

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

DATE: April 20, 2011
MODEL: XJ
SUBJECT: 2012 MY

INTRODUCTION

The all-new Jaguar XJ was introduced for the 2011 model year to rave reviews from the press, winning many prestigious awards including Automobile Magazine's Design of the Year and Top Gear magazine's Luxury Car of the Year. As the XJ is still fresh in the marketplace it remains mostly unchanged for its second model year, however there are some notable updates and enhancements.

One of the most obvious changes is to the name of the core model, the XJL, which is now called the "XJL Portfolio", bringing it in line with the naming conventions used globally since launch. In line with this name change the XJL's side vent now has a "PORTFOLIO" badge. Likewise, the XJ's Luxury Package – which upgrades the XJ to the XJL level of interior trim – is now called the Portfolio Package and also gains the "PORTFOLIO" side vent badge. Also new for the XJL Portfolio is a new option pack, named the Executive Pack.

An exciting addition to the XJL Supersport creates a truly opulent back seat space with the addition of the Rear Seat Comfort Pack, which at the request of the JNA Dealer Council is exclusive to the XJL Supersport model. More detail on the Rear Seat Comfort Pack is below, but the highlights include reclining and massage seats in the rear. The XJ & XJL Supersport models also add Rear Seat Entertainment as standard equipment, per the original launch intent for this highly specified vehicle.

Proving Jaguar is listening to our customers, we have redesigned the XJ SmartKey. Customers voiced the concern that the XJ key was too heavy, so for 2012MY the key is now over 40% lighter.

These changes and others are all 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
- Pricing – 2012MY pricing will be announced on or before the first dealer order call
- Job #1 2012MY – June 2011
- Start of Sales – August 2011
- Job #1 2012.25MY – November 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 XJ Order Guide, available on the Product & Distribution website: <https://jaguarvehicles.jlrext.com/newxj/index.html>
2012MY will be added to the online Car Configurator in August:
http://www.jaguar.com/us/en/#/build_your_jaguar

THE PRODUCT BRIEF

1. CHANGES FOR 2012 MODEL YEAR

1.1 EXTERIOR CHANGES

- **"XJL Portfolio" name change:**
 - For 2012MY the "XJL" model is being renamed "XJL Portfolio"; this change brings the North American market in line with the global naming convention used throughout the rest of the world since launch, and also allows us to use the Portfolio name consistently across the XJ and XF sedan lines
 - Portfolio Vent Badge – with the name change the XJL Portfolio model also gets the addition of a "PORTFOLIO" badge in the side vent to visually signify the trim level
 - VIN plate – also consistent across the XJ and XF lines, the trim level of the car can easily be identified by dealer employees by looking at the VIN plate in the front windshield: Portfolio-level cars have "PFO" stamped on the plate above the VIN (note the XJ & XJL Supercharged also share the Portfolio level of interior trim – designated 'JT5' internally – but are named and badged Supercharged due to their powertrain)



Portfolio Side Vent Badge



1.2 INTERIOR CHANGES

- **Rear Seat Comfort Pack on XJL Supersport:**

- This enhancement to the rear seat environment is standard on, and exclusive to, the XJL Supersport model
- The Rear Seat Comfort Pack adds extra luxury and comfort to the rear of the XJL Supersport, making it one of the most opulent places to travel
- Rear Seat Comfort Pack content:
 - Rear seat power recline (outboard seats recline independently)
 - Rear seat 4-way lumbar adjustment
 - Rear seat massage (in addition to the active heated and cooled functions already standard)
 - Rear seat footrests (fitted loosely in the foot wells for adjustability)
 - Winged headrests (both front and rear seats)
 - Front passenger seat away (the front passenger seat can be adjusted forward, via controls accessible by both the driver and rear passenger, to allow for increased rear seat legroom for the rear passenger-side occupant)
- Note: keep in mind when up-selling the Supersport that the interior is also already enhanced by the Semi Aniline leather seats, the soft grain leather headliner, plusher floor mats, illuminated air vents and door sill tread plates, additional leather trim around the rear climate control panel and the standardization of Rear Seat Entertainment on Supersport models! If a customer cares about his back seat passengers this is absolutely the Jaguar to have.



