

XJ



# XJ

## EXTRAORDINARY LUXURY

Beauty, all-round refinement and sheer exhilarating power. The XJ is pure Jaguar. Pure passion in motion – the sweep of the streamlined roof is fashioned to slice the air like a blade. Its strong lightweight aluminum body connects with the driver to provide agility, superlative handling and to make the experience sublime. This, combined with its innovative technology, allows the XJ to react to road conditions and other cars alike. Together they give the car its unique driver focus. The XJ was created for the serious driver. And because there is ample space to stretch out and relax in a cabin that is crafted to pamper, the XJ was created for the serious passenger too. The XJ appeals to everyone's senses. It looks alive. It feels alive. This is the extraordinary XJ.

XJ | PORTFOLIO | SUPERCHARGED | XJR

VEHICLE SHOWN: XJL PORTFOLIO IN RHODIUM SILVER







## XJ, ARRIVE IN STYLE

The XJ turns heads and attracts glances. Its fusion of honed dynamic lines and sculpted elegance is designed to fulfill the core Jaguar values of beauty, purity, simplicity and consistency. The objective was never 'merely' to create the most beautiful luxury sports sedan, but to produce a more efficient shape where the pinnacles of aesthetics and aerodynamics work together in complete accord. You haven't just travelled in the XJ. You've arrived.

VEHICLE SHOWN: XJL PORTFOLIO IN RHODIUM SILVER







## DESIGN ON THE MOVE

You can see and touch the opulent good looks of the XJ. What you hear and feel is its compelling and spirited driving performance.

These living, sensory experiences are part of the extraordinary characteristics of the XJ. They were achieved by modelling every component in 43,000 separate 3D simulations. More than 2.5 million miles were covered on virtual journeys across some of the most harsh and arduous terrain in the world.

The robust capabilities of the XJ are reflected in its low, wide stance and long taut waistline. Design and engineering come to life.

VEHICLE SHOWN: XJL PORTFOLIO IN RHODIUM SILVER







## THROUGH THE LOOKING GLASS

The view from inside the XJ is exceptional: a panoramic, heat-reflective glass roof extends to the full width of the car and sweeps as far back as the rear seat area. It filters UV rays and floods the interior with natural light making it spacious and private, due to effective tinting.

The view for those on the outside is equally exhilarating with its long, low aspect, breathtaking profile and the rear windshield appearing to wrap seamlessly around the car to create a floating roofline.

VEHICLE SHOWN: XJL PORTFOLIO IN RHODIUM SILVER









JAGUAR

JAGUAR











## THE FINEST DETAIL

The XJ welcomes you with soothing phosphor blue interior lighting bathing the cabin with its subtle tones to reveal aesthetic perfection and practicality; from the features of the center console to the details of the door bins and door pulls.

Gleaming chrome instruments invite you to touch. Before the wheels have even turned, starting the XJ is a moving experience. The start button needs only a light touch to raise the aluminum JaguarDrive Selector™ into the palm of your hand.

XJ AIR VENT WITH OPTIONAL ILLUMINATION PACK





JAGUAR







## SEE, TOUCH, CONNECT

Intuitive technology is simply expressed in the XJ. It seamlessly connects driver to car and road to empower, but never overpower, the driving experience.

With its innovative Virtual Instrument panel, the instrument cluster is always ready to display the most relevant information in an instant. It appears, on a crystal-clear screen, to be as real and solid as a 3-dimensional version. The screen automatically varies the display to give the driver relevant updates, such as information on the road ahead and fuel range. Simple 5-way controls on the steering wheel provide access to regularly used functions and are fully integrated with the Virtual Instruments.

INTERIOR SHOWN: XJL PORTFOLIO WITH IVORY SEATS AND JET UPPER FASCIA PLUS OPTIONAL ILLUMINATION PACK

# TOUCH TO CONTROL, SEE TO BELIEVE

A single **8-inch color Touch-screen** in the center console provides multi-function control and displays the three primary functions; audio, climate control and **satellite navigation**. For a hands-free experience, the system also offers voice control of audio, navigation and telephone connectivity\*.

## > SATELLITE NAVIGATION



The navigation system of the XJ gives clear instructions and, if necessary, congestion alerts with alternative routes. And if fuel runs low, the Touch-screen displays details of the closest gas stations.

## > PHONE CONNECTION



Make phone calls using your Touch-screen or steering wheel controls with your mobile linked to the hands-free system; or stream audio content wirelessly to the entertainment system with Bluetooth® technology.

\*Driving while distracted can result in a loss of vehicle control. Do not operate, adjust or view the navigation or multimedia systems under conditions that will effect 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.



## > SEAT CONTROL



Available within the Premium Rear Seat Pack, any one of the four electric seats can be selected and then fully controlled using the touch screen and the driver seat controls. Rear seats can also revert to home position for ease of entry or exit. Other features that can be controlled via the Touch-screen are individual seat massage functions and the active ventilation heated/cooled functions.

## > AUDIO CONTROL



Alter the audio volume, switch stations or media formats all via the Touch-screen. The listening experience can be further optimized by adjusting tone, balance and fade.

## > CLIMATE CONTROL



Adjust the environment to suit every occupant with either dual zone or four-zone climate control, which includes air particle and odor filtration, humidity control and automatic window defrosting.





# FRONT SEATING



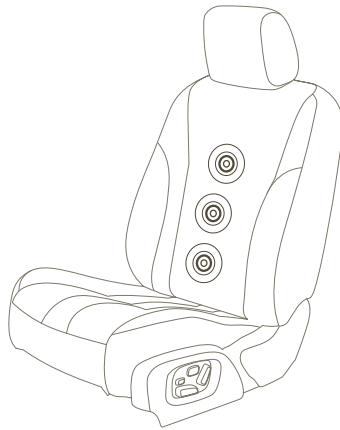
3 POSITION MEMORY

COOLING FUNCTION

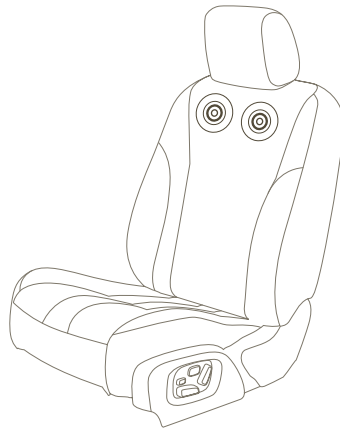
5 MASSAGE PROGRAMS

The XJ seating is created to be as pleasing to the eye as it is to touch and experience. From the start of the design process, every seat is created to maximize driver and passenger control of personal comfort with meticulous consideration given to practicality and function. That perfect position is only a touch of a button away as all front seats feature electric adjustment. All front and rear seats are heated, while on the XJ Portfolio, XJ Supercharged and the XJR front and rear seats have a cooling function too. Selected XJ derivatives also have driver and front passenger seat **3 position memory**.

For the ultimate comfort during long journeys, driver and passenger seats can be chosen with **5 different massage programs** that can be adjusted in intensity to suit individual preferences.



