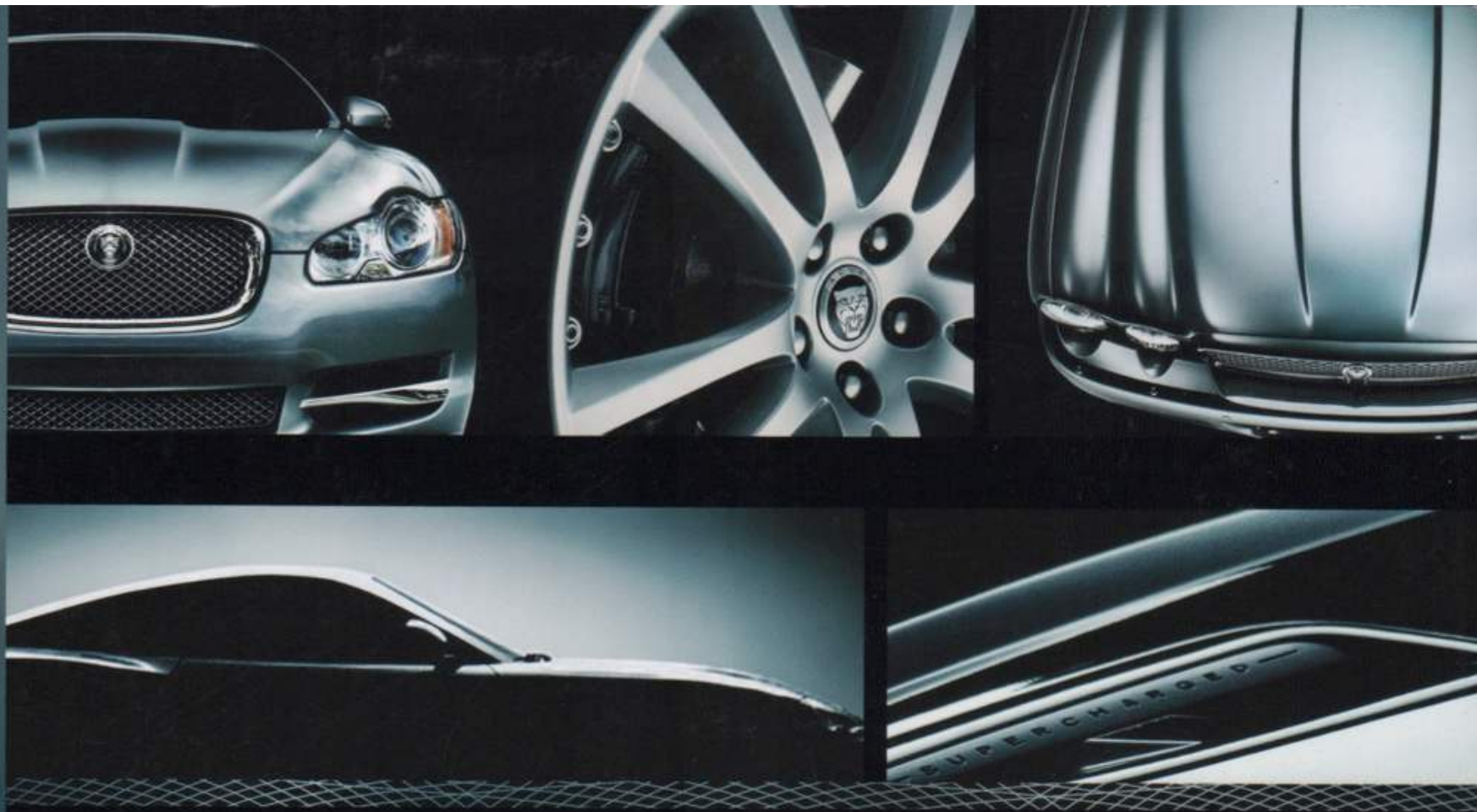


2009



JAGUAR





Luxury redefined. JAGUAR, for 2009,
does more than introduce new motorcars;
it transforms what luxury means.

The XF, XJ, and XK are exciting, certainly. But more than ever, they are designed and engineered to exemplify JAGUAR's melding of sport and comfort, and to deliver outstanding levels of quality and reliability.