Rear seat controls



Footrest



Winged headrests



1.3 FEATURE CHANGES

- **New SmartKey**

- Responding to customer feedback that the XJ SmartKey was too heavy, the keyfob has been redesigned for 12MY
- Over 40% lighter: with weight reduced from 90 grams to just over 50 grams the XJ SmartKey should now be much more comfortable for owners to carry and use



New XJ SmartKey

- **XJL content changes: Rear Sunblind and Business Trays removed**

- For 2012 model year the rear window electric sunblind and rear business trays have been removed from the standard specification of the XJL
- These two features have been bundled together with additional enhancements to create the Executive Pack for the XJL Portfolio – see 1.4 Option Changes below for more details on this new pack
- Both sunblind and tables remain standard on Supercharged and Supersport models

- **Adaptive Cruise Control removed as standard on Supersport**

- Recognizing that some customers prefer standard cruise control over Adaptive Cruise Control we have removed ACC as standard equipment on the Supersport models; ACC is now a cost option across all Jaguar models on all vehicle lines

- **Rear Seat Entertainment now standard on Supersport**

- Rear Seat Entertainment – with dual 8" screens, Touch-screen remote and dual wireless headphones – is now standard on both the XJ & XJL Supersport
- RSE remains a cost option on all other models

1.4 OPTION CHANGES

- **XJ Portfolio Pack replaces Luxury Pack**

- The 2012MY XJ Portfolio Pack replaces the 2011MY Luxury Pack
- Like the Luxury Pack was, the Portfolio Pack is available on the entry-level XJ only, and upgrades the XJ to the XJL Portfolio's level of interior trim and color choices
- The differences from the Luxury Pack are: the name, inclusion of the "PORTFOLIO" side vent badge and deletion of the rear window electric sunblind from the Pack



- Portfolio Pack content:
 - 20/20-way adjustable front seats with massage
 - Four-zone climate control and cooled rear seats
 - Contrast stitching and piping; embossed leapers on headrests
 - Extended interior color and veneer palette and Suedecloth headliner
 - "PORTFOLIO" side vent badge
- Cars with the Portfolio Pack can easily be identified by dealers by the side vent badge and the "PFO" designation stamped on the VIN plate in the front windshield
- **New XJL Executive Pack**
 - This new Pack takes some of the rear seat content which had been standard at 11MY and repackages it with additional features to create an enhanced version of the XJL
 - The Executive Pack is available only on the XJL Portfolio model
 - Executive Pack content:
 - Rear business trays
 - Electric rear window sunblind
 - Upgraded floor mats (Supersport-level mats) with metal Jaguar badge
 - Unique dash intaglio (Union Jack / Jaguar design)
 - Wood and leather heated steering wheel
 - Chrome mirror covers
 - Cars with the Executive Pack can be identified by dealers by the presence of the rear tray tables (which are now only available on XJL Portfolio with this Pack) and from the exterior by the chrome mirror caps
 - Note: Rich Oak, Figured Ebony and Burl Walnut are the standard veneers with the Executive Pack; any other available XJL veneer can be chosen but the wood steering wheel is removed from the Pack (the wood steering wheel is available only with these gloss wood veneers) and the standard leather heated wheel will be specified
 - Note: as with all interiors with the rear business trays, if the Carbon Fiber veneer is chosen (an extra cost option on all but Supersport models) the rear business trays are finished with Piano Black facings
- **New Illumination Pack**
 - A new Illumination Pack has been created allowing all customers to enjoy the illumination which had up to this point been only available on Supersport models
 - Illumination Pack content:
 - Illuminated door sill tread plates (front & rear doors)
 - Illuminated trunk latch finisher
 - Illuminated air vents (front & rear)
 - Available on: XJ, XJL Portfolio, XJ & XJL Supercharged
 - Remains standard on XJ & XJL Supersport



