multi-adjustable power f heed, the Jaguar XK8 conve



imaginations. Adding to this exhilaration is XK8's well-appointed 2+2 interior, which displays such unmistakable Jaguar virtues as classic analog gauges set into handcrafted burl walnut and multi-adjustable power front seats enveloped in supple Connolly leather trim. Take heed, the Jaguar XK8 convertible possesses the power to seduce unsuspecting souls.

For many, Jaguar XJ6 sedans define the concept of driver-oriented luxury. For 1997, XJ6 also redefines the luxury of choice. XJ6 is still available in its classic standard wheelbase, and now the long-wheelbase XJ6 L has been added for those seeking enhanced interior room and comfort. Both models display such familiar Jaguar hallmarks as a sensuous interior trimmed with Connolly leather and burl walnut, as well as a muscular yet graceful exterior profile. Both include a smoothly powerful 4.0-litre, 6-cylinder, 245-horsepower engine. Which one to choose? Consider it one of the more delightful dilemmas you may ever face.



XJ6



Room befitting heads of state and legs of stature. For years, prime ministers and other high-profile political figures have enjoyed stretching out in the back of custom-built, long-wheelbase Jaguars. In the spirit of democracy, we've decided greater interior room and comfort should be available to all who want them. Thus evolved our long-wheelbase XJ6L for 1997. The XJ6L offers all the stately elegance, driving prowess and pleasing amenities you demand. Plus the luxury of greater interior room, bringing heightened meaning to the notion that XJ6L is truly every inch a Jaguar.



XJ6 L



VANDEN PLAS



The 1997 Vanden Plas elevates Jaguar opulence to its highest level. This most gratifying of Jaguars displays numerous virtues distinct to Vanden Plas. The generous room and comfort of the long-wheelbase Vanden Plas are accentuated by lavish amounts of burl walnut uniquely inlaid with select Peruvian boxwood, including elegant walnut picnic tables that fold out to accommodate



rear passengers. The cabin is further endowed with plush lambswool footwell rugs and Autolux upholstery, the finest of select Connolly leathers. Outside, the Vanden Plas is distinguished by a unique fluted grille, dazzling 20-spoke diamond-polished wheels and chrome rearview mirrors, serving ample notice of Jaguar luxury brought to its most refined and elegant degree.

X J R





With its lusty performance, the Jaguar XJR sets a defiantly individualistic standard for luxury. Its already potent 4.0-litre, 24-valve, all-aluminum engine is rendered even mightier by a supercharger, generating 322 eager horsepower and zero to 60 mph in 6.7 seconds. This awesome power is controlled by a uniquely calibrated, taut suspension and Pirelli P Zero 255/45 ZR 17-inch tires for precise, predictable road mannerisms. Yet for all its performance characteristics the XJR is still a fully realized luxury sedan, equally capable of pampering the body and pumping up the pulse rate.

*The highly rewarding experience of driving
a Jaguar extends to the service you receive.*

Created through the input of thousands of Jaguar owners, Royal Charter Care demonstrates our devotion to your total satisfaction. It includes a comprehensive 4-year/50,000-mile limited warranty* as well as prompt Roadside Assistance that you can depend on anytime, anywhere in the continental United States. You'll also receive *The Marque*, a newsletter advising you on Jaguar developments and providing a forum to express your views. Ask your Jaguar dealer for details on the many benefits of Jaguar ownership.

*See your local Jaguar dealer for complete terms and conditions of the limited warranty and for details on Roadside Assistance. For more information, call 1-800-4-JAGUAR or visit our website at <http://www.jaguarcars.com>.



OWNERSHIP



SELECT SPECIFICATIONS

	XK8 CONVERTIBLE	XK8 COUPE
Engine Type	90° V8. Aluminum alloy cylinder head/block. Twin DOHC, 32-valve, variable cam phasing.	90° V8. Aluminum alloy cylinder head/block. Twin DOHC, 32-valve, variable cam phasing.
Displacement – litres (cc)	4.0-litre (3996)	4.0-litre (3996)
Maximum horsepower BHP @ rev/min	290 @ 6100	290 @ 6100
Maximum torque lb ft @ rev/min	284 @ 4250	284 @ 4250
Transmission type	5-speed automatic	5-speed automatic
Tire size	Pirelli P Zero 245/50 ZR 17	Pirelli P Zero 245/50 ZR 17
Steering	Power-assisted, speed-sensitive, variable ratio rack-and-pinion steering.	Power-assisted, speed-sensitive, variable ratio rack-and-pinion steering.
Front suspension	Sport-tuned suspension. Fully independent with twin wishbones; Coil springs with telescopic dampers.	Sport-tuned suspension. Fully independent with twin wishbones; Coil springs with telescopic dampers.
Rear suspension	Sport-tuned suspension. Fully independent with lower transverse wishbones and radius arms; Coil springs with telescopic dampers.	Sport-tuned suspension. Fully independent with lower transverse wishbones and radius arms; Coil springs with telescopic dampers.
Maximum curb weight – lb (kg)	3867 (1754)	3673 (1666)
Overall length – in (mm)	187.4 (4760)	187.4 (4760)
Overall height – in (mm)	51.4 (1306)	51.0 (1296)
Wheelbase – in (mm)	101.9 (2588)	101.9 (2588)
Trunk capacity – cu ft (cu m)	9.5 (0.27)	11.1 (0.31)

Note: Specifications and colors are subject to change without notice. Some vehicles shown with optional equipment. Please ask your dealer for details.

