

## Marketing

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Response  
Required No

Attachments 1 PDF XK 15MY Order Guide/Options Price List

## XK 15MY - Value & Specification Enhancements

### Key Points

- Key programme timings and availability
- Full specification enhancements
- Corporate Identity (C.I.) Updates
- Order guide/options price list updates
- Showroom and Demo
- Public Announcement and materials
- 14MY Registration Support
- 14MY PCH
- 14MY Contract Hire
- Demonstrator Support

XK 15MY commences production in January 2014 and this bulletin outlines the significant enhanced value through improved specification and reduced price for the XK 15MY range.

### Key changes:

XK Luxury – deleted  
XK Portfolio – deleted and replaced with XK ‘Signature’  
XKR – deleted and replaced with XK ‘Dynamic’ R  
XKR-S remains as 14MY

Vehicles will be named and badged (**Signature / Dynamic**) and given new DVLA / CAP RV codes to ensure differentiation with 14MY higher priced models.

In addition combined with the enhanced specification XK 15MY will see a significant reduction in retail prices of the XK Signature and XK Dynamic R. To enable this enhanced value proposition 15MY vehicles will attract no variable marketing support (excluding XKR-S). The XK 15MY prices are displayed below with full detail in the attached XK 15MY price list to this bulletin:

### Coupé

- **XK Signature Coupé 5.0 V8 385PS Petrol**  
RETAIL £53,315.00  
ON THE ROAD PRICE £54,950.00
- **XK Dynamic R Coupé 5.0 V8 510PS Supercharged Petrol**  
RETAIL £68,315.00  
ON THE ROAD PRICE £69,950.00
- **XKR-S Coupé 5.0 V8 550PS Supercharged Petrol**  
RETAIL £95,830.00  
ON THE ROAD PRICE £97,465.00

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Registered in England: Number 1672070



### Convertible

- **XK Signature Convertible 5.0 V8 385PS Petrol**  
RETAIL £59,315.00  
ON THE ROAD PRICE £60,950.00
- **XK Dynamic R Convertible 5.0 V8 510PS Supercharged Petrol**  
RETAIL £74,315.00  
ON THE ROAD PRICE £75,950.00
- **XKR-S Convertible 5.0 V8 550PS Supercharged Petrol**  
RETAIL £102,830.00  
ON THE ROAD PRICE £104,465.00

### Key programme timings availability

#### Order Call

- First dealer order call is scheduled for December 11<sup>th</sup> 2013.

#### Build Timings

- Job #1 is scheduled for January 2014.

### Full specification enhancements

#### XK Signature 385PS (Coupe and Convertible)

- Specification as of 14MY XK Portfolio 385PS **plus the following standard features:**

- 20" Wheels Kalimnos alloy wheels C44P  
(20" Takoba optional - C45Y / 19" Tamana – C44N no cost option)
  - Standard & Premium Paints (**Limited to six colours**)
    - Polaris White - NER
    - Ultimate Black - PEL
    - Stratus Grey - LNL
    - Italian Racing Red - CAH
    - Dark Sapphire - JBM
    - British Racing Green- HGY
  - Reverse Park Camera - C14A
  - Luxury Seats - B59H
    - Ivory (CS06)
    - Charcoal (CS02)
  - Canvas Suedecloth Headlining - HAMN
  - Gloss Figured Ebony - VSAN (Piano Black Veneer – VPFB no cost option)
  - Stainless Steel Foot Pedals - G48S
  - Rear "Signature" badging (dealer fit)
- 
- **Coupe OTR: £54,950**
  - **Convertible OTR: £60,950**
    - 15MY Specification increase value over 14MY - £2,510
    - 15MY OTR price decrease vs. 14MY - £16,015
    - 15MY Value Proposition over 14MY - £18,525