1.5 COLOR & TRIM CHANGES

- **New Ivory / Jet/ Jet Interior**
 - A new JT5-level interior has been added in an elegant high-contrast look:
 - Ivory soft grain leather seats, lower door panels and lower dash
 - Jet soft grain leather upper dash and door tops
 - Jet contrast stitching and piping on the seats
 - Jet floor mats with Ivory nubuck leather edge piping and Jet stitching
 - Choice of Ivory or Jet Suedecloth headlining
 - Available on:
 - XJ with Portfolio Pack
 - XJL Portfolio
 - XJ & XJL Supercharged
- **Piano Black veneer now available on all models**
 - Piano Black veneer, which was exclusive to Supersport models in 11MY, is now available across all models
 - The Piano Black veneer, just like the grand pianos that inspired it, is made from real wood with an applied finish
- **New Supersport Intaglio**
 - Intaglio is the name for the plaque that sits in pride of place in the center of the wood panel that sweeps across the top of the XJ dash
 - In 11MY all models shared the same intaglio; for 12MY the Supersport models receive a new exclusive intaglio design – pictured below – to further differentiate this model



Supersport Intaglio

- Note: fully customer-customized intaglios (featuring their signature, initials, etc.) are still available for all models through a special-order process through the Accessory program



- **Tipped Leather now optional on select Supersport interiors**
 - In 11MY tipped leather dash trim came standard on Supersport models with these interiors:
 - Jet seats / Jet dash / tonal stitch
 - Parchment seats / Truffle dash / Truffle stitch
 - For 12MY these two interiors can be specified with either soft grain or tipped leather dash trim; both are no cost options, soft grain is the default condition
 - The tipped leather trim is featured on these surfaces: the top of the instrument binnacle and above the strip of veneer on the top of the dash and top of the doors
 - Note: tipped leather is a highly textured grain; it is an unusual luxury touch in an automobile and is usually found on fashion items like expensive shoes, belts or handbags
- **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 XJ 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 and Caviar are temporarily unavailable but expected to be reintroduced at a later date
 - Italian Racing Red has a delayed introduction
- **Note:** most of these color and trim changes will be visible in the **online Car Configurator in August**, through the link below to the JaguarUSA.com website:

http://www.jaguar.com/us/en/#/build_your_jaguar



2. 2012.25 MODEL YEAR

Additional changes will happen later in the model year, which we are classifying 2012.25 model year as they come on line approximately one-quarter of the way into the 2012 model year. Further detail on these items will come closer to their launch, but a preview is below:

- Sport Packs – these Packs will feature visual enhancements to the exterior and interior, emphasizing the sporting side of the XJ
- British Racing Green – this legendary rich shade of green returns to the XJ paint palette, enhanced as a metallic. British Racing Green replaces Botanical Green. Note: as part of the Racing palette the Racing paint charge will apply
- Jet Suede cloth headliners will become available on XJL and XJL Supercharged models with Jet interiors



3. PRODUCT OVERVIEW

TWO WHEELBASES, THREE ENGINES, THREE TRIM LEVELS

The XJ will continue to offer both *standard* and *long wheelbase* variants, both available with three versions of the 5.0 liter V8 Jaguar powertrain: naturally aspirated (385 hp) and two supercharged versions (470 hp and 510 hp).

For the full list of Standard and Optional features see the 2012MY XJ Order Guide, however in summary Standard and Optional features in general can be viewed as a build, with some optional features becoming standard as we move up through the three trim levels in this way:

- JT3 – base (XJ)
- JT5 – "Portfolio" (XJ with Portfolio Pack, XJL Portfolio, XJ & XJL Supercharged)
 - Trim: adds contrast stitching and piping, embossed headrests, extended color palette, additional leather trim, Suedecloth headlining
 - Feature: adds four-zone climate control, cooled rear seats, 20/20-way adjustable massage front seats
- JT6 – "Supersport" (XJ & XJL Supersport)
 - Trim: adds semi aniline leather seats, soft grain leather headliner, lighted air vents and door/trunk sills, additional leather trim, unique colorways, inlaid wood veneers, tipped leather option
 - Feature: adds Rear Seat Entertainment
 - Note: every Supersport is intended to be custom ordered by the client, and because of this build-to-order nature the Supersport is *exempt from all Special Order charges*

Standard Wheelbase	Long Wheelbase	Engine	Trim Level	Notes
XJ	XJL Portfolio	385 hp	JT3 (XJ) / JT5 (XJL)	Portfolio Pack raises XJ to JT5 trim level
XJ Supercharged	XJL Supercharged	470 hp	JT5	
XJ Supersport	XJL Supersport	510 hp	JT6	

3.1 POWERTRAIN AND DYNAMICS

Utilizing the new AJ-V8 Gen III engine family in naturally aspirated and supercharged variations.