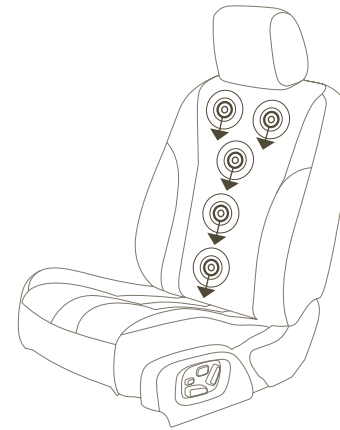
1. LUMBAR  
MASSAGE



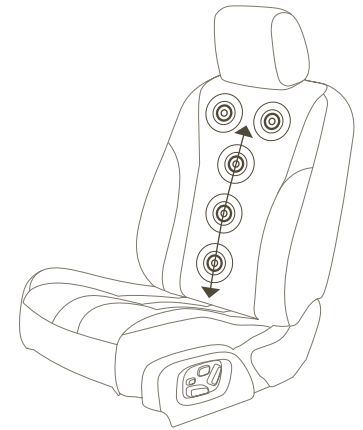
2. SHOULDER  
MASSAGE



3. UPWARD  
MASSAGE



4. DOWNWARD  
MASSAGE



5. ROLLING  
MASSAGE

INTERIOR SHOWN: XJL PORTFOLIO WITH IVORY SEATS AND JET UPPER FASCIA

# REAR SEATING



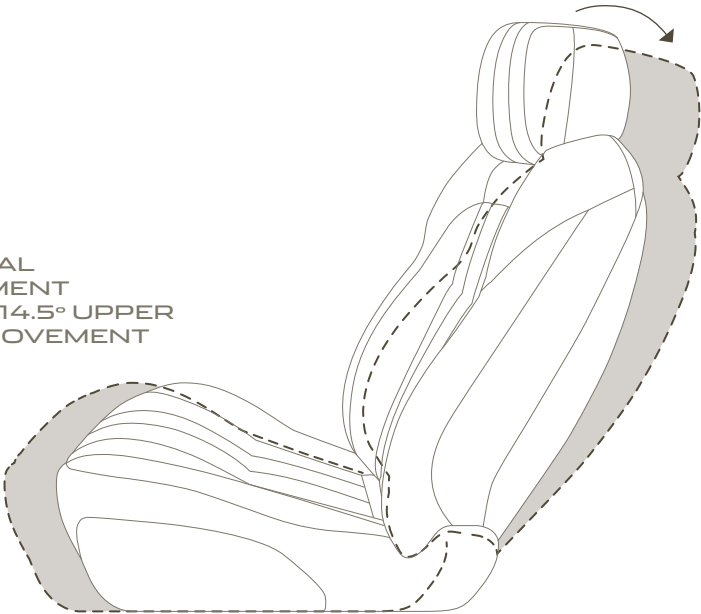
3 POSITION MEMORY

AIRLINE-STYLE RECLINING SEATS

3 MASSAGE PROGRAMS

As the place for relaxation and comfort, long wheelbase XJ models have **over 3 feet of legroom** in which passengers can enjoy stretching out, reading or even a massage. The spacious rear environment can be augmented with a choice of a **Rear Seat Pack** or a **Premium Rear Seat Pack**. Featuring two individual **airline-style reclining seats** complete with **3 massage programs and memory**. The rear is further enhanced by a center armrest complete with rear seat controls, additional storage and cup holders as well as the ability to move the front passenger seat away if required. Also included are footrests, and electric side rear window blinds. For ease of exit, rear seats can be programmed to return from reclined to an upright position when a door is opened.

4-INCHES LATERAL  
CUSHION MOVEMENT  
WITH SEPARATE 14.5° UPPER  
ARTICULATION MOVEMENT



TOTAL RECLINE  
MOVEMENT IS 11°

INTERIOR SHOWN: XJL PORTFOLIO WITH IVORY SEATS, JET UPPER FASCIA AND PREMIUM REAR SEAT PACK







# BUSINESS OR LEISURE ON THE MOVE



10.2-INCH REAR SEAT SCREENS

WHITEFIRE™ WIRELESS HEADPHONES

Whatever you do in the XJ, you do it in complete comfort. It's the perfect place for business and the ideal spot for relaxation. Stretch out and unwind: the XJ can help take the stress and strain out of every journey.

On long wheelbase models, the Premium Rear Seat Pack includes both the Rear Seat Entertainment and Rear Seat Pack allowing passengers to enjoy their ride with entertainment and comfort. Included in the pack are dual 10.2-inch LCD screens and business tray tables finished in leather, which one gets to enjoy all while relaxing in the individual rear seats with massage functionality. A rear media interface allows iPod\*, MP3 or USB connection using a remote control stored in the rear armrest. Audio for the package is provided by **WhiteFire™** digital wireless headphones.



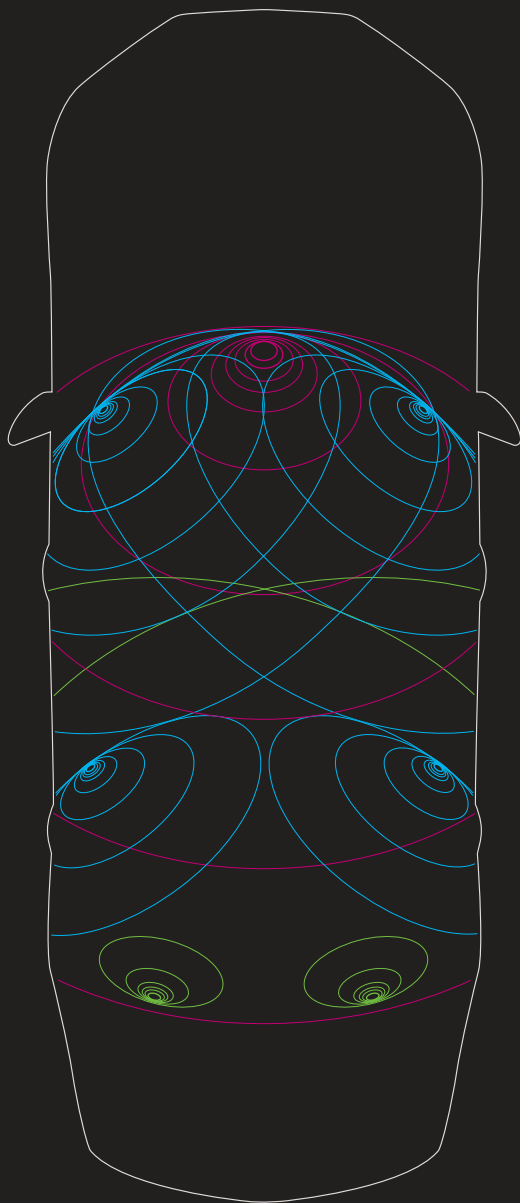
WIRELESS  
HEADPHONES

\*iPod is a trademark of Apple inc, registered in the U.S. and other countries

INTERIOR SHOWN: XJL PORTFOLIO WITH IVORY SEATS, JET UPPER FASCIA AND PREMIUM REAR SEAT PACK WITH 1300W MERIDIAN REFERENCE AUDIO SYSTEM







