

**SALES & MARKETING – 2012MY XK PRODUCT BRIEF**

**DATE:** April 20, 2011  
**MODEL:** XK  
**SUBJECT:** 2012 MY

**INTRODUCTION**

The Jaguar XK is one of the most beautiful cars of the modern era, and for the 2012 model year Jaguar designers have refined its looks to make it even more elegant. Jaguar engineers have also taken a turn for 2012, introducing the new XKR-S with supercar levels of performance.

The exterior of the 2012MY XK receives similar enhancements to the 2012MY XF, including revised headlights with LED signature lights, new horizontal side vents and revised rear trim including a leaper badge on the trunk. The trunk lid also incorporates the camera for the new reverse park camera system, standard across all XK models.

The interior is upgraded with the steering wheel from the XF, increased use of piano black trim and new soft-feel buttons. Two new satin-finish wood veneers are also now available.

New options and packs are also being introduced for the 2012 XK, including the Poltrona Frau leather headliner, Suedecloth sport steering wheel, Performance Seat and Dynamic Pack.

The new XKR-S performance halo is a significant addition to the XK range. This low volume ultimate XK was the subject of its own dedicated Product Brief, available on the Product & Distribution website.

These changes and others are detailed in the Product Brief that follows.

**TIMING**

- Reveal – New York International Auto Show, April 20, 2011
- First Dealer Order Call – information regarding dealer ordering will be issued separately by JNA Distribution
- Pricing – 2012MY pricing will be announced on or before the first dealer order call
- Job #1 2012MY XK/XKR – June 2011
- Job #1 2012MY XKR-S – July 2011
- Start of Sales: XK/XKR – September 2011
- Start of Sales: XKR-S – October 2011

**NOTE:** *Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.*

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For additional reference, see the separate [XK Order Guide](#) and [XKR-S Product Brief](#), both available on the Product & Distribution website: <https://jaguarvehicles.jlrext.com/xk.htm>

2012MY will be added to the online Car Configurator in August:  
[http://www.jaguar.com/us/en/#/build\\_your\\_jaguar](http://www.jaguar.com/us/en/#/build_your_jaguar)

## 1. CHANGES FOR 2012 MODEL YEAR

### XKR-S

- A new addition to the XK model line, the XKR-S sits atop the range as the fastest and most powerful series-production Jaguar ever
- 550 horsepower
- 502 pound-feet of torque
- 186 mph top speed
- 0-60 mph in 4.2 seconds
- Low volume: approximately 100 per year for the US market
- Unique appearance with carbon fiber splitter and spoiler
- *For full details see separate XKR-S Product Brief on the Product & Distribution website*



### 1.1 EXTERIOR CHANGES

- **New exterior styling changes:**
  - New headlights with LED signature lights – the XK headlights are now slimmer, with LED accent lights (which are now featured across all Jaguar models). The LED lights illuminate in a unique chevron shape, seen below, when the engine is on and the XK is in **Reverse, Drive or Sport** (or if the parking/headlights are on):



The new 2012MY headlamp shown with (right) and without (left) the LEDs illuminated

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- Revised grilles and side cheeks – the shape of the front oval grille has been subtly changed to compliment the slimmer headlamp design. The lower grille also has been revised, with upturned edges giving it a more aggressive appearance and allowing the shape to blend more cohesively with the side cheek grilles on either side which are now more swept back
- Horizontal side vents – following the look introduced on the new XJ, the side vents of the XK are now horizontal, rather than vertical. They feature the Jaguar name in a long chrome band above a distinctive vent



Side vent badge

- Rear leaper – for the first time the XK gets the Jaguar "leaper" emblem on the trunk lid in another change which further brings all Jaguar models into stylistic alignment. The rear signature blade has also been made thinner, and is now referred to as the trunk finisher as it no longer carries the Jaguar name

**11MY / 12MY EXTERIOR CHANGES**

**2011 Model Year XKR**  
Salsa Red

**2012 Model Year XKR**  
Italian Racing Red







Labels and changes:

- Slimline LED headlamps
- Wider oval grille
- Upturned lower grille
- Elongated cheek grilles
- Slimmer signature blade
- Leaper on trunklid