SELECT STANDARD & OPTIONAL EQUIPMENT

■ = Standard ○ = Optional — = Not Available

	XK8 CONVERTIBLE	XK8 COUPE	XJ6
Automatic stability control	■	■	—
Traction control*	○	○	○
4-wheel disc brakes with anti-lock braking system	■	■	■
Electric tilt and telescopic steering wheel	■	■	■
Connolly leather-trimmed interior	■	■	■
Walnut trim (available on XJR with Coffee, Cream and Oatmeal interior)	■	■	■
Wood/leather steering wheel	■	■	—
Driver and passenger air bags†	■	■	■
Vehicle security system with remote entry	■	■	■
Personalized remote memory activation feature**	—	—	○
Integrated garage door/entry gate opener (3-channel XK8; 4-channel sedans)**	■	■	○
3-position memory door mirrors, driver seat and steering column with auto tilt-away feature**	—	—	○
2-position memory door mirrors, driver seat and steering column with auto tilt-away feature	■	■	—
Automatic climate control with CFC-free air conditioning	■	■	■
One-touch electric tilt and slide sunroof	—	—	■

*XJ Series All-Weather package includes traction control and heated front/rear seats; traction control and heated front seats are standard on XJR; XK8 All-Weather package includes headlamp power wash, heated front seats and traction control.

**XJ6 and XJ6 L Convenience package includes integrated garage door/entry gate opener, personalized remote memory activation feature, 3-position memory door mirrors, driver seat and steering column with auto tilt-away feature, and electrochromic interior mirror.

† Always wear your safety belt. Enjoy tomorrow. Buckle up today.

SELECT SPECIFICATIONS

	XJ6 & XJ6 L		VANDEN PLAS	XJR
Engine Type	In-line 6-cylinder, Aluminum alloy cylinder head/block, DOHC, 24-valve.		In-line 6-cylinder, Aluminum alloy cylinder head/block, DOHC, 24-valve.	Supercharged in-line 6-cylinder, Aluminum alloy cylinder head/block, DOHC, 24-valve.
Displacement - litres (cc)	4.0-litre (3980)		4.0-litre (3980)	4.0-litre (3980)
Maximum horsepower BHP @ rev/min	245 @ 4800		245 @ 4800	322 @ 5000
Maximum torque lb ft @ rev/min	289 @ 4000		289 @ 4000	378 @ 3050
Transmission type	4-speed automatic		4-speed automatic	4-speed automatic
Tire size	Pirelli P4000E 225/60 ZR 16		Pirelli P4000E 225/60 ZR 16	Pirelli P Zero 255/45 ZR 17
Steering	Power-assisted, speed-sensitive rack-and-pinion steering.		Power-assisted, speed-sensitive rack-and-pinion steering.	Power-assisted, speed-sensitive rack-and-pinion steering.
Front suspension	Fully independent with twin wishbones; Coil springs with telescopic dampers.		Fully independent with twin wishbones; Coil springs with telescopic dampers.	Sport-tuned suspension. Fully independent with twin wishbones; Coil springs with telescopic dampers.
Rear suspension	Fully independent with lower transverse wishbones and driveshafts; Coil springs with telescopic dampers.		Fully independent with lower transverse wishbones and driveshafts; Coil springs with telescopic dampers.	Sport-tuned suspension. Fully independent with twin wishbone and driveshafts; Coil springs with telescopic dampers.
Maximum curb weight - lb (kg)	4080 (1851)	4110 (1864)	4130 (1873)	4125 (1871)
Overall length - in (mm)	197.8 (5024)	202.8 (5149)	202.8 (5149)	197.8 (5024)
Overall height - in (mm)	53.1 (1349)	53.5 (1358)	53.5 (1358)	53.1 (1349)
Wheelbase - in (mm)	113.0 (2870)	117.9 (2995)	117.9 (2995)	113.0 (2870)
Trunk capacity - cu ft (cu m)	11.1 (0.31)	11.1 (0.31)	11.1 (0.31)	11.1 (0.31)

Note: Specifications and colors are subject to change without notice. Some vehicles shown with optional equipment.

SELECT STANDARD & OPTIONAL EQUIPMENT

■ = Standard ○ = Optional — = Not Available

	XJ6 L	VANDEN PLAS	XJR
Automatic stability control	—	—	—
Traction control*	○	○	■
4-wheel disc brakes with anti-lock braking system	■	■	■
Electric tilt and telescopic steering wheel	■	■	■
Connolly leather-trimmed interior	■	■	■
Walnut trim (available on XJR with Coffee, Cream and Oatmeal interior)	■	■	○
Wood/leather steering wheel	—	■	■
Driver and passenger air bags†	■	■	■
Vehicle security system with remote entry	■	■	■
Personalized remote memory activation feature**	○	■	■
Integrated garage door/entry gate opener (3-channel XK8; 4-channel sedans)**	○	■	■
3-position memory door mirrors, driver seat and steering column with auto tilt-away feature**	○	■	■
2-position memory door mirrors, driver seat and steering column with auto tilt-away feature	—	—	—
Automatic climate control with CFC-free air conditioning	■	■	■
One-touch electric tilt and slide sunroof	■	■	■

*XJ Series All-Weather package includes traction control and heated front/rear seats; traction control is standard on XJR.

**XJ6 and XJ6 L Convenience package includes integrated garage door/entry gate opener, personalized remote memory activation feature and auto tilt-away feature.

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