# SOUNDS ALIVE



MERIDIAN™

TRIFIELD™

CONVERSATION ASSIST

Turn on the superb audio system of the XJ and the cabin comes alive. Three pure fidelity systems engineered by Meridian, the ultimate audio specialists, are offered on the XJ models. Meridian's 380-watt Audio System uses a powerful 12-channel DSP amplifier. 14 speakers, including 2 subwoofers and 2 x 2.8-inch front door woofers, produce a seminal audio experience, surrounding you with exceptional sound quality. Meridian's 825-watt Surround Audio System uses no less than 20 speakers and 2 subwoofers with Audyssey MultEQ sound equalization technology, to produce 7.1 surround sound and create audio that is just as the artist intended. Meridian achieves this by benchmarking acoustic performance against real musical instruments. Pioneered by Meridian, **Trifield™** technology ensures a perfect stereo image for each occupant and produces an holistic sound within the cabin to deliver a concert-like experience. The latest addition to the range is the incredible 1300-watt Meridian Reference Audio System available only on the long wheelbase models. This ultra premium sound system employs 6 extra speakers in the front seat backs localizing the sound for each passenger, which provide an authentic and consistent sound quality for all while enhancing the sense of space within the cabin. With an XJ Meridian Audio System everyone can hear the difference.

The XJ is now an even easier to hold a meeting or have an informal chat while on the move – without ever having to raise one's voice over the sound of the audio system. **Conversation Assist**, available with the Meridian Reference System, allows the driver or front seat passenger to talk with ease to passengers in the rear of the car. And vice versa. Microphones above each seating position reinforce the occupants' voices via the audio system, making it much easier for everyone to be heard above any cabin noise. By comparing the known audio output to the sound picked up by the microphones, voices are time aligned and processed before being routed to various speakers.

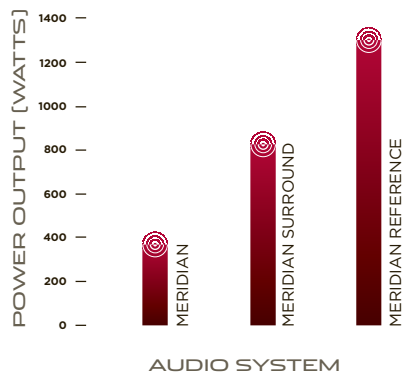
- Holographic Center Image
- Door Waves: Tweeter, Midrange & Bass
- Surround Sound Waves

Diagram representative of Meridian 825W Audio System.



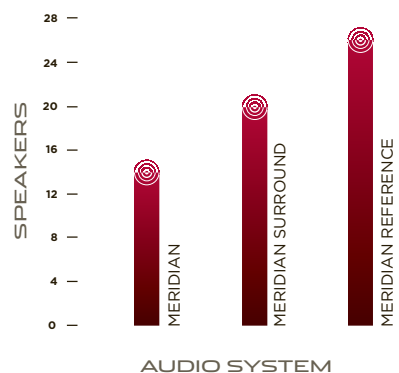
MERIDIAN





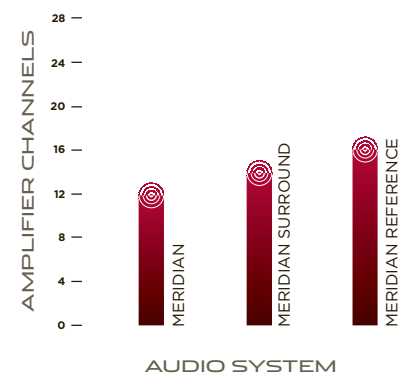
#### MERIDIAN

380W, 14 Speakers, 12 channel class D DSP amplifier, Audyssey MultEQ Audio Equalization, Dynamic volume control



#### MERIDIAN SURROUND

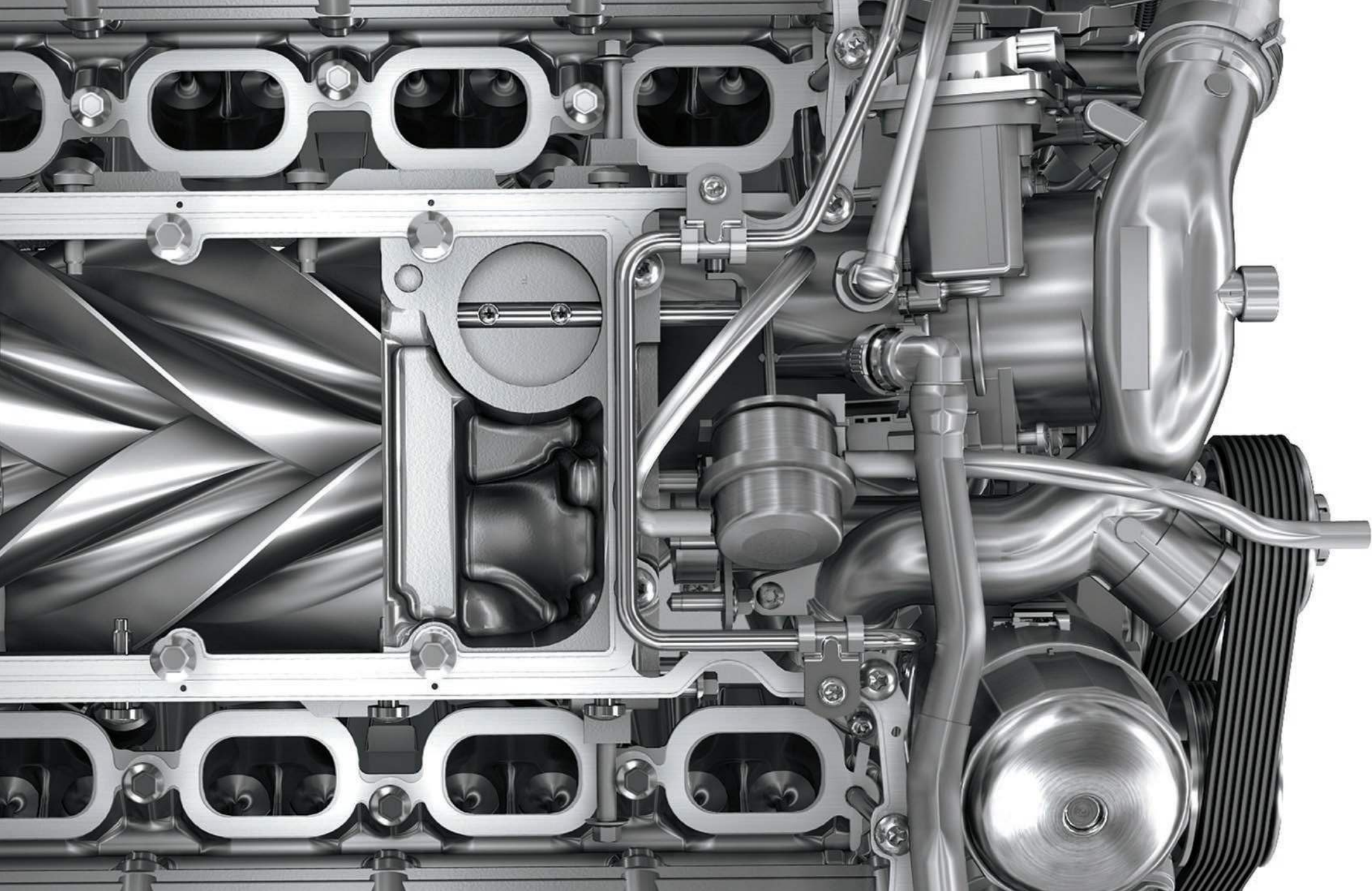
825W, 20 Speakers, 15 channel class D DSP amplifier, Audyssey MultEQ Audio Equalization, 7.1 Surround Sound, Trifield™ technology