Horsepower:

- **385 hp naturally aspirated V8**
- **470 hp supercharged V8**
- **510 hp supercharged V8**
 - Note: in the XF and XK ranges this engine carries the "R Performance" designation, but the XJ/XJL Supersport models **do not carry the "R" name**, which was deemed too performance-focused for a flagship that features both opulent luxury in addition to supercar power



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
- 6th generation Eaton supercharger: crankshaft-driven, more efficient, quieter
- Longer service intervals: 15,000 miles or one year between oil changes

Powertrain: the XJ 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 (on naturally aspirated models the paddles are only operable in Sport Mode)
- Active Differential Control: on models with the supercharged engines, 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 XJ 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
- Rear air suspension – to help maintain a level ride height whether there is just a driver on board, or five occupants and their luggage

Fuel Economy

The official EPA Estimated Fuel Economy for the XJ lineup:

Model	Engine	City	Highway
XJ	385 hp	16	23
XJL	385 hp	15	22
XJ/XJL Supercharged	470 hp	15	21
XJ/XJL Supersport	510 hp	15	21

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

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



3.2 EXTERIOR

The XJ boldly sets the benchmark for luxury sedans. Feature highlights:

- Designed from the start with two wheelbases in mind: Jaguar designers worked from the start to make sure both the standard and long wheelbase 'L' models retained a flowing roofline and graceful proportions
- Coupe-like body profile: Jaguar's designers broke free of the conservative "three box" paradigm for luxury sedans, bestowing the all-new XJ with a coupe-like body, but one that does not impinge upon rear headroom. The profile is not just beautiful, it also contributes to the XJ's low drag coefficient of 0.29, leading to better fuel economy and reduced wind noise
- Panoramic glass roof: every XJ model comes standard with a panoramic glass roof – the only car in the class to do so. It features an up-and-out opening mechanism which does not intrude upon interior headroom, and it has twin electric retractable sun blinds to reduce the solar load at the touch of a button
- LED lighting: the LED Signature lights below the front headlights give the XJ an impressive visage, but it is at the rear where the designers made the most of the creative flexibility offered by LEDs. Beginning on the horizontal surface of the trunk, each lamp has 57 LEDs that cascade down to the vertical rear in three strips on each side – giving a subtle echo of the claw marks of a cat
- Chrome side power vents – a brand trademark reconfigured, they feature the JAGUAR name and "PORTFOLIO", "SUPERCHARGED" or "SUPERSPORT", identifying those models

3.3 INTERIOR

Whether in standard or long wheelbase form, the interior of any XJ is an exceptional place to be, for driver or passengers. Befitting a flagship, most luxuries are standard – and are truly opulent

- Panoramic glass roof: already mentioned as a standard exterior feature, the effect it has on creating the sense of a light, airy and open space in the interior is not to be overlooked
- Even the 'base' XJ comes loaded with luxury touches and features, such as heated and cooled front seats with Soft grain leather, dual zone climate control, a 600 watt premium sound system, rear parking camera, hard drive-based navigation and Jaguar Smart Key
- Soft grain leather for the dash fascia and doors
- Soft grain leather for the seats on XJ, XJL and Supercharged; rich and luxurious Semi Aniline leather seats for the Supersport
- Veneers in a unique, graceful and uninterrupted arc from side to side, with an Intaglio logo in pride of place in the center
- Veneers are mirror-matched and many of the woods come from sustainable forests
- Laser-cut veneer inlays available on Supersport models
- Phosphor blue interior mood lighting
- Standard heated steering wheel, with integrated infotainment system controls and transmission paddle shifters
- JaguarSense™ control of the glovebox and overhead lights
- Rear business trays on long wheelbase Supercharged and Supersport models and on XJL Portfolio with Executive Pack



3.4 TECHNOLOGY

The XJ is brimming with high-tech media and safety systems.