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- **Deletion of Satellite Radio pod on trunk of Coupe** – for 12MY the antenna for the standard Sirius satellite radio system has been incorporated into the top of the glass in the coupe hatch, allowing the deletion of the "pod" on the coupe trunk lid. Note: this antenna solution is not possible on the convertible – the glass and antenna would of course be stowed whenever the top is down cutting signal reception – so the convertible models retain the antenna pod on the trunk lid
- **New caliper logo on R models** – the brake calipers on XKR models are now gunmetal grey with a "JAGUAR" script logo; red calipers with the "JAGUAR" logo are an option. Note: for XKR-S the red calipers are standard and the grey calipers are an option.
- **Increased visual differentiation between XK and XKR**
  - For 12MY the grilles of R models become more distinctive, with a treatment that is consistent across the XF and XK model lines: base models have all-chrome grilles; R models have black mesh grilles. R models also gain an "R" badge in the front grille
  - XK grille:
    - Grille surround: chrome
    - Grille mesh: chrome
  - XKR grille:
    - Grille surround: chrome
    - Grille mesh: black
    - "R" logo in front grille mesh
  - XKR Black Pack grille:
    - Grille surround: black
    - Grille mesh: black
    - "R" logo in front grille mesh

2012MY MODEL DIFFERENTIATION		
		
<p><b>XK</b></p> <ul style="list-style-type: none"> <li>• Chrome grille surrounds</li> <li>• Chrome grille mesh</li> </ul>	<p><b>XKR</b></p> <ul style="list-style-type: none"> <li>• Chrome grille surrounds</li> <li>• Black grille mesh</li> <li>• "R" badge</li> </ul>	<p><b>XKR with Black Pack</b></p> <ul style="list-style-type: none"> <li>• Black grille surrounds</li> <li>• Black grille mesh</li> <li>• "R" badge</li> </ul>
		
<p><b>XK</b></p> <ul style="list-style-type: none"> <li>• Dual exhaust pipes</li> <li>• Black venturi panel</li> </ul>	<p><b>XKR</b></p> <ul style="list-style-type: none"> <li>• Quad exhaust pipes</li> <li>• Body-color venturi panel</li> </ul>	<p><b>XKR with Black Pack</b></p> <ul style="list-style-type: none"> <li>• Quad exhaust pipes</li> <li>• Body-color venturi panel</li> <li>• Black trunk finisher</li> </ul>

## 2012MY MODEL DIFFERENTIATION



**XK & XKR**

- Chrome window surrounds
- Chrome side vent
- Chrome cheek vent surrounds



**XKR with Black Pack**

- Black window surrounds
- Black side vent
- Black cheek vent
- Black trunk finisher
- 20" gloss black Kalimnos wheels
- Lower front splitter (dealer-installed)
- Larger rear spoiler
- Red brake calipers (optional)

## 1.2 INTERIOR CHANGES

- **New Steering Wheel** – for 12MY the XK gets a new steering wheel from the XF, with a more modern appearance. The steering wheel still retains the heating function, as well as the audio and cruise control thumbwheels and is of course finished in soft grain leather

- This new wheel will also be available as a cost option finished with Jet (black) Suedecloth on the wheel rim, for a true racecar-like interior feel. Note: the Suedecloth wheel is not compatible with Adaptive Cruise Control



- **Revised interior trim** – the XK also receives subtle changes throughout the interior to increase the elegance and look and feel of luxury. Changes include:

- Additional piano black trim
- Brighter painted trim around the air vents
- Black soft touch buttons



*Trim changes to the center console*

- **Phosphor blue halo lighting** – the XK also now incorporates the phosphor blue halo lighting that gives the XJ and XF such intriguing ambiance at night
- **Revised Gauges** – the tachometer and speedometer of the XK are now shared with the XF, and the speedometer face now features the "JAGUAR" script





### 1.3 FEATURE CHANGES

- **Reverse parking camera** – responding to one of the top customer requests for the XK line, a reverse parking camera has been added as standard equipment on every 12MY XK. The camera itself is incorporated into the new revised trunk lid, and projects the image on the 7" Touch-screen. Front and rear parking sensors also remain standard