#### MERIDIAN REFERENCE

1300W, 26 Speakers, 17 channel class D DSP amplifier, Audyssey MultEQ Audio Equalization, Trifield™ technology, Conversation Assist







# POWERFUL, RESPONSIVE, SMART



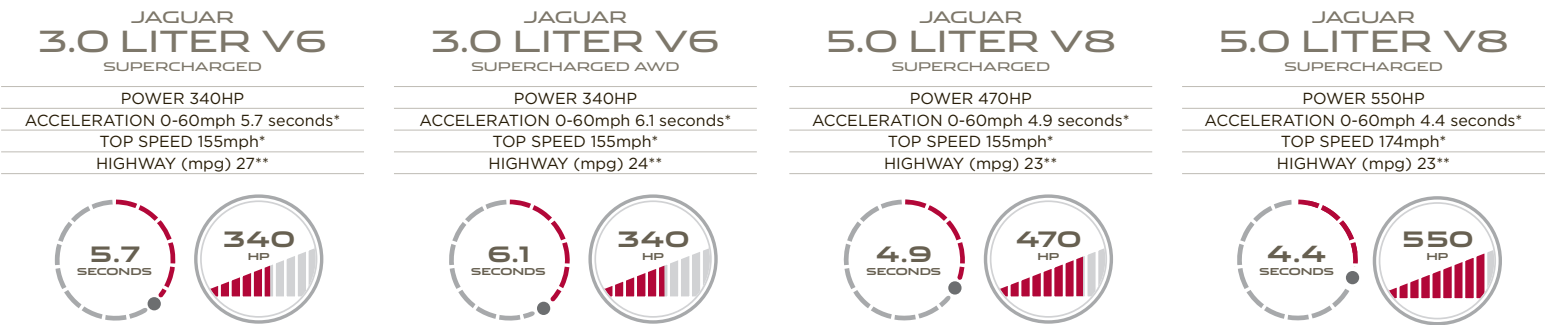
8-SPEED TRANSMISSION

DRIVE MODE AND SPORT MODE

STOP/START TECHNOLOGY

The XJ is driven by a choice of exceptional engines built to satisfy different driving requirements but always ensuring outstanding performance and handling. They all feature an **8-speed transmission** for whisper smooth gear changes, delivering both a more responsive ride and fuel economy benefits.

Drive mode or Sport mode can be chosen with the JaguarDrive Selector™. Sport mode allows full manual gear shift control of the XJ using one-touch paddles mounted behind the steering wheel. Even in the automatic Drive mode, the paddles allow temporary override for the instant power needs that maneuvers like passing demand. **Stop/Start technology** also improves fuel efficiency by detecting when the engine isn't required and shutting it down – Eco Stop. Once the brake pedal is released, Eco Start re-starts the engine without hesitation: immediate, seamless and better for the environment.



\*Always follow local speed limits  
\*\*All figures are EPA estimates. Actual mileage may vary





# XJR



0-60 MPH IN 4.4 SECONDS\*

5.0 V8 SUPERCHARGED 550HP ENGINE

EXCEPTIONAL DYNAMICS



The XJR combines supercar performance with the highest levels of luxury and exemplifies the expertise of Jaguar in engineering, design and craftsmanship: from its beautiful sweeping panoramic roof and muscular lines to the astonishing **5.0 liter supercharged V8 engine**, which is uprated, tuned and calibrated to produce a 174mph top speed\*. This is a luxury sedan car that accelerates **0-60mph in 4.4 seconds\***. The XJR has a 550hp power delivery and outstanding 502 lb.ft. of torque deliver a thrilling driving experience. Its deep resounding sport exhaust quad pipes dramatically announce its arrival.

\*Always follow local speed limits

VEHICLE SHOWN LEFT: XJR IN LUNAR GREY. INTERIOR SHOWN ABOVE: XJR INTERIOR WITH JET/RED ZONE DUO-TONE SEATS AND JET UPPER FASCIA

The unique exterior styling includes hood louvers; aerodynamics are sharpened with a revised front bumper featuring a splitter, unique side sills, a rear spoiler, complete with red brake calipers, 'R' badging and unique alloy wheels. Inside the XJR is undeniably sporty yet remains luxurious. Its soft grain leather is offered in five bold color combinations with surfaces finished in striking Piano Black. The exclusive R logo appears on the steering wheel, instrument cluster, dashboard Intaglio and embossed in all four seats. The XJR promises power and luxury.