*XK Dynamic R 510PS (Coupe and Convertible)*

- Specification as of 14MY XKR 510PS **plus the following standard features:**
  - Aerodynamic Pack
    - Revised front splitter
    - Larger rear spoiler
  - Black Dynamic Pack and Speed Pack
    - 174MPH VMAX speed increase - S51B
    - Side sill and rear diffuser – B58B
    - XKR-S Suspension and Dynamics (10mm ride height reduction)
    - 20" Vortex alloy wheels with a Dark Technical Finish - C51X  
(20" Vulcan Gloss Black alloy wheels optional - C46V)
  - Performance Active Exhaust with quad tailpipes - S64A
  - Reverse Park Camera - C14A
  - Standard & Premium Paints (**Limited to five colours**)
    - Polaris White - NER
    - Ultimate Black - PEL
    - Stratus Grey - LNL
    - Italian Racing Red - CAH
    - British Racing Green- HGY

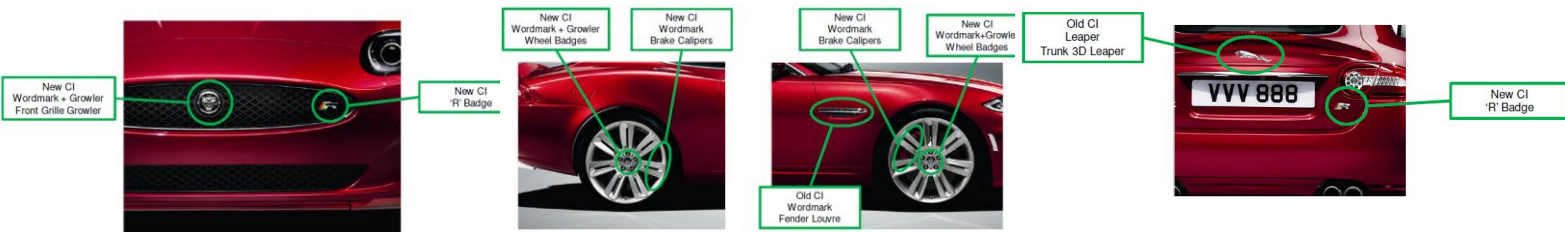
- New Diamond Sew Performance Seat - B59D/B41K
  - Charcoal/Red - CS02
  - Charcoal/White - CS03
  - Ivory/Charcoal (no contrast stitch to seats) - CS06
- Jet Suedecloth Headlining - HPDB
- Dark Mesh Aluminium veneer - VRHF (Piano Black – VPFB no cost option)
- Stainless Steel Foot Pedals - G48S
- Rear “Dynamic” badging (dealer fit)
- **Coupe OTR: £69,950**
- **Convertible OTR: £75,950**
  - 15MY Specification increase value over 14MY - £13,480
  - 15MY OTR price decrease vs. 14MY - £9,015
  - 15MY Value Proposition over 14MY - £22,495



### Corporate Identity (C.I.) Updates

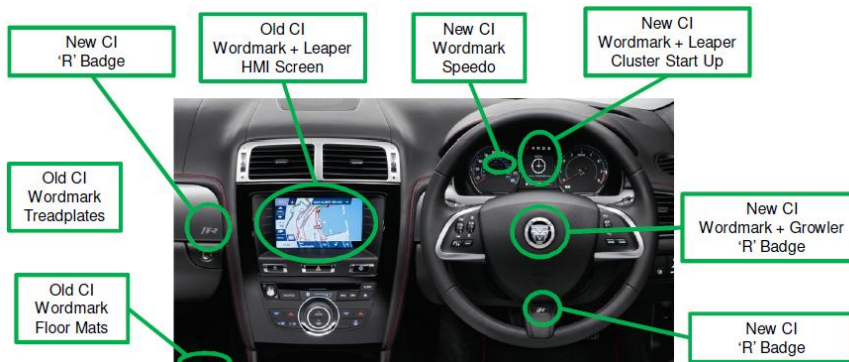
- There are additional revisions to the Corporate Identity badging for XK 15MY which aligns to other nameplates in the Jaguar range. Please see below:
  - Exterior C.I.
    - New red growler wheel badges
    - Word-mark to brake calipers, front and rear
    - Red growler in 3D to front grille
    - “R” and “R-S” front grille badge plinths
    - “R” and “R-S” rear badges

○



○ Interior C.I.

