



F-TYPE

2017MY F-TYPE PRODUCT BRIEF

DATE: NOVEMBER 12, 2015
MODEL: F-TYPE
SUBJECT: 2017MY INTRODUCTION

INTRODUCTION

For the 2017 model year there are four stories for the F-TYPE range:

1. **New entry trim level:** introduces lower base price for F-TYPE: \$61,400
2. **Increased level of standard equipment**
3. **Derivative naming:** F-TYPE Premium replaces the 2016 model year F-TYPE
4. **Reconfigured trunk on Convertible**

In the 2016 Model Year, the F-TYPE line received its expanded powertrain lineup, with the addition of Manual transmission and All Wheel Drive models. For the 2017 Model Year we are introducing a **new entry trim level** that will allow the F-TYPE range to start at a lower price.

For the 2017 Model Year we continue to maintain the reduced option and feature complexity by standardizing even more equipment.

Information on the 2017 Model Year F-TYPE is detailed in the Product Brief that follows.

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1. TIMING

Key timing for the F-TYPE program:

- **Reveal:** New York, November 12, 2015
- **1st Dealer Order call:** TBD
- **Job #1:** January 2015
- **Start of Sales:** TBD

(All dates subject to change; look for upcoming announcements from JLR NA Distribution for details)

F-TYPE IN THE PRESS.

The press continues to lavish praise on the F-TYPE, and the flow of stories remains unabated well into the third year of F-TYPE sales. The Manual transmission and All Wheel Drive have triggered a new round of stories, overwhelmingly positive in their reviews of the way the car feels and drives. A sample of some sample quotes and magazine covers that have featured the F-TYPE in the past months are below.

“It’s loud, it’s fun, it’s pedal-to-the-metal, it hugs the road, it frightens birds off wires overhead when you gun it.” Forbes, Josh Max, Oct 20, 2015

“I turned the engine over and heard ...a loud, low, masculine roar. It was five cups of espresso on wheels.” Forbes, Josh Max, Oct 20, 2015

“The R AWD is a spectacularly performing car.” Jalopnik, Andrew P Collins, May 13, 2015

“What you do want is connection to the car. The feeling that you’re a driving hero, kicking the pedals and rowing the shifter like you’re in an exercise video. In a rear-drive V6 Jaguar F-Type S, which you can finally order with a real and wonderful six-speed ZF manual gearbox for 2016, you can do just that.”

Jalopnik, Andrew P Collins, May 13, 2015

“All variants of the F-Type are basically between the overwhelming insanity of the Alfa Romeo 4C and the razor-sharp perfection of the Porsche Cayman GTS.” Jalopnik, Andrew P Collins, May 13, 2015

“ ... a car merits supercar status when it combines exceptional performance with exotic looks, limited availability, and uninhibited style. The Jaguar F-TYPE R is parked just outside that paddock.”

Car and Drive, Tony Swan, Sept 2015

2. OVERVIEW

Three power levels; two body styles; four trim levels. For the 2017 Model Year, the F-TYPE Coupe and Convertible receive a fourth trim level: entry, Premium, S and R models.

What had been the entry F-TYPE in the three prior model years, is renamed **F-TYPE Premium** at 2017 Model Year.

For the 2017 model year the lineup is as follows:

- **F-TYPE** with a **340** horsepower supercharged V6 Coupe or Convertible
 - Choice of **manual** or **automatic transmission**
- **F-TYPE Premium** with a **340** horsepower supercharged V6 Coupe or Convertible
 - Choice of **manual** or **automatic transmission**
- **F-TYPE S** with a **380** horsepower supercharged V6 Coupe or Convertible
 - Choice of **manual** or **automatic transmission**, and **RWD** or **AWD**
- **F-TYPE R** with a **550** horsepower supercharged V8 Coupe or Convertible
 - Standard with **AWD** and automatic transmission

Model	Horsepower (hp)	Torque (lb-ft)	0-60 mph (sec)	Top speed (mph)	Fuel Economy (EPA city/ highway) <small>*Manufacturer estimates</small>
F-TYPE	340	332	5.1 (auto) 5.5 (manual)	161	19 / 28 (auto) 16 / 24 (manual)
F-TYPE Premium	340	332	5.1 (auto) 5.5 (manual)	161	19 / 28 (auto) 16 / 24 (manual)
F-TYPE S	380	339	4.8 (auto) 5.3 (manual) 4.9 (AWD)	171	19 / 27 (auto) 15 / 24 (manual) 18 / 26 (AWD)
F-TYPE R	550	502	3.9	186	15 / 23

Jaguar EliteCare remains standard for 2017 Model Year. The program offers a better warranty than other manufacturers within the luxury automotive segment.