### 1.4 OPTION CHANGES

- **XK Option Changes:** base XK option availability remains relatively constant from 11MY; the new options that are available on base XK (Suedecloth steering wheel, Poltrona Frau headliner) are detailed elsewhere in this Product Brief
- **XKR Option Changes:** the new options and packs available on the XKR allow customers to incorporate some of the features of the XKR-S onto the XKR
  - **Dynamic Pack** – increases the dynamic abilities of the XKR Coupe (late availability)
    - 20" Vulcan-style wheels in a bright polished finish
    - Revised suspension: 10mm lower ride height, springs, dampers, forged knuckles and revised Adaptive Dynamics
    - Red brake calipers
    - Speed Pack: 174mph top speed, side sills and rear diffuser
    - Aero Pack: lower front splitter (dealer installed), larger rear wing
    - Limited paint colors (see the XK Order Guide for details)
    - *Note: the invoice price of the Dynamic and the Black Packs has been lowered to compensate dealers for the front splitter installation time*
  - **Dynamic + Black Pack** – combines the performance of the Dynamic Pack with the look of the Black Pack (late availability)
    - 20" Vulcan-style wheels in a gloss black finish
    - Dynamic Pack
    - Black Pack
  - **Performance Active Exhaust** – gives the XKR some of the enhanced aural growl of the XKR-S (late availability)
  - **Performance Seat** – this new seat style, which is standard on the XKR-S, is also available as an option on the XKR Coupe and Convertible
    - Fixed headrest
    - Powered, 16-way adjustable
    - Heated
    - Available with solid or contrast stitching or in "duo-tone" two-tone color combinations
    - *Shown to the right in Warm Charcoal & Red duo-tone with Red stitching*



## 1.5 COLOR & TRIM CHANGES

- **New interior colors** – several new interior colorways have been introduced, including two-tone seats called duo-tone
  - **Luxury Seat** – new colors:
    - All Warm Charcoal with London Tan stitching (XK & XKR)
    - Caramel seats / Warm Charcoal interior / Caramel stitching (XK only)
    - Warm Charcoal & London Tan duo-tone seats / Warm Charcoal interior / London Tan stitching (XK only)
  - **Performance Seat** (XKR only):
    - All Warm Charcoal with no contrast, Ivory or Red stitching
    - Ivory seats / Warm Charcoal interior / Ivory stitching
    - Warm Charcoal & London Tan duo-tone seats / Warm Charcoal interior / London Tan stitching
    - Warm Charcoal & Red duo-tone seats / Warm Charcoal interior / Red stitching
- **New Veneers** – four new veneers have been added, including elegant Satin woods
  - Satin Elm – introduced first on the 2011MY XJ, this is a stunning light wood
  - Satin Rosewood – a darker shade than the Elm; a modern architectural look
  - Bright Knurled Aluminum (XK) – an updated version of the XK aluminum
  - Dark Linear Aluminum (XKR-S) – brand new and exclusive to XKR-S
- **Paint Changes**
  - Three exterior paint colors are discontinued:
    - Liquid Silver, replaced by a new color Rhodium Silver
    - Vapour Grey
    - Salsa
  - Two new exterior paint colors are introduced as part of a "Racing" family of paints – these new Racing-inspired paint colors will carry a special Racing paint charge:
    - Italian Racing Red, a bright metallic red – *introduction delayed until further notice (see below)*
    - British Racing Green – this legendary rich shade of green returns to the XK paint palette, enhanced as a metallic. British Racing Green replaces Botanical Green with January 2012 production
- **Effect of the Japanese earthquake and tsunami**
  - The paint supplier issue associated with "xirallic" pigment as outlined in Chris Marchand's letter issued on April 15th, 2011 will also affect initial 2012MY exterior color availability. These temporary actions are being taken:
    - Midnight Black replaces Ultimate Black
    - Azurite Blue replaces Indigo Blue
    - Taiga Green replaces Botanical green
    - Stratus Grey, Spectrum Blue, Caviar and Kyanite blue are temporarily unavailable but expected to be reintroduced at a later date



- Italian Racing Red has a delayed introduction
- **Changes to Restricted Paints**
  - Claret is now available on both XK and XKR models
  - Kyanite Blue is now available on both XK and XKR models
- **Headliners**
  - **Suedecloth** – both Coupes and Convertibles are now available with either Canvas-colored or Jet-colored Suedecloth headliners (cost option on XK)
    - Coupes: A-posts, sunvisors, header rail and roof lining in Suedecloth
    - Convertibles: A-posts, sunvisors and header rail in Suedecloth; roof lining in Rakona (Jet) or Morzine (Canvas) cloth
  - **Poltrona Frau** – a true luxury touch, this Jet black headliner is made from leather from the Italian custom furniture maker Poltrona Frau
    - Standard on XKR-S; Late option availability on XK and XKR Coupe and Convertible (Convertibles with Poltrona Frau have leather A-posts, sunvisors and header rail and Rakona/Morzine convertible top lining)
- **New 20" wheels** – two new 20" wheels were introduced late in 2011 model year, and three new 20" wheels will also become available in 2012. See the XK Order Guide for more detail
  - 11.5MY:
    - Takoba (XK & XKR)
    - Selena (XK only)
  - 12MY:
    - Vulcan with black finish (XKR Dynamic + Black Pack)
    - Vulcan with polished finish (XKR Dynamic Pack; XKR-S Bright Pack)
    - Venom (XK & XKR, late availability)
    - Orona (XK & XKR, late availability)
- **Note:** most of these color and trim changes will be visible in the **online Car Configurator in August** on the JaguarUSA.com website:  
[http://www.jaguar.com/us/en/#/build\\_your\\_jaguar](http://www.jaguar.com/us/en/#/build_your_jaguar)