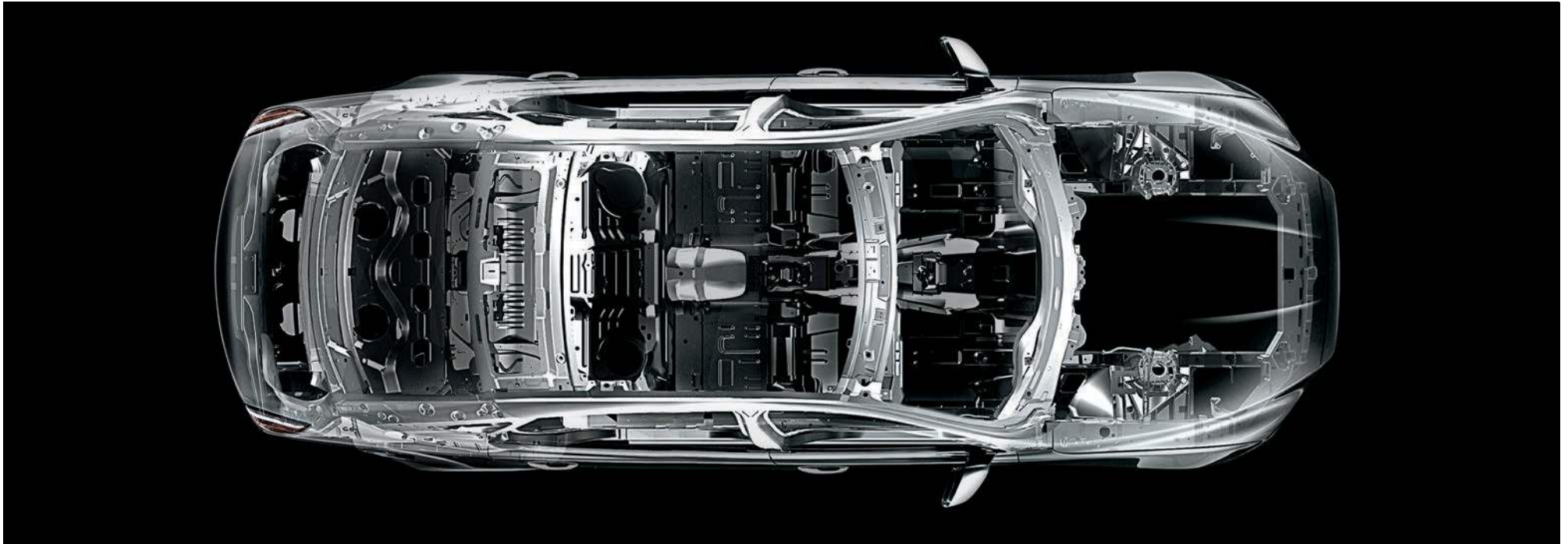


# THE LEADING LIGHT



ALUMINUM CONSTRUCTION

ADAPTIVE DYNAMICS



The aluminum construction of the XJ breaks the mold. It is designed to be strong but incredibly light, with near perfect weight distribution. The doors are one piece, rather than the usual three components, making them lighter, stiffer and more durable too. Furthermore 50 percent of the aluminum used is from recycled sources.

Whether you're cornering, navigating potholes or accelerating, the Adaptive Dynamics\* system continuously monitors the suspension, varying the damping to suit the conditions. These intelligent adjustments, made 500 times a second, help keep the XJ as flat and stable as possible, improving your control and handling without any loss of ride comfort.

\*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, etc. Driver should not assume that these features will correct errors of judgment in driving. Please consult the owner's manual or your local authorized Jaguar Retailer for more details

**VEHICLE SHOWN: XJL PORTFOLIO IN RHODIUM SILVER**

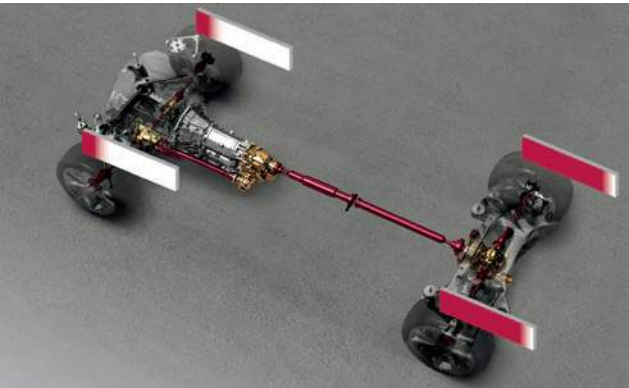




# ALL CONDITIONS, ALL WHEEL DRIVE

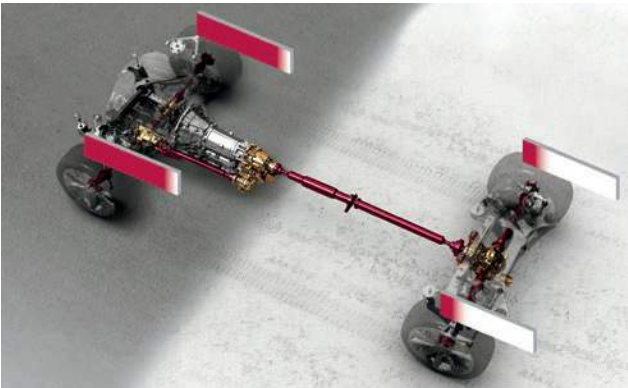
 INTELLIGENT AND ADAPTIVE | EXTREME CAPABILITY | JAGUAR AGILITY

DRY ROAD CONDITIONS



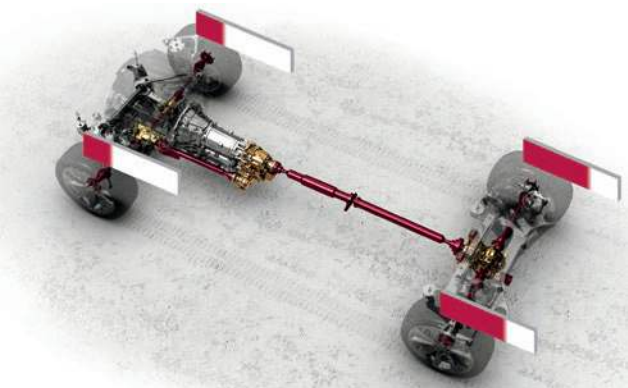
In normal driving conditions, virtually all torque is distributed to the rear wheels providing signature Jaguar rear wheel drive performance.

VARIABLE ROAD CONDITIONS



Where road conditions are changeable, up to 100% of torque can be distributed to the front wheels as required to ensure optimum traction.

AWD WINTER MODE



At the touch of a button Winter Mode can be selected to distribute 30% of the torque to the front wheels and 70% of the torque to the rear wheels maximizing control in difficult conditions.

Inspiring driver confidence on almost all driving surfaces and in extreme weather, the advanced and intelligent technology of the XJ includes Jaguar's Instinctive All Wheel Drive™\*, which is available with the 3.0 liter V6 Supercharged engine. In normal conditions, Jaguar's Instinctive AWD™ preserves the signature Jaguar rear wheel drive performance and agility, as well as improving fuel use and reducing emissions, by applying more torque to the rear wheels.

If low traction is sensed at the rear wheels, up to 50 percent of torque is quickly redistributed to the front wheels. When the most extreme conditions are detected – imagine pulling out of a slippery side road onto a dry main road at a T-junction in winter – up to 100 percent of available torque can be applied to the front wheels. The result is the reassurance of having all wheel drive when needed, while maintaining sports car performance in the majority of situations.

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VEHICLE SHOWN: XJL PORTFOLIO IN RHODIUM SILVER

 = torque distribution



## INTELLIGENT ASSISTANCE



**ADAPTIVE CRUISE  
CONTROL [ACC]**

**EMERGENCY  
BRAKE ASSIST [EBA]**

**BLIND SPOT  
MONITOR**

Advanced safety systems help to actively protect everyone on board. The sophisticated airbag technology of the XJ helps give more complete and precise protection: there are two front airbags, airbags in the outer edges of the seats, plus side curtain airbags that drop down from above the windows to help take care of passengers in both the front and rear seats\*\*.

The optional **Adaptive Cruise Control** enables the XJ to sense if the vehicle in front slows down and accordingly reduces its own speed to maintain a safe distance\*. Once the road clears, the XJ reverts to the pre-set speed. The optional Adaptive Cruise Control radar also operates Forward Alert, which gives the driver an audible warning if the traffic ahead slows quickly or another vehicle moves into the same lane.

**Emergency Brake Assist** measures the rate at which brake pressure increases, allowing for shorter stopping distances and improved steering control if an emergency braking situation is detected\*.

For added confidence while changing lanes on highways, **Blind Spot Monitor** uses radar sensors to inform the driver of any vehicle hidden in the blind spot\*. While night-time driving can be more relaxed thanks to the optional Adaptive Front Lighting, which reacts to speed and steering input to cast a stronger beam into corners. The optional **Intelligent high beam** automatically selects the high or dipped beam as appropriate\*.