XF/4

XF SUPERCHARGED/10

XJ/12

XJR/18

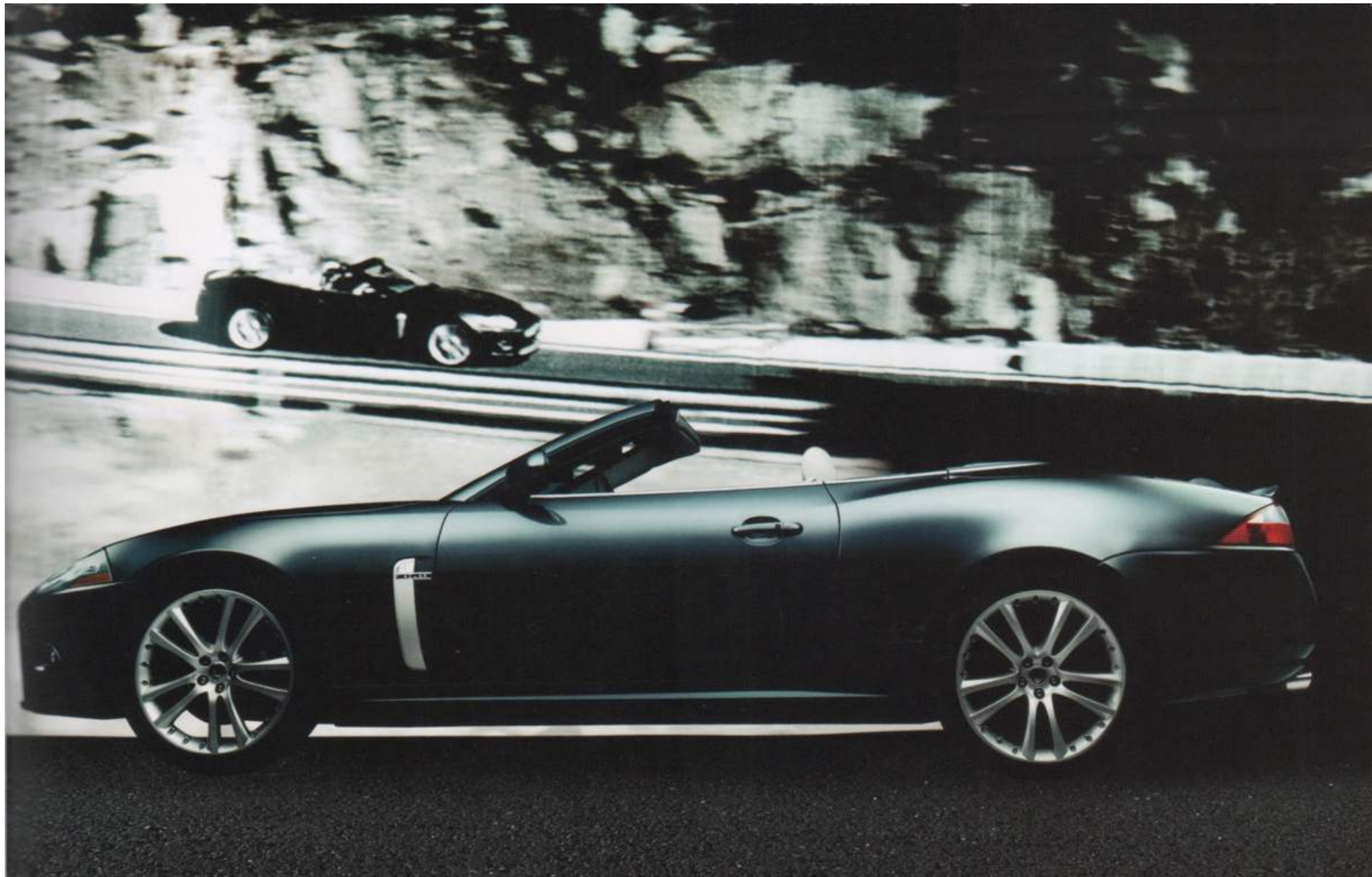
XK/20

XKR/26

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OWNERSHIP/32





THE XF. THE 2009 XF is a *true fusion* of sports car and luxury sedan.