Media: with sound quality, control and connectivity technology that could make your home entertainment system feel quite inferior

- Virtual Instruments: the XJ has no physical instrument gauge cluster, instead it uses a 12.3" high-definition screen to create an adaptable display for the driver
- An HD Touch-screen display: 8", with control of audio, Bluetooth, navigation and climate control
- Interactive Voice™: enhanced voice control with 'say what you see' control commands
- iTech system: integrates Virtual Instruments, HD Touch-screen, audio single slot CD/DVD, Interactive Voice, Interactive Controls, and Media Hub for docking iPods and USB devices
- Jaguar 600W Premium Sound System (*standard on XJ and XJL*): with AM/FM radio, single slot CD/DVD player, MP3 disc compatibility, hard disk drive (HDD) for audio files, and 14 speakers
- Bowers & Wilkins 1200W Premium Sound System (*standard on Supercharged and Supersport models and optional on XJ and XJL*): with Dolby® ProLogic® IIx Surround Sound, AM/FM radio, single slot CD/DVD player, MP3 disc compatibility, hard disk drive (HDD) for audio files, amplifier and 20 speakers including 2 subwoofers and 2 front door woofers
- HD Radio and SIRIUS™ Satellite Radio (subscription not included)
- Navigation System with Hard Disk Drive-based mapping
- Bluetooth® v2.0 audio streaming
- Rear Seat Entertainment (*standard on Supersport and optional on all other models*): dual 8-inch LCD screens (mounted in rear of front headrests) with Rear Multimedia Interface and Touch-screen remote control and Whitefire Emitter and two wireless headphones

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
- Door puddle lamps and approach illumination
- Adaptive Cruise Control with Forward Alert and Advanced Emergency Brake Assist (*optional on all models*)
- Airbags: two-stage driver and front passenger; front side; side curtain
- Belt minder system and front seatbelt pretensioners
- Active front head restraints with whiplash protection system
- Blind Spot Monitor
- Tire Pressure Monitoring System
- Security system with alarm and engine immobilizer



3.5 ENVIRONMENT AND SUSTAINABILITY

The XJ has been developed with a clear focus on environmental responsibility. It is an intelligent, sustainable and holistic approach that includes reducing energy usage in design, manufacture and distribution, and implements the use of lightweight recyclable materials while using a range of engines that deliver both efficiency and performance.

From beginning to end – focus on the whole cycle

Jaguar's rigorous approach to efficiency begins at the assembly plant. Innovative manufacturing techniques, such as a reduction in the number of stamping actions used to produce body panels and the elimination of welding from the bodyshell construction process, allow a significant reduction in the energy requirements needed to build the all-new XJ.

Less weight...

The all-new XJ's bodyshell is constructed from aluminum, 50% of which is from reclaimed and recycled sources. Jaguar utilizes a recycling process which uses just 5% of the energy needed to produce new aluminum, and saves around 3.3 tons of CO₂ per car. Moreover, lightweight aluminum construction means the XJ uses less fuel and produces fewer emissions than an equivalent steel-bodied car.

... and less waste

In addition to the recycled aluminum used in the bodyshell, 81 lb. of other recycled and reclaimed materials are used in the construction of each car. It is mercury-free, and many of the wood veneers are sourced from sustainable forests. And when an XJ reaches the end of its life, no less than 85% of the car is recyclable.

Performance and efficiency

The new generation of Jaguar engines that power the XJ set a new benchmark for performance combined with remarkable efficiency. The 5.0 liter AJ V8 Gen III engines deliver improved performance over their predecessors yet incur no government gas guzzler charges – not even the 510 hp Supersport derivative.



4 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 / Navy" will have *Ivory seats* and *Navy 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 / Navy / Navy" will have *Ivory seats* and *Navy dash & trim* and *Navy contrast stitching*.

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

See the separate [XJ Order Guide](https://jaguarvehicles.jlrext.com/newxj/index.html), available on the Product & Distribution website (<https://jaguarvehicles.jlrext.com/newxj/index.html>), for the full chart including Designer's Choice and Special Order color combinations.



XJ:

EXTERIOR CHOICE

XJ is available in two solid, ten metallic, or one special order Racing paint colors.