Safety is a priority when parking too. Sensors provide wide-angle, rear view color images on the Touch-screen to make sure you and your XJ are always perfectly placed.

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\*\*Please remember that the safety belts in a vehicle constitute the primary protection system for driver and passengers in collisions. The airbag Supplemental Restraint System (SRS) is a supplement to the safety belts and is designed to work as a system with the safety belts. Although airbags provide additional protection, airbags without safety belts do not provide optimal protection in a crash. Always wear your safety belts. Children younger than 13 years old should always be properly restrained in a back seat, away from airbags. Never place an infant seat in the front seat

VEHICLE SHOWN: XJL PORTFOLIO IN RHODIUM SILVER











## EXPRESS YOURSELF IN COLOR



EXTERIOR COLORS

SEAT LEATHERS

VENEERS

INTERIOR COLOR COMBINATIONS

OPTION PACKS

The XJ is available in four model choices: XJ, XJ Portfolio, XJ Supercharged and XJR - there's an XJ that's just right for you. With 15 different color choices in either standard or metallic finish, Jaguar offers an outstanding paint spectrum to bring your XJ alive. Inside, the XJ offers a range of leather grains, colors and contrast stitching to create an interior precisely for you. A choice of premium wood veneers and Carbon Fiber finishes are precision crafted and tailored to suit your personal taste. For an even greater opportunity for personalization, and to help create a car that truly reflects your unique taste and individuality, you can also choose from an extensive range of Option Packs.



Ebony



Cashmere\*



Rhodium Silver\*



Satellite Grey†



Polaris White



Caviar†



Carnelian Red†

\*Metallic paint    †Xirallic metallic paint  
For availability please consult your local Jaguar Retailer.





Dark Sapphire<sup>+</sup>



Ultimate Black<sup>+</sup>



Stratus Grey<sup>+</sup>



Lunar Grey<sup>\*</sup>



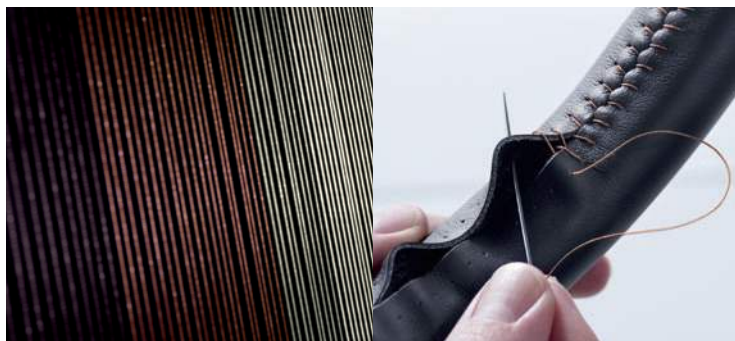
Osmium<sup>\*</sup>



British Racing Green<sup>+</sup>



Italian Racing Red<sup>+</sup>





## INNER BEAUTY

The cabin of the XJ is both contemporary and luxurious, created to excite the senses. Comfort and quality reign supreme with form hugging supple leather complemented with twin needle stitching, contemporary surfaces and a choice of carefully crafted Piano Black, Carbon Fiber or real wood veneers.

The veneer leaves are each 0.5mm thick and are **laser cut** for absolute accuracy; they are then painstakingly positioned so that the grain patterns on either side of the cabin mirror one another. Veneers are lacquered, flattened and polished in an environment optimized for temperature and humidity.

Seat leather is available in **2 different grains**: Soft grain and semi-aniline. Leather is sourced from the finest hide suppliers in the UK and Italy ensuring a glove soft and natural feel. All leathers go through an extensive finishing process to protect the material while preserving its unique appearance and character.

**Twin needle stitching** is applied throughout the XJ for durability and provides unequivocal evidence of Jaguar quality. On selected models, stitching in contrasting colors to the seat leathers and door bins can be chosen to add a further touch of personalization.



 SEAT LEATHERS

**Jet**  
(Available in soft grain  
and semi-aniline)

**Cashew**  
(Available in soft grain only)

**Cirrus**  
(Available in soft grain only)

**Ivory**  
(Available in soft grain and semi-aniline)





London Tan  
(Available in soft grain  
and semi-aniline)

Navy  
(Available in soft grain only)

Bordeaux  
(Available in semi-aniline only)

Red Cone  
(Available in soft  
grain only)





> VENEERS

Plain Black

Carbon Fiber

Gloss Rich Oak

Satin Rosewood

Gloss Figured Ebony

Gloss Rich Oak  
with Linear Laser Inlay





Gloss Black  
Satin Black

Gloss Walnut Curl

Gloss Burr Walnut

Gloss mid Zebrano

Satin Elm

Satin mid Zebrano



# > XJ INTERIOR COLOR COMBINATIONS

## PERSONALIZATION

### XJL PORTFOLIO INTERIOR



1. SEAT



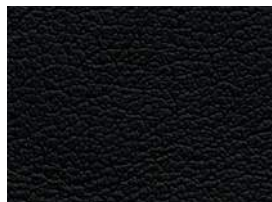
Ivory

2. STITCH/PIPING



Jet

3. UPPER FASCIA



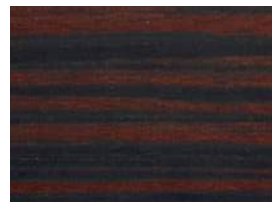
Jet

4. HEADLINING



Jet

5. VENEER



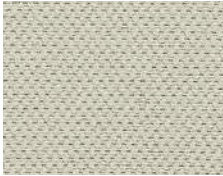
Gloss Figured Ebony

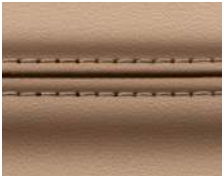
Ivory soft grain seats with Jet contrast stitch and piping, Jet upper fascia and Jet headlining with Gloss Figured Ebony veneer.

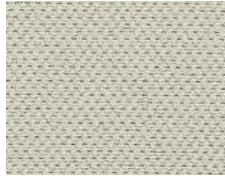
1. Seat leather applies to seats and door trim inserts  
2. Contrast stitch applies to seat leathers and door bin  
3. Upper fascia applies to dashboard, center console and upper door trims  
For full veneer options see page 44.  
Center console inlay is Piano Black on all models.