## 2. PRODUCT OVERVIEW FROM GRAND TOURER TO THUNDERING SPORTSCAR

The XK line is the essence of Jaguar, with an unbroken heritage that traces back to the very first Jaguar model, the SS 90 in 1935. Along the way this line of two-door coupes and convertibles has specialized in providing a rare blend of performance and luxury wrapped in the most beautiful lines to ever grace the road. The SS 90, the XK120, the E-Type – which is celebrating its 50<sup>th</sup> anniversary in 2011 – to the XJ-S and XK8 no other car line has consistently ignited more passion among owners and enthusiasts.

For the 2012 model year Jaguar has stretched the capabilities of the XK: from the epitome of the grand touring concept with the XK to the performance extreme with the thundering new XKR-S Coupe.

### 2.1 MODELS

For 2012 model year the XK line extends to three models, two of which are available in both coupe and convertible body styles:

Model	Body styles	Engine	Trim Level
XK	Coupe Convertible	385 hp V8	JT5
XKR	Coupe Convertible	510 hp supercharged V8	JT4
XKR-S	Coupe	550 hp supercharged V8	JT7

The XK and XKR lines are very similar in terms of trim and feature content, but the XKR-S adds a number of unique elements. Using the internal JT (Jaguar Trim) level specifications:

- JT5 – XK
- JT4 – XKR
  - Trim: adds "R"-branded interior items (steering wheel, seats, exclusive aluminum veneer); hood vents; dual exhausts; black mesh grilles
  - Feature: adds Active Front Lighting, HD Radio, Jaguar Performance brakes
- JT7 – XKR-S
  - Trim: adds Performance seat, Poltrona Frau leather headliner, unique "R-S" trim (door sill tread plates, seats, steering wheel)
  - Feature: adds unique bodywork with carbon fiber inserts, revised suspension, 20" wheels

### 2.2 POWERTRAIN

Utilizing the new AJ-V8 Gen III engine family in naturally aspirated and supercharged variations. Key engine features: The AJ-V8 Gen III engine family has many advanced features and is the only engine in the class to combine them all

- Entirely new for 2010 model year, sharing nothing but a cylinder head bolt with the previous Jaguar 4.2L AJ-V8
- High-pressure die-cast aluminum construction
- Spray-guided direct injection: injects the fuel at very high pressures exactly where it needs to be in the combustion chamber, resulting in more efficient combustion – meaning more power and better efficiency; the fuel is also vaporized more completely, cooling the charge and allowing higher compression ratios

- Variable cam timing on both intake and exhaust: incorporates an industry first use of camshaft torque activation; provides improvement to both power and efficiency
- Variable intake manifold: long for low engine speeds, short for high engine speeds; provides improvement to both power and efficiency
- 6<sup>th</sup> generation Eaton supercharger: crankshaft-driven, more efficient, quieter
- Longer service intervals: 15,000 miles or one year between oil changes

Powertrain: the XK uses one of the most advanced automatic transmissions in the industry, combined with sophisticated driving aids

- Jaguar Sequential Shift™ 6-speed ZF adaptive automatic transmission with steering wheel mounted shift paddles and Sport Mode
- Active Differential Control: on R models with the supercharged engine, this system goes far beyond mechanical limited slip differentials by vectoring torque to improve traction and cornering, especially during spirited driving and in inclement weather

Suspension and handling: advanced chassis technology combined with the inherent weight and stiffness benefits of the aluminum structure means the XK shines in the corners

- Adaptive Dynamics – monitors inputs 100 times a second and continuously adapts the suspension damping to suit, giving the best balance of comfort and body motion control
- Dynamic Stability Control – with three modes: DSC, TracDSC, and off
- JaguarDrive Control – with Dynamic and Winter Modes

#### Fuel Economy

The official EPA Estimated Fuel Economy for the XK lineup:

Model	Engine	City	Highway
XK Coupe	385 hp	16	24
XK Convertible	385 hp	16	22
XKR Cpe/Cnvrtrble	510 hp	15	22
XKR-S Coupe	550 hp	15	22

Note: unlike many of its rivals the XK is not subject to the Federal Gas Guzzler tax.