Solid Colors

Polaris White
Ebony

Metallic Colors

Botanical Green
Cashmere
Caviar
Claret
Crystal Blue
Indigo
Lunar Grey
Rhodium Silver
Stratus Grey
Ultimate Black

Racing Colors

Italian Racing Red – **new**

INTERIOR CHOICE

XJ's standard specification includes the choice of four interior color combinations:

- Jet seats / Jet upper fascia; Ivory headlining
- Cashew seats / Truffle upper fascia; Canvas headlining
- Dove seats / Jet upper fascia; Ivory headlining
- Ivory seats / Oyster upper fascia; Ivory headlining

There is also the choice of four veneers:

- Burl Walnut (standard)
- Satin Elm (no cost option)
- Piano Black (no cost option) – **new for 2012MY**
- Carbon Fiber (available as an additional cost option)

Note: the XJ Portfolio Pack upgrades the XJ Exterior/Interior/Veneer choices to match those of the XJL Portfolio below.



XJL PORTFOLIO:

EXTERIOR CHOICE

XJL Portfolio is available in two solid, ten metallic, or one special order Racing paint colors.

Solid Colors

Polaris White
Ebony

Metallic Colors

Botanical Green
Cashmere
Caviar
Claret
Crystal Blue
Indigo
Lunar Grey
Rhodium Silver
Stratus Grey
Ultimate Black

Racing Colors

Italian Racing Red – **new**

INTERIOR CHOICE

XJL Portfolio's standard specification includes the choice of nine interior colors:

- Ivory seats / Oyster upper fascia / Oyster contrast stitch and piping; Ivory Suedecloth headlining
- Cashew seats / Truffle upper fascia / Truffle contrast stitch and piping; Canvas Suedecloth headlining
- Ivory seats / Truffle upper fascia / Truffle contrast stitch and piping; Ivory Suedecloth headlining
- Ivory seats / Navy upper fascia / Navy contrast stitch and piping; Ivory Suedecloth headlining
- Navy seats / Navy upper fascia / Ivory contrast stitch and piping; Ivory Suedecloth headlining
- London Tan seats / Navy upper fascia / Navy contrast stitch and piping; Canvas Suedecloth headlining
- London Tan seats / Jet upper fascia / Jet contrast stitch and piping; Canvas or Jet* Suedecloth headlining
- Jet seats / Jet upper fascia / Ivory contrast stitch and piping; Ivory or Jet* Suedecloth headlining
- Ivory seats / Jet upper fascia / Jet contrast stitch and piping; Ivory or Jet* Suedecloth headlining – **new for 2012MY**

There is also the choice of five veneers:

- Figured Ebony (standard)
- Burl Walnut (no cost option)
- Satin Elm (no cost option)
- Piano Black (no cost option) – **new for 2012MY**
- Carbon Fiber (available as an additional cost option)

*Jet Suedecloth headliners on long wheelbase will be available at 2012.25 model year.



SUPERCHARGED:

EXTERIOR CHOICE

XJ/XJL Supercharged is available in two solid, ten metallic, or one special order Racing paint colors.

Solid Colors

Polaris White
Ebony

Metallic Colors

Botanical Green
Cashmere
Caviar
Claret
Crystal Blue
Indigo
Lunar Grey
Rhodium Silver
Stratus Grey
Ultimate Black

Racing Colors

Italian Racing Red – **new**

INTERIOR CHOICE

XJ/XJL Supercharged standard specification includes the choice of eight interior color combinations (Note: these are the same as the XJL Portfolio combinations):

- Ivory seats / Oyster upper fascia / Oyster contrast stitch and piping; Ivory Suedecloth headlining
- Cashew seats / Truffle upper fascia / Truffle contrast stitch and piping; Canvas Suedecloth headlining
- Ivory seats / Truffle upper fascia / Truffle contrast stitch and piping; Ivory Suedecloth headlining
- Ivory seats / Navy upper fascia / Navy contrast stitch and piping; Ivory Suedecloth headlining
- Navy seats / Navy upper fascia / Ivory contrast stitch and piping; Ivory Suedecloth headlining
- London Tan seats / Navy upper fascia / Navy contrast stitch and piping; Canvas Suedecloth headlining
- London Tan seats / Jet upper fascia / Jet contrast stitch and piping; Canvas or Jet* Suedecloth headlining
- Jet seats / Jet upper fascia / Ivory contrast stitch and piping; Ivory or Jet* Suedecloth headlining
- Ivory seats / Jet upper fascia / Jet contrast stitch and piping; Ivory or Jet* Suedecloth headlining – **new for 2012MY**

There is also the choice of six veneers:

- Rich Oak (standard)
- Figured Ebony (no cost option)
- Burl Walnut (no cost option)
- Satin Elm (no cost option)
- Piano Black (no cost option) – **new for 2012MY**
- Carbon Fiber (available as an additional cost option)

*Jet Suedecloth headliners on long wheelbase will be available at 2012.25 model year.