Coverage under EliteCare:

- 5-Year/60,000 Mile New Vehicle Limited Warranty;
- 5-Year/60,000 Mile Complimentary Scheduled Maintenance;
- 5-Year/60,000 Mile 24/7 Roadside Assistance;
- 5-Year/Unlimited Mile Jaguar InControl Remote™ and Protect™.

3. DERIVATIVE NAMING

With the introduction of the fourth trim level, the derivative names change as presented below. What had been the entry **F-TYPE** trim in the three prior model years, has been renamed **F-TYPE Premium** at 2017 Model Year.

The newly introduced entry model is named “F-TYPE”.

2016MY	Not available	F-TYPE	F-TYPE S	F-TYPE R
	↓	↓	No change	No change
2017MY	F-TYPE	F-TYPE Premium	F-TYPE S	F-TYPE R

4. ENTRY LEVEL F-TYPE

Allowing the F-TYPE to be more competitive in the luxury coupe and convertible market, we are introducing a new trim level. This entry trim level will be called “**F-TYPE**” and will allow the F-TYPE range to start at \$61,400 for the Coupe model with Manual transmission and at \$65,400 for the Convertible model with Manual transmission.

4.1 Availability: the entry model is available **only on Rear-Wheel Drive** models **powered by the V6 340HP engine**, with Manual and Automatic transmission, in both Coupe and Convertible body styles.

4.2 Content

Extremely well equipped with key customer features

The entry F-TYPE retains all critical consumer features, including Meridian 770W sound system, navigation, SiriusXM Satellite radio, Jaguar InControl® and leather and suedecloth sport seats.

Clear and easy to describe feature walk between F-TYPE and F-TYPE Premium

In order to achieve the new lower MSRP, feature content was adjusted from the high specification of the F-TYPE Premium. As per chart below the walk is simple and can easily be described to customers to show either the value of the F-TYPE or the benefits of the Premium:

	F-PACE	F-PACE Premium
Roof (Coupe only)	Fixed Metal	Fixed Panoramic
Driver memory	N/A	Seat, steering column, exterior mirror
Exterior mirrors	Manual folding	Power folding
Seats	6-way partial electric	14-way electric
Keyless entry	N/A	Standard
Adaptive headlights	N/A	Standard
Intelligent High Beam	NA	Standard

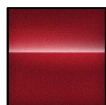
4.3 Options

To reduce complexity and maintain the headline price there are limited choices to personalize the F-TYPE. One option package, one interior trim and limited exterior color choices are available.

- **Climate Package**, including heated seats and heated steering wheel, is the only option available.
- **Color and Trim**
 - Interior: F-TYPE is available in only one trim pack: TP01, which consists of Jet sport-style seats with Jet stitching, Jet upper fascia, center console and door trim.
 - Exterior: F-TYPE is available in a limited paint palette of the five exterior colors with the highest take rates on F-TYPE.



Polaris White



Caldera Red



Ebony



Storm Grey



Rhodium Silver

- **Wheels**
F-TYPE comes standard with the 18" Vela wheel; no optional wheels are available.



- **Convertible top:** F-TYPE convertible models come standard with black tops; alternate top colors are not available.
Coupe roof: F-TYPE coupe models come standard with fixed metal roof; alternate roof choices are not available.

5. EQUIPMENT CHANGES

Standardized features: continuing on the same path of reducing complexity started with the 2016 Model Year, we are adding popular features to the base specification:

- **Infrared reflective windshield** is now standard on all models;
- **Valet Mode** is now standard on all models;
- **Adaptive headlights** are now standard on all models, except entry F-TYPE;
- **Intelligent High Beam** is now standard on all models, except entry F-TYPE.

On 2016 Model Year models, adaptive headlights and intelligent high beam are included in Premium+Vision Pack (F-TYPE and F-TYPE S) and in Vision Pack (F-TYPE R). By standardizing the features, the content of the two packs have been also adjusted.

On the Convertible models, for 2017MY the **trunk space is reconfigured** to provide more practical, useable space and increases capacity to 7.3 ft³ (0.3 ft³ increase).

6. OTHER RESOURCES

Order Guide

The Order Guide features the full list of standard and optional equipment, as well as available colors, color combinations and wheels. It is posted on the Product & Distribution website:

<https://jaguarvehicles.jlrext.com/>

Online Car Configurator

The online Car Configurator for 2017 Model Year will be available in **January 2016** on the JaguarUSA.com website: <http://www.jaguarusa.com/models/f-type/>

Past Product Briefs

As a reminder, the Product Briefs for past model years detailing the Convertible, Coupe and R introductions are archived on the Product & Distribution website.

If you have any additional product questions, please contact your Market Manager or me.

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