Its profile is athletic and assertive, with dramatic coupe lines sheathing a spacious cabin with seating for five. And its engineering is strong, powerful, intentional. The XF's appearance engages emotions; its driver-focused performance does the rest.

STANDARD:

- Two powertrains: 4.2-liter V8 engine with 300 hp/supercharged V8 with 420 hp*
- 18" Cygnus alloy wheels
- Push-button start
- Jaguar Sequential Shift with steering wheel-mounted paddle shifters
- Standard leather seating surfaces, wood veneers, and aluminum dash appointments

AVAILABLE:

- Rear parking camera blind-spot monitoring system, front parking aid, Bi-Xenon headlamps
- 19" Auriga alloy or 20" Selena alloy wheels
- Adaptive Cruise Control
- Voice-activated navigation
- Bowers & Wilkins® 440W 13-speaker plus subwoofer with SIRIUS® Satellite Radio†

*Supercharged model only.

†Subscription required. Not available in Alaska or Hawaii.



Beautiful on the outside.

The XF's unmistakable long, low, wide profile, with suggestions of muscle below its contoured surface, creates a distinctive signature. The aggressive stance, sweeping roofline, and powerful shoulders promise performance thrills even when the XF is quiet. And the careful detailing – from the woven mesh of the grille to sculpted light clusters; from side power vents to large alloy wheels, *builds driver anticipation.*







EUROPEAN MODEL SHOWN



Stunning on the inside.

Inside the XF, the feel is crisp, pure, and contemporary. A 7-inch color touch-screen controls audio, navigation, climate, and phone, reducing buttons to a single panel. The dashboard is smoothly brushed aluminum and polished wood, *flawlessly detailed*. Shift-by-wire gear changes are activated automatically through the unique JAGUARDRIVE SELECTOR™ or manually through lightning-fast steering wheel-mounted paddle shifters. Climate vents rotate smoothly out of sight when not in use. Instrument lighting is a calming phosphor blue. And Bowers & Wilkins® have developed an available 440-watt, 14-speaker surround sound system specifically for the XF.

JAGUAR

The ultimate xF.

At the heart of the Supercharged xF is a 4.2-liter, 32-valve, all-aluminum v8 with four overhead cams and variable camshaft phasing to boost response. Add a crankshaft-driven supercharger, with helical rotor gears for low noise and coated rotors for efficiency, and you have 420 hp and up to 413 lb.-ft. of torque. In other words, *instant linear response* and massive low-end power. Transmission is a zF 6-speed automatic, a shift-by-wire system that adapts to both road conditions and the way the car is driven.

-
- Computer Active Technology Suspension (CATS™)
 - 20" Volans alloy wheels with rear performance tires
 - 16-way (driver) and 12-way (passenger) power front seats with 2-position driver memory with active ventilated heated and cooled front seats
 - Standard Bowers & Wilkins® 440W 13-speaker plus subwoofer surround sound system with SIRIUS® Satellite Radio
 - JaguarDrive Control™ with Winter Mode and Dynamic Mode
 - Jaguar Smart Key System™ with keyless entry and keyless start



THE XJ.

This is a revered motorcar, with an elegant body shaped in lightweight, aerospace-inspired aluminum. Powered by a 4.2-liter v8 engine, the xj is quiet and luxurious, confidently reading the road and delivering *astute performance*.



STANDARD:

- 4.2-liter V8 engine with 300 hp/
Supercharged V8 with 400 hp*
- Monocoque aluminum bodyshell
- 19" wheels
- 7-inch color touch-screen navigation
system with DVD-mapping, voice
guidance with Bluetooth® connectivity
- Twin stitched soft-grain leather-
trimmed seats

*XJR and Super V8 models only.

AVAILABLE:

- Active ventilated heated and cooled front seats
- Rear-seat multimedia entertainment package
- SIRIUS® Satellite Radio†

†Subscription required. Not available in Alaska or Hawaii.
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All aluminum. All powerful.