- Jaguar logo to instrument cluster start up screen and speedometer dial
- Red growler to steering wheel
- “R” and “R-S” steering wheel badges
- Word-mark to carbon fibre engine covers
- “R” and “R-S” to seat head-restraint
- “R” and “R-S” logo to IP finisher
- “R-S” logo to tread-plates



**Order guide/options price list updates**

- For XK 15MY we have included additional information to the price lists to ensure clarity of specification and VISTA ordering information and also to align with content on other Jaguar nameplates. Additional information includes:
  - A breakdown of all interior trim combinations availability by derivative for XK 14MY including VISTA codes. This is listed under **“UK XK Interior Trim Matrix”**.
  - A list of particular “care points” that have been flagged to be aware of when ordering vehicles. This helps ensure that vehicle specification is 100% correct. This is listed under **“UK XK VISTA Ordering Carepoints”**.
  - Any changes in product specification from 14MY to 15MY are highlighted in green.

**XK 15MY Showroom & Demo**

- 1 x Signature and 1 x Dynamic R have been centrally ordered in a mix of Coupes and Convertibles and colours/trims as agreed with Sales Panel.
- These will be delivered in February.
- 15MY will be a showroom standard from 1<sup>st</sup> March 2014.
- In March 2014, Dealers who need to change their XK to comply with their standard may choose to register either a 14MY or 15MY XK. Any Demonstrator registered from 1<sup>st</sup> April 2014 must be 15MY.

**XK 15MY Public Announcement & Marketing Material**

- A combination brochure piece for XK 15MY combining specification information with associated pricing will be available from end of January 2014
- The full XK 15MY website and configurator will be live early January 2014; the current XK 14MY configurator will be taken down from the live site until the new configurator is available. All enquiries regarding specification and pricing for a customer will be through their local dealer
- A public PR announcement regarding XK 15MY will follow in 2014.
- Residual values will be published in January 2014



#### 14MY XK Registration Support

- Registration support of **£16,667 plus VAT (£20,000 inc. VAT)** is available on any un-supported 13MY or 14MY XK registration from 1<sup>st</sup> December 2013 to 31<sup>st</sup> March 2014; this will not vary by derivative but excludes XKR-S & XKR-S GT.
- Registration support of £15,000 plus VAT (£18,000 inc. VAT) is available on any (un-supported) XKR-S registration (13MY, 14MY or 15MY). This does not apply to XKR-S GT.
- This does not apply to any cars with any other support e.g. Jaguar Contract Hire, Demonstrators, FDP's Brand Partners or Employee scheme.
- Support can be used in conjunction with the Jaguar Cars Finance Deal Saver rates.
- There will be no other customer support available on 15MY XK.

#### 14MY XK PCH Offer - £499 per month

- 14MY XK 5.0 Coupe on Personal Contract Hire will be available for **£499** per month (including VAT) with £5,988 upfront. This is based on a 12+35 profile with 10k miles per annum, with solid paint.
- 9% Dealer contribution is required to support this offer.
- There will be no other retail finance offers on XK.
- Also applies to 13MY.
- This will be live on the Jaguar Contract Hire system by Monday 9<sup>th</sup> December.

#### 14MY XK Contract Hire

- XK 5.0 Coupe will be at **£479 per month** (ex VAT) based on a 6+35 Contract Hire, 10k miles p.a., non-maintained, with solid paint.
- 9% Dealer contribution is required to support this offer.
- Also applies to 13MY.
- This will be live on the Jaguar Contract Hire system by Monday 9<sup>th</sup> December.

#### XK Demonstrator Support

- Registration support of **£16,667 plus VAT (£20,000 inc. VAT)** is available on any 14MY XK Demonstrator registration from 1<sup>st</sup> December 2013 to 31<sup>st</sup> March 2014; this will not vary by derivative but excludes XKR-S.
- Demonstrator support of £15,000 plus VAT is available on any un-supported XKR-S registration (14MY or 15MY). This does not apply to XKR-S GT.

If there are any further queries regarding the above please contact:

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Best regards,  
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