SUPERSPORT:

EXTERIOR CHOICE

XJ/XJL Supersport is available in two solid, eleven metallic, or one special order Racing paint colors, including Spectrum Blue which is exclusive to the Supersport models.

Solid Colors

Polaris White
Ebony

Metallic Colors

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

Racing Colors

Italian Racing Red – **new**

INTERIOR CHOICE

XJ/XJL Supersport's standard specification includes the choice of seven exclusive interior colors, each featuring semi aniline leather for the seats and full soft grain leather headlining.

- Jet seats / Jet upper fascia (tipped leather available) / Dove tonal stitch; Parchment or Jet Leather headlining (this color combinations also gets the exclusive Mauveine purple flocked glovebox lining)
- London Tan seats / Jet upper fascia / London Tan stitch and piping; Parchment Leather headlining
- Parchment seats / Bordeaux upper fascia / Bordeaux contrast stitch and piping; Parchment Leather headlining
- Bordeaux seats / Bordeaux upper fascia / Bordeaux stitch and piping; Parchment Leather headlining
- Parchment seats / Truffle upper fascia (tipped leather available) / Truffle contrast stitch and piping; Parchment Leather headlining
- Parchment seats / Navy upper fascia / Navy contrast stitch and piping; Parchment Leather headlining
- Jet seats / Jet upper fascia / Red stitch; Jet Leather headlining – **new for 2012.25MY, requires Sport Pack**

Tipped leather is now optional on the Jet/Jet /Dove and Truffle/Parchment/Truffle interiors (Tipped leather has a more pronounced texture, and is a design element borrowed from luxury handbags and shoes)

There is also the choice of six veneers, four of which are exclusive to Supersport, and all are no cost options:

- Rich Oak with Linear Laser Inlay (standard)
- Figured Ebony with Ribbon Laser Inlay (no cost option)
- Satin Zebrano (no cost option)
- Walnut Curl (no cost option)
- Carbon Fiber (no cost option)
- Piano Black (no cost option)









Paint Colors			
			
Ebony	Polaris White	Botanical Green* ¹	Cashmere*
			
Caviar*	Claret*	Crystal Blue*	Indigo Blue*
			
Rhodium Silver*	Lunar Grey*	Stratus Grey*	Ultimate Black*
			
Italian Racing Red* (Racing color charge applies)	British Racing Green* ¹ (Racing color charge applies)		Spectrum Blue* (Supersport only)

*Metallic paint (no cost option on all models)






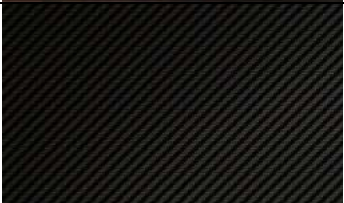
¹UPDATE: Botanical Green will be replaced by British Racing Green beginning with January 2012 builds

NOTE: see the Paint section on Page 7 for information on temporary changes due to the tragedy in Japan



Veneer	Image	Fitment and Availability	Available with Wood Steering Wheel
Burl Walnut		XJ (standard) XJL Portfolio XJ/XJL Supercharged	Yes
Satin Elm		XJ XJL Portfolio XJ/XJL Supercharged	
Figured Ebony		XJ w/ Port Pk (standard) XJL Portfolio (standard) XJ/XJL Supercharged	Yes
Rich Oak		XJ/XJL Supercharged	Yes
Piano Black		All	
Carbon Fiber		Optional on all (\$1,500)	


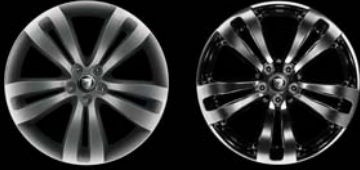






Supersport Veneers	Image	Fitment and Availability	Available with Wood Steering Wheel
Walnut Curl		Supersport	Yes
Piano Black		All	
Satin Zebrano		Supersport	
Rich Oak with Linear Laser Inlays		Supersport (standard)	Yes
Figured Ebony with Ribbon Laser Inlays