There is more to the xJ than elegant design. Consider its all-aluminum monocoque body structure, for instance, created from aerospace techniques and materials to produce huge strength with exceptional lightness. Here is a large sedan that isn't heavy, a luxurious sedan that's agile and sporty, a beautiful sedan that employs advanced technology intelligently. The xJ is a *superb balance* of supple comfort, outstanding control, pleasing refinement, and aluminum v8 power.









Craftsmanship is everything.

For JAGUAR, craftsmanship is in the details. Consistent with its Vanden Plas heritage, care and craft are lavished on the xj. Hand-fitted leather-trimmed interiors are sleek and soft. Instrumentation, wood trim, and piano-black finishes add precision. And passenger spaces are *grandly welcoming*, from the Burl Walnut veneer to the lamb's wool rugs in the front footwells. The closer one looks at the xj, the more one finds to appreciate.



THE XJR.

In the xjr you'll experience the feeling of luxury. The feeling of control. And the profound feeling of power that comes from the xjr's supercharged 400-HP AJ-V8 engine.

-
- ZF 6-speed automatic transmission
 - Variable-ratio, speed-sensitive power steering
 - Independent, double-wishbone suspension with Computer Active Technology Suspension (CATS™)
 - 4-channel anti-lock brakes
 - Dynamic Stability Control (DSC)
 - Adaptive Cruise Control (ACC) with radar distance monitoring
- 

THE XK.

Beautiful, fast, and distinctive, the XK is a daring vision brought to life by dedicated design and engineering teams, working together from inception through production. The sleek skin of the car is a light, stiff, monocoque aluminum-alloy design that quickens acceleration, reduces pendulum effects in turns, shortens braking distances, and sharpens agility and performance.

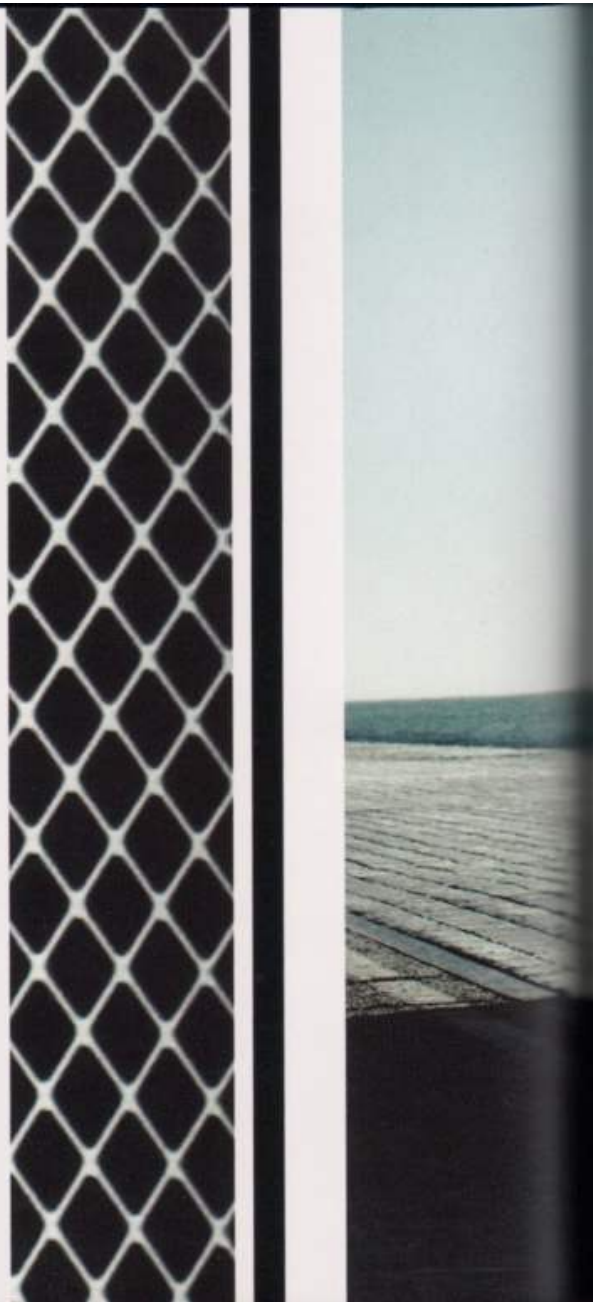
STANDARD:

- 4.2-liter AJ-V8 engine with 300 hp
- Supercharged V8 with 420 hp*
- Monocoque aluminum bodyshell
- 6-speed ZF sequential shift with Formula 1-type steering wheel-mounted paddle shifters
- Keyless entry and start
- 7-inch color touch-screen display with DVD navigation

AVAILABLE:

- Adaptive Cruise Control (ACC)
- 20" Senta alloy wheels
- Burl Walnut, American Walnut, and aluminum veneers
- Leather-trimmed instrument panel
- 16-way adjustable soft-grain leather-trimmed luxury seating

* XKR model only









A TRUE JAGUAR SPORTS CAR.

The xk engine is an all-aluminum, 32-valve, 4.2-liter AJ-V8, matched with a 6-speed, sequential-shift ZF automatic transmission. Brakes are oversized ventilated ABS discs with electronic force distribution. Every millimeter is thought out and fitted into a *driving experience* that is far greater than the sum of the xk's extraordinary parts. This is what makes the xk a JAGUAR. And this is what makes JAGUAR unique.



Exhilaration begins here.

Nothing is spared in the crafting of the XK interior. Every detail is rendered with confidence and care - from the fluid metalwork to the beautifully stitched, Italian leather-trimmed heated seating with available 16-way adjustability. From flawlessly shaped and polished wood veneers to the 7-inch color touch-screen. This is JAGUAR craftsmanship at its finest.



JAG

THE XKR.

The JAGUAR designers made the XKR beautiful. The engineers made it fast. *Very fast.* This high-performance vehicle launches from 0-60 in a blistering 4.9 seconds for the coupe and 5.0 seconds for the convertible. This is driving at its most thrilling. Especially with a 6-speed sequential-shift ZF automatic transmission operated by superfast steering wheel paddles (shift times of 600 milliseconds). The enhanced Computer Active Technology Suspension (eCATS™) balances traction, handling, and ride. And a host of advanced braking and control components help keep the driver in firm command. Quad exhaust, louvered supercharger ports, and bold R-badging mark the car as exceptional.

- 32-valve, active-exhaust, Eaton-supercharged, 4.2-liter AJ-V8 engine. Delivers 420 horsepower at 6250 rpm and peak torque of 413 lb.-ft. at 4000 rpm
- Aluminum-alloy monocoque bodyshell
- 6-speed sequential-shift ZF6HP26 transmission with steering wheel-mounted paddle shifters
- Enhanced Computer Active Technology Suspension (eCATS™)
- Available 16-way soft-grain leather luxury seating

Designed to be beautiful. Engineered to be *fast*.

EVERY JAGUAR extends the brand's distinguished line of beautiful, fast cars, including iconic predecessors like the XK120 and E-TYPE. But just as those cars rewrote design rules in their day, the modern XF, XJ, and XK challenge new boundaries today.

JAGUAR is all about beautiful, fast cars, cars that bring enjoyment and exhilaration to driving. Sometimes this means forging new ground. Sometimes it means remembering heritage, function, and a sense of the appropriate. But it always means looking forward.

Exterior styling, for instance. For JAGUAR, a key aspect of overall vehicle architecture is the assertive profile. An unbroken line that makes even the sedans look deliberately sporty and agile.