XJ

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| SEAT [SOFT<br>GRAIN LEATHER]                                                      | STITCH                                                                            | UPPER FASCIA                                                                      | MORZINE<br>HEADLINING                                                              |
|  |  |  |  |
| Jet                                                                               | Jet                                                                               | Jet                                                                               | Ivory                                                                              |

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Cashew                                                                            | Cashew                                                                            | Truffle                                                                           | Ivory                                                                              |

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| SEAT [SOFT<br>GRAIN LEATHER]                                                        | STITCH                                                                              | UPPER FASCIA                                                                        | MORZINE<br>HEADLINING                                                               |
|  |  |  |  |
| Ivory                                                                               | Ivory                                                                               | Oyster                                                                              | Ivory                                                                               |

\*Cost Option

XJ PORTFOLIO AND SUPERCHARGED

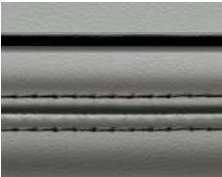
| SEAT [SOFT<br>GRAIN LEATHER]                                                      | STITCH/PIPING                                                                     | UPPER FASCIA                                                                      | SUEDECLOTH<br>HEADLINING                                                                                                                                                |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |  | <br> |
| Jet                                                                               | Ivory                                                                             | Jet                                                                               | Ivory or Jet                                                                                                                                                            |

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Navy                                                                              | Ivory                                                                             | Navy                                                                              | Ivory                                                                              |

|                                                                                   |                                                                                   |                                                                                   |                                                                                                                                                                         |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |  | <br> |
| London Tan                                                                        | Jet                                                                               | Jet                                                                               | Ivory or Jet                                                                                                                                                            |

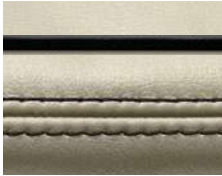
| SEAT [SOFT<br>GRAIN LEATHER]                                                        | STITCH/PIPING                                                                       | UPPER FASCIA                                                                        | SUEDECLOTH<br>HEADLINING                                                            |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| London Tan                                                                          | Navy                                                                                | Navy                                                                                | Ivory                                                                               |

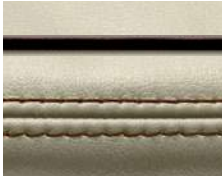
|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| Cashew                                                                              | Truffle                                                                             | Truffle                                                                             | Ivory                                                                               |

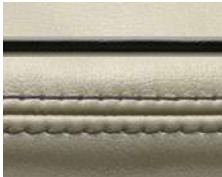
|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| Cirrus                                                                              | Mineral                                                                             | Mineral                                                                             | Ivory                                                                               |



XJ PORTFOLIO AND SUPERCHARGED [CONTINUED]

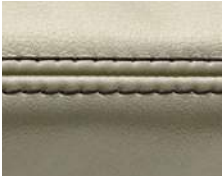
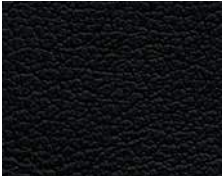
| SEAT [SOFT<br>GRAIN LEATHER]                                                      | STITCH/PIPING                                                                     | UPPER FASCIA                                                                      | SUEDECLOTH<br>HEADLINING                                                           |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Ivory                                                                             | Jet                                                                               | Jet                                                                               | Ivory or Jet                                                                       |

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Ivory                                                                             | Truffle                                                                           | Truffle                                                                           | Ivory                                                                              |

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Ivory                                                                             | Oyster                                                                            | Oyster                                                                            | Ivory                                                                              |

SPORT AND SPEED PACK INTERIOR

| SEAT [SOFT<br>GRAIN LEATHER]                                                        | STITCH/PIPING                                                                       | UPPER FASCIA                                                                        | SUEDECLOTH<br>HEADLINING                                                            |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| Jet                                                                                 | Ivory                                                                               | Jet                                                                                 | Ivory or Jet                                                                        |

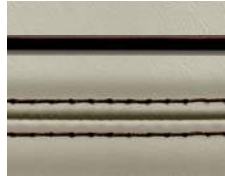
|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| Ivory                                                                               | Jet                                                                                 | Jet                                                                                 | Ivory or Jet                                                                        |

XJ PORTFOLIO AND SUPERCHARGED SEMI-ANILINE LEATHER SEATING WITH LEATHER HEADLINER

| SEAT [SEMI-ANILINE LEATHER]                                                       | STITCH/PIPING                                                                     | UPPER FASCIA                                                                      | HEADLINING                                                                        |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Jet                                                                               | Tonal/Jet                                                                         | Jet                                                                               | Ivory or                                                                          | Jet                                                                                |

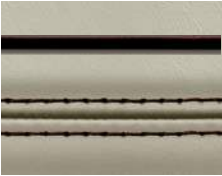
|                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Ivory                                                                             | Tonal/Jet                                                                         | Jet                                                                               | Ivory or                                                                          | Jet                                                                                |

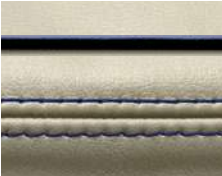
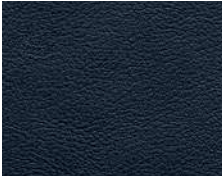
| SEAT [SEMI-ANILINE LEATHER]                                                         | STITCH/PIPING                                                                       | UPPER FASCIA                                                                        | HEADLINING                                                                          |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| London Tan                                                                          | Jet/London Tan                                                                      | Jet                                                                                 | Ivory or                                                                            | Jet                                                                                 |

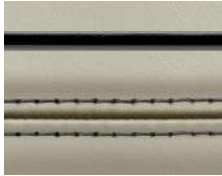
|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Bordeaux                                                                            | Bordeaux                                                                            | Jet                                                                                 | Ivory or                                                                            | Jet                                                                                 |



XJ PORTFOLIO AND SUPERCHARGED SEMI-ANILINE LEATHER SEATING WITH LEATHER HEADLINER [CONTINUED]

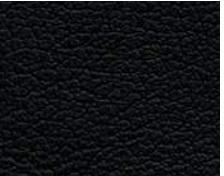
| SEAT (SEMI-ANILINE LEATHER)                                                       | STITCH/PIPING                                                                     | UPPER FASCIA                                                                      | HEADLINING                                                                         |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Ivory                                                                             | Bordeaux                                                                          | Bordeaux                                                                          | Ivory                                                                              |

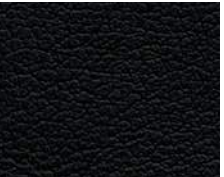
|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Ivory                                                                             | Navy                                                                              | Navy                                                                              | Ivory                                                                              |

| SEAT (SEMI-ANILINE LEATHER)                                                         | STITCH/PIPING                                                                       | UPPER FASCIA                                                                        | HEADLINING                                                                          |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| Ivory                                                                               | Mineral with Mineral                                                                | Mineral                                                                             | Ivory                                                                               |

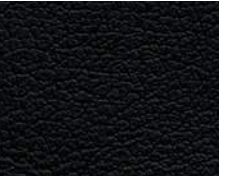
XJR

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| SEAT [SOFT<br>GRAIN LEATHER]                                                      | STITCH                                                                            | UPPER FASCIA                                                                      | SUEDECLOTH<br>HEADLINING                                                           |
|  |  |  |  |
| Jet                                                                               | Red Zone                                                                          | Jet                                                                               | Jet                                                                                |

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Jet                                                                               | London Tan                                                                        | Jet                                                                               | Jet                                                                                |

|                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Jet with Red Zone                                                                 | Red Zone                                                                          | Jet                                                                               | Jet                                                                               |                                                                                    |