### 2.3 EXTERIOR

Beauty is in the eye of the beholder, but few would argue the claim that the XK is one of the most beautiful cars on the road. Exterior highlights:

- All-aluminum construction – less weight yields better performance and efficiency
- Xenon headlights with front LED signature lights and LED tail lights (the XK was the first model in the Jaguar line to use LED tail lights)
- Standard 19" wheels; 20" wheels on XKR-S
- Three-layer convertible top, completely concealed beneath a tonneau cover when lowered. Jaguar has retained a fabric convertible top while some competitors have adopted folding hard tops for several reasons: fabric tops take up far less space, improving rear seat and trunk space; fabric tops weigh far less than folding metal hard tops, providing an improvement to performance and handling; modern fabric tops are

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lined, insulated and weather-tight; fabric tops look better, avoiding the swelled bustle-butt of folding hard tops; fabric tops evoke the look and feel of classic sports cars of Jaguar's heritage, and also allow for dashing contrasting top and paint color combinations

- Hatchback on the Coupe – unusual for this segment, the XK Coupe is a hatchback (as was the E-Type Coupe), providing for greater cargo capacity and ease of use – perfect for a weekend's luggage

## 2.4 INTERIOR

The interior of the XK is a haven of luxury, with fine craftsmanship on display:

- 2+2 interior – the XK has what is referred to as a "2+2" seating arrangement: 2 full sized seats for the driver and front passenger, and 2 smaller "occasional use" rear seats. The rear seats are tight for an adult, but perfect for children (the XK has standard LATCH child seat tethers) and bags. The +2 rear seats give the XK a degree of everyday practicality, while avoiding adding the bulk and size of a true four-seat car
- Soft grain leather – nearly every surface of the XK interior is covered in real soft grain leather, smooth and luxurious to the touch
- Heated and cooled seats and heated steering wheel are standard
- 16-way adjustable seats, including adjustable bolsters to hold the driver in place during spirited driving
- Phosphor blue interior halo lighting, new for 2012MY

## 2.5 TECHNOLOGY

Media – the XK features an impressive list of standard features:

- Bowers & Wilkins 525-watt surround sound audio system
- 7" Touch-screen
- Bluetooth
- iPod connectivity and portable audio interface
- 6-disc CD changer; can read MP3 format discs
- Sirius satellite radio (subscription required)
- HD Radio (standard on XKR, optional on XK)
- Navigation

Safety and Security – for ease of use and peace of mind:

- Jaguar Smart Key System™ with Keyless entry and Keyless start
- Front and rear parking sensors with Touch-screen visual indicators
- Rear parking camera, new for 2012MY
- Adaptive Cruise Control with Forward Alert and Advanced Emergency Brake Assist (*optional on all models*)
- Airbags: driver and front passenger and front side airbags
- Front seatbelt pretensioners
- Active front head restraints with whiplash protection system
- Tire Pressure Monitoring System
- Security system with alarm and engine immobilizer
- Dynamic Stability Control (DSC) traction and stability system
- Roll-over Protection System (convertible)



### 3. COLOR & TRIM

#### Deciphering Interior Color Combinations

A note of clarification on the way Jaguar describes the colors of the interiors of its cars so you can be sure of the color combinations you are ordering. It is Jaguar's practice to identify an interior color combination as:

#### Seat / Dash & Trim

As an example, an interior listed as "Ivory / Warm Charcoal" will have *Ivory seats* and *Warm Charcoal dash & trim*.




















If a car has stitching and piping color noted that will be listed as a third item, i.e.:

#### Seat / Dash & Trim / Stitch

As an example, an interior listed as "Ivory / Warm Charcoal / Ivory" will have *Ivory seats* and *Warm Charcoal dash & trim* and *Ivory contrast stitching*.

The dash area is also sometimes referred to as the *fascia* or *upper environment*.

See the separate [XK Order Guide](https://jaguarvehicles.jlrext.com/xk.htm), available on the Product & Distribution website (<https://jaguarvehicles.jlrext.com/xk.htm>), for Designer's Choice and Special Order details.