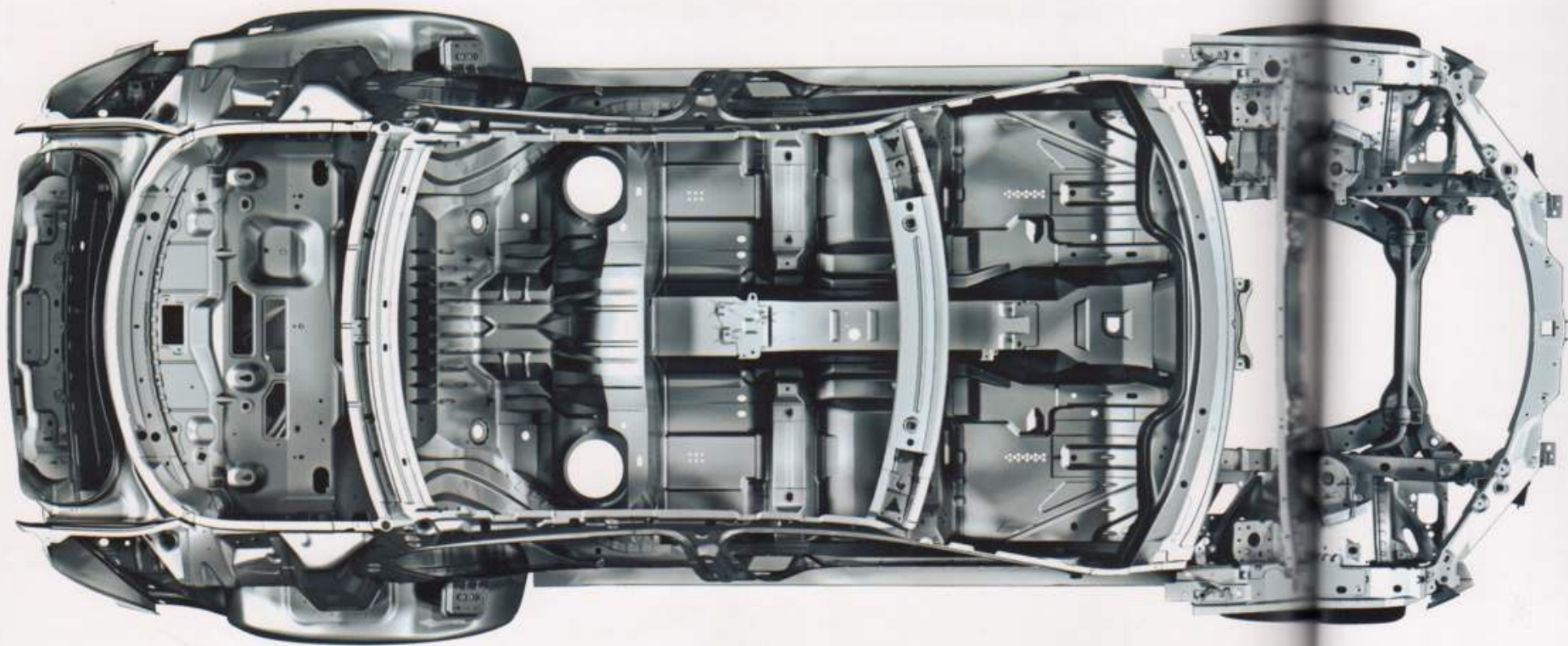
Or performance on the road. Whether sports car or sedan, JAGUAR cars handle in a precise, linear, agile way, connected to the road. Says Mike Cross, who heads JAGUAR's Dynamic Development Team, "If you extend a JAGUAR, the car should sound powerful, cause the hairs on your neck to stand up. But if you just want to cruise, it should be virtually silent."

Or interior controls. The intention is to create clean, clearly purposed switching devices - some of them hidden until they are used - that make cabin technology accessible and intuitive. Clutter is reduced,

and available space is increased. So, when you drive a JAGUAR, technology helps you feel capable rather than overwhelmed.

When all of these things come together, there is a completeness that is very JAGUAR. A completeness in aesthetic and purpose that just feels right. It's not overly aggressive, but it is assertive. JAGUARS are always powerful and sophisticated, but they are also very inviting because everything is engineered to make sense.





JAGUAR SAFETY. ANOTHER REASON
TO FEEL COMFORTABLE.

As you step into a JAGUAR and prepare for the drive ahead, you do so assured your vehicle is equipped with one of the most comprehensive, innovative, and intelligent protection systems automotive design has to offer.