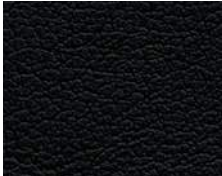
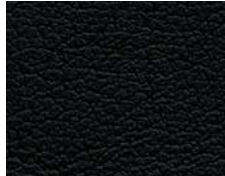
|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| SEAT [SOFT<br>GRAIN LEATHER]                                                        |                                                                                     | STITCH                                                                              | UPPER FASCIA                                                                        | SUEDECLOTH<br>HEADLINING                                                            |
|  |  |  |  |  |
| Jet with London Tan                                                                 | London Tan                                                                          | London Tan                                                                          | Jet                                                                                 | Jet                                                                                 |

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Jet with Ivory                                                                      | Ivory                                                                               | Ivory                                                                               | Jet                                                                                 | Jet                                                                                 |

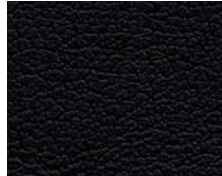
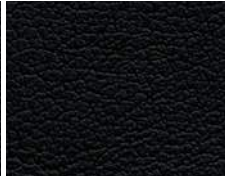


XJR SEMI-ANILINE LEATHER SEATING PACK

| SEAT                                                                              | STITCH/PIPING                                                                     | UPPER FASCIA                                                                      | LEATHER HEADLINING                                                                 |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Jet                                                                               | Tonal/Jet                                                                         | Jet                                                                               | Jet                                                                                |

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |  |  |
| Jet                                                                               | Red Zone/Jet                                                                      | Jet                                                                               | Jet                                                                                |

| SEAT                                                                                | STITCH/PIPING                                                                       | UPPER FASCIA                                                                        | LEATHER HEADLINING                                                                  |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| London Tan                                                                          | Jet/London Tan                                                                      | Jet                                                                                 | Jet                                                                                 |

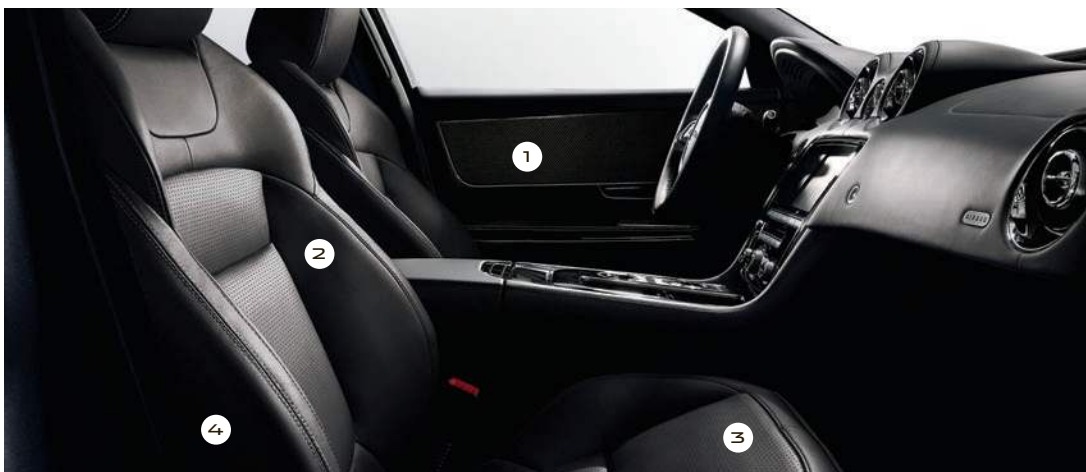
|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| Ivory                                                                               | Jet                                                                                 | Jet                                                                                 | Jet                                                                                 |

## > XJ SPORT AND SPEED PACK

Sport and Speed Pack enhance the exterior and interior styling of the XJ Supercharged and boost its performance to superlative levels.

The sporting credentials are emphasized with the Sport and Speed Pack. Details include front grille, side power vents and lower mesh finished in black gloss. Brake calipers are red and an aero splitter lowers the car's front profile and improves overall performance dynamics. A spoiler increases downforce at speed for enhanced handling. The interior is upgraded with a unique sporting style and a choice of two compelling color schemes.

The 5.0L Supercharged XJ is given the ultimate power boost with Sport and Speed Pack. Including stylistic and performance enhancements, the pack adds further advanced engineering technology. Vmax is an exceptional, precision tuned, engine enhancement that takes the maximum road speed of the XJ from 155mph to 174mph\*.



### INTERIOR SPORT PACK

1. Piano Black veneer as standard 2. Sculpted seat bolsters for lateral support  
3. 18x18 way adjustable seats 4. 2 Colorways - Jet/Jet or Jet/Ivory



### EXTERIOR SPORT PACK

1. Rear spoiler 2. 20" Venom wheels 3. Gloss Black mesh grille  
4. Chrome grille surrounds 5. Body colored front bumper splitter

\*Always follow local speed limits









# XJ PREMIUM SEAT PACKS

The XJ is designed as a haven from the outside world and offers rear seat passengers the same levels of seating comfort and luxury that is found in the front of the car. A range of rear seat Option Packs provides an opportunity to upgrade the XJ's rear environment even further. Features include two individual airline-style reclining rear seats with increased functionality as well as entertainment packs. Further highlights from the available packs are featured below.



## REAR SEAT PACK (LONG WHEELBASE MODELS ONLY)

Two individual rear seats including 3 massage functions. Folding rear center armrest with rear seat switch panels. Footrests and electric rear side window blinds.



## SEMI-ANILINE LEATHER SEATING WITH LEATHER HEADLINER

Semi-aniline leather seats with contrast stitch and piping. Electric front seat adjustment (20x20 way) with 5 massage functions and 5 intensity settings. Heated and cooled front and rear seats. Rear bench seat.

## PREMIUM REAR SEAT PACKAGE (LONG WHEELBASE MODELS ONLY)

Features as Rear Seat Pack plus rear seat memory including home position, rear business tables, Rear Seat Entertainment - 10.2-inch dual LCD screens with Rear Media Interface, Touch-screen remote control and 2 x WhiteFire™ digital wireless headphones.

# HOW WILL YOU ARRIVE?

As Jaguar's flagship vehicle, the XJ excels. Never before has a Jaguar looked so beautiful and delivered such luxury with such power. While its advanced technology makes handling effortless, its sumptuous cabin creates the ultimate space for working and relaxing. Form and functionality are seamlessly brought together in one peerless vehicle.

Sleek outside, sensuous inside, the XJ is engineered and tailored to look after you.

Experience the extraordinary luxury and astonishing power of the XJ for yourself. Book your test drive at [jaguarusa.com](http://jaguarusa.com) or by calling your approved Jaguar retailer.







#### 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 dealers 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.

Jaguar's flagship XJ model was the first in the company to achieve ISO 14040, 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 124,000mph, to final disposal. But that's not all. Every new Jaguar vehicle is designed to be 85% recyclable and reusable, in addition 95% recoverable and reusable, with 10% specifically for energy recovery.

The innovative use of lightweight aluminum in the XJ, F-TYPE, and XK, which incorporates up to 50% recycled material from the manufacturing process of the body structures, provides 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.

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.

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