- **Restricted Paints** – certain models have limited paint palettes:
  - Black Pack colors:
    -  Ultimate Black
    -  Stratus Grey
    -  Polaris White
    -  Italian Racing Red – new
    -  Rhodium Silver – new
    -  British Racing Green – new (late availability)
  - Dynamic Pack colors:
    -  Ultimate Black
    -  Stratus Grey
    -  Polaris White
    -  Italian Racing Red – new
    -  Rhodium Silver – new
    -  British Racing Green – new (late availability)
    -  Kyanite Blue
    -  Spectrum Blue
  - XKR-S colors:
    -  Ultimate Black
    -  Stratus Grey
    -  Polaris White
    -  Italian Racing Red – new
    -  French Racing Blue – new, exclusive to XKR-S

## XK COUPE & CONVERTIBLE:

### EXTERIOR CHOICE

XK is available in 2 solid, 12 metallic, or 1 special order Racing paint colors:

#### Solid Colors

Polaris White

Ebony

#### Metallic Colors

Botanical Green

Cashmere

Caviar

Claret

Crystal Blue

Indigo

Kyanite Blue

Lunar Grey

Rhodium Silver

Spectrum Blue

Stratus Grey

Ultimate Black

#### Racing Colors

Italian Racing Red – **new**

### INTERIOR CHOICE

XK's standard specification includes the choice of 8 interior color combinations:

- Warm Charcoal seats / Warm Charcoal interior / Ivory stitch
- Warm Charcoal seats / Warm Charcoal interior / London Tan stitch – **new**
- Warm Charcoal & London Tan duo-tone seats / Warm Charcoal interior / London Tan stitch – **new**
- Caramel seats / Caramel interior / Caramel stitch
- Caramel seats / Warm Charcoal interior / Caramel stitch – **new**
- Ivory seats / Oyster interior / Ivory stitch
- Ivory Seats / Warm Charcoal interior / Ivory stitch
- Ivory Seats / Slate Blue interior / Ivory stitch

There is also the choice of 7 veneers:

- Figured Ebony (default)
- Burl Walnut
- Rich Oak
- Piano Black
- Satin Elm – **new**
- Satin Rosewood – **new**
- Bright Knurled Aluminum with Piano Black center console – **new**

### CONVERTIBLE TOP COLORS

- Black
- Blue
- Beige
- Grey
- Burgundy
- Dark Brown
- Dark Green

## XKR COUPE & CONVERTIBLE:

### EXTERIOR CHOICE

XKR is available in 2 solid, 10 metallic, or 1 special order Racing paint colors.

#### Solid Colors

Polaris White  
Ebony

#### Metallic Colors

Botanical Green  
Claret  
Crystal Blue  
Indigo  
Kyanite Blue  
Lunar Grey  
Rhodium Silver  
Spectrum Blue  
Stratus Grey  
Ultimate Black

#### Racing Colors

Italian Racing Red – **new**

### INTERIOR CHOICE

XKR's standard specification includes the choice of 11 interior color combinations:

#### Luxury seat (heated/cooled):

- Warm Charcoal seats / Warm Charcoal interior / Ivory stitch
- Warm Charcoal seats / Warm Charcoal interior / London Tan stitch – **new**
- Warm Charcoal seats / Warm Charcoal interior / Red stitch
- Warm Charcoal seats / Warm Charcoal interior / Warm Charcoal stitch
- Ivory Seats / Warm Charcoal interior / Ivory stitch

#### Performance Seat (heated) – **new**:

- Warm Charcoal seats / Warm Charcoal interior / Warm Charcoal stitch
- Warm Charcoal seats / Warm Charcoal interior / Ivory stitch
- Warm Charcoal seats / Warm Charcoal interior / Red stitch
- Warm Charcoal & Red duo-tone seats / Warm Charcoal interior / Red stitch
- Warm Charcoal & London Tan duo-tone seats / Warm Charcoal interior / London Tan stitch
- Ivory Seats / Warm Charcoal interior / Ivory stitch

There is also the choice of 7 veneers:

- Burl Walnut (default)
- Rich Oak
- Dark Oak
- Piano Black
- Satin Elm – **new**
- Satin Rosewood – **new**
- Dark Mesh Aluminum with Piano Black center console

### CONVERTIBLE TOP COLORS

- Black
- Blue
- Beige
- Grey
- Burgundy
- Dark Brown
- Dark Green

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## XKR-S COUPE

### EXTERIOR CHOICE

XKR-S is available in 1 solid, 2 metallic, or 2 Racing paint colors.