- DYNAMIC STABILITY CONTROL (DSC)*
- TIRE PRESSURE MONITORING SYSTEM (TPMS)*
- ACTIVE HEAD RESTRAINTS*
- ENERGY-ABSORBENT SEATING
- BLIND SPOT MONITOR
- REAR PARKING AIDS
- ROLLOVER PROTECTION SYSTEM*
- ANTI-PINCH WINDOWS AND SUNROOF
- ANTI-TRAP TRUNK RELEASE
- LAMINATED SIDE GLASS*
- LIGHTS-ON-WITH-WIPERS*
- REAR FOG LIGHTS
- ANTI-LOCK BRAKES (ABS) WITH ELECTRONIC BRAKEFORCE DISTRIBUTION (EBD)

- ADAPTIVE RESTRAINT TECHNOLOGY, which measures occupant weight and position to deliver appropriate airbag response*
- EMERGENCY BRAKE ASSIST (EBA), which measures brake pedal activation rate in emergencies and initiates full braking effect, reducing stopping distance
- FRONT SAFETY BELTS with pyrotechnic pretensioners and load limiters; 3-POINT SAFETY BELTS AT ALL SEATING POSITIONS
- LOWER ANCHORS AND TETHERS FOR CHILD SAFETY SEATS, AND REAR-DOOR CHILD SAFETY LOCKS
- DUAL-STAGE FRONT, SIDE, AND CURTAIN AIRBAGS*
- CRUMPLE ZONES AND AN OCCUPANT PROTECTION CELL BUILT INTO THE CAR'S ARCHITECTURE

*Not available on all cars.





Buying a JAGUAR may be thrilling, but it's the connection with car and company during the ownership period following that will impress you the most. This is a result of the very exceptional support JAGUAR drivers receive. Here are some features to look forward to:

TOTAL CARE

Seamless support for your new JAGUAR, so you can relax and drive. A combination of vehicle warranty, paint and corrosion protection, complimentary maintenance and JAGUAR ASSISTANCE.

WARRANTY

JAGUAR CARS offers a comprehensive, 4-year/50,000-mile (80,000-kilometer) New Vehicle Limited Warranty¹ as well as a 6-year/unlimited mileage Corrosion Protection Limited Warranty.

SERVICE & ASSURANCE

Complimentary maintenance further enhances your Jaguar driving experience. Simply bring your Jaguar to an authorized Jaguar dealer, and the first required maintenance will be performed at no charge throughout your first year of ownership or 12,500 miles (20,000 kilometers), whichever comes first. Please refer to your vehicle's scheduled maintenance program for more information.

JAGUAR ASSISTANCE

Handled by JAGUAR-trained specialists, this incident management program provides complimentary towing service, jump-starts, lockout assistance, gasoline delivery, tire changes and trip routing help, 24/7. Just call 1.800.4.JAGUAR.²

JAGUAR CREDIT

Available both for individuals and businesses, JAGUAR CREDIT offers leasing, financing and insurance packages that can be tailored to meet most needs, and will raise customer confidence and satisfaction to levels very nearly as pleasing as the feel of your new vehicle. Ask your dealer for details, or check JAGUARCREDIT.COM.

LOCAL DEALERS

Your local dealer will do everything possible to ensure your buying and ownership experience is pleasant. Introduce yourself. Find out what your dealership can do for you.

JAGUARUSA.COM/JAGUAR.CA

Visit JAGUAR's official web site to access a dealer locator, car configurator, price lists, model comparisons and enthusiast links to Jaguar Clubs of North America and Jaguar Conservation Trust. Also register for owner e-newsletter periodic updates.

¹ See your JAGUAR dealer for complete details.

² All elements of JAGUAR ASSISTANCE are available only while your JAGUAR WARRANTY is in effect.

NOTICE OF CHANGE

Jaguar constantly seeks ways to improve the specification, design and production of its vehicles, and alterations take place continually. While 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.

WE SUPPORT SUSTAINABILITY

Jaguar is among the world's leading companies in demonstrating progress toward sustainability. We do this by contributing to a better quality of life for communities affected by the design, manufacture, use and disposal of our cars. We believe that playing a supportive role in the communities where we operate is a privilege, not an obligation. Corporate citizenship goes to the very heart of our company. It is Jaguar's policy to continually improve its environmental standards in all areas of business activity. That is why what you are now reading is printed on partially recycled paper.



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