#### Solid Colors

Polaris White

#### Metallic Colors

Stratus Grey

Ultimate Black

#### Racing Colors

French Racing Blue – **new**

Italian Racing Red – **new**

### INTERIOR CHOICE

XKR-S' standard specification includes the choice of 5 interior color combinations, the first 3 of which are exclusive to the XKR-S and feature carbon leather and the "R-S" logo embossed on the headrests:

#### Performance Seat (heated):





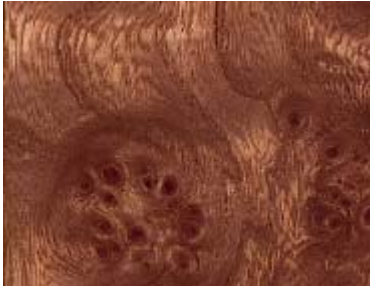



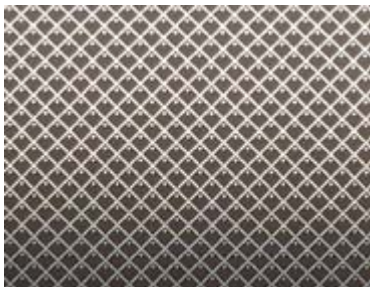

- Warm Charcoal & Carbon leather seats / Warm Charcoal interior / Reims Blue micro-piping & stitch
- Warm Charcoal & Carbon leather seats / Warm Charcoal interior / Ivory micro-piping & stitch
- Warm Charcoal & Carbon leather seats / Warm Charcoal interior / Red micro-piping & stitch
- Warm Charcoal & Red duo-tone seats / Warm Charcoal interior / Red stitch
- Warm Charcoal & London Tan duo-tone seats / Warm Charcoal interior / London Tan stitch

There is also the choice of 2 veneers:

- Dark Linear Aluminum
- Piano Black



# VENEER SELECTION

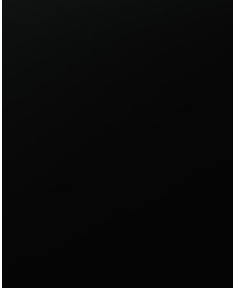




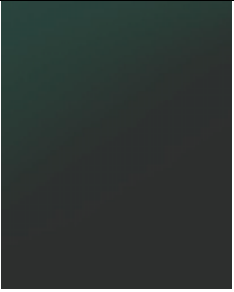


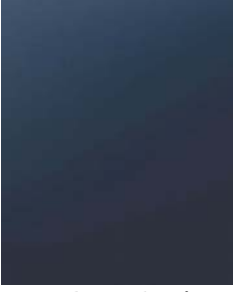
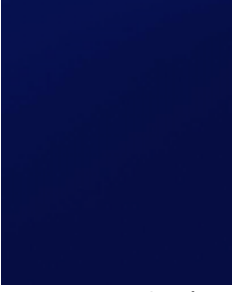

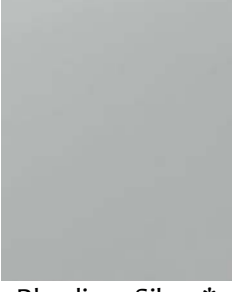


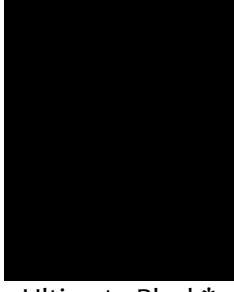

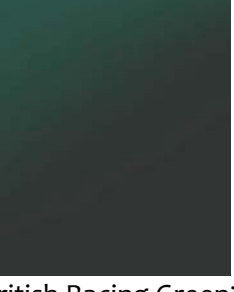
Veneers and model availability		
<b>Rich Oak</b> All 	<b>Dark Oak</b> XKR 	<b>Burl Walnut</b> All (standard on XKR) 
<b>Figured Ebony</b> XK (standard) 	<b>Satin Elm – new</b> All 	<b>Satin Rosewood – new</b> All 
<b>Piano Black</b> All 		
<b>Bright Knurled Aluminum – new</b> XK 	<b>Dark Mesh Aluminum</b> XKR 	<b>Dark Linear Aluminum</b> XKR-S 

**These veneers also remain available as Dealer-installed Accessories:**

- Aluminum Braid Red
- Aluminum Braid Gold
- Aluminum Braid Grey
- Engine Spun Aluminum

*Changes in standard equipment, options or prices can occur. Jaguar reserves the right to change product specifications at any time without incurring obligations.*

# PAINT








Paint Colors			
			
Ebony	Polaris White	French Racing Blue (XKR-S only)	
			
Caviar* (XK only)	Claret*	Botanical Green* <sup>1</sup>	Cashmere* (XK only)
			
Crystal Blue*	Indigo Blue*	Kyanite Blue*	Spectrum Blue*
			
Rhodium Silver*	Lunar Grey*	Stratus Grey*	Ultimate Black*
		<p>*Metallic paint (no cost option on all models)</p> <p><sup>1</sup>UPDATE: Botanical Green will be replaced by British Racing Green beginning with January 2012 builds</p>	
Italian Racing Red* (Racing color charge applies)	British Racing Green* <sup>1</sup> (Racing color charge applies)		

**NOTE:** see the Paint section on Page 8 for information on temporary changes due to the tragedy in Japan

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## WHEEL AVAILABILITY

Standard Wheels		
		
<b>XK</b> 19 inch Caravella	<b>XKR</b> 19 inch Tamana	<b>XKR-S</b> 20 inch Vulcan (dark grey)

Optional Wheels		Fitment
19 inches Artura Chrome		Optional on XK and XKR
20 inches Kalimnos		Silver: Optional on XK and XKR Black: XKR w/ Black Pack
20 inches Takoba – <i>new for 11.5MY</i>		Optional on XK and XKR
20 inches Venom – <i>new</i>		Optional on XK and XKR
20 inches Selena – <i>new for 11.5MY</i>		Optional on XK
20 inches Nevis		Optional on XKR
20 inches Vulcan – <i>new</i>		Black: XKR w/ Dynamic + Black Pack (late availability) Polished: XKR-S w/ Bright Pack; XKR w/ Dynamic Pack (late availability)
Spare Tire	XK: 18" temporary spare XKR: 19" temporary spare XKR-S: Instant Mobility System (pump and filler; no spare)	

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#### 4. COMPETITIVE ADVANTAGES

The XK is a stunning vehicle in isolation, but compared to its competition it looks even better. Here are a few highlights:

- **Weight:** the body and chassis of the XK is made entirely of aluminum, using construction techniques from the aerospace industry. Pound-for-pound aluminum is stronger than steel, meaning Jaguar engineers can design the XK body and chassis to be lighter than a conventional steel car. Light weight pays dividends in:
  - Performance – lighter weight means faster acceleration, and less mass to change direction when cornering
  - Safety – lighter weight means shorter stopping distances, and less mass means less momentum and therefore less energy needs to be absorbed in impacts
  - Fuel economy – lighter weight means better fuel economy, which is why no XK model suffers from the \$1,000+ Federal Gas Guzzler charge, saving the customer money
- **Feature content:** Jaguar asserts that premium cars should come standard with premium features. Standard features like the keyless entry and start, parking sensors and backup camera, heated/cooled seats, heated steering wheel, Bowers & Wilkins audio, 19- and 20-inch wheels, full soft grain leather interior... features the competition charges for, inflating their sticker prices by thousands of dollars over the comparable XK model. When a prospect talks about a deal they can get on a competitor be armed and know their content, and remind the prospect of all the features they won't be getting on the competition
- **Style:** only one car in the class shares a design heritage with a car in the permanent collection of the Museum of Modern Art (MoMA) in New York!
- **Rarity:** at a time when the Mercedes SL has been on the market virtually unchanged for a decade, and the 911 has become so common as to be ubiquitous and anonymous, there really is only one car in the class that still makes people turn and stare: the XK. There is value to having something unique, rare and special – something that is a reflection of who you are. Purchasing an XK is an emotional decision, and XK owners like to know they are driving something truly special – and truly rare
- **Residual value:** Automotive Lease Guide, or ALG, is the benchmark for residual value setting and they have recognized the unbeatable combination of standard features, intelligent pricing and core product strengths and have set the XK residual values at the top of the premium sports class



## 5. RESOURCES

### **Order Guide**

For additional reference – including technical specs, the full list of standard and optional equipment, color & trim chart and wheels – see the separate XK Order Guide, available on the Product & Distribution website: <https://jaguarvehicles.jlrext.com/xk.htm>

### **XKR-S Product Brief**

Also available on the Product & Distribution website, in the Product Information section, is the separate product brief dedicated to the XKR-S: <https://jaguarvehicles.jlrext.com/xk.htm>

### **Online Car Configurator**

To visually see and build the various color and trim combinations of XJ available visit the online Car Configurator on the JaguarUSA.com website, which will be updated in August with 2012MY: [http://www.jaguar.com/us/en/#/build\\_your\\_jaguar](http://www.jaguar.com/us/en/#/build_your_jaguar)

If you have any product questions please do not hesitate to contact your Market Manager or me.

Tim Philippo  
Product Manager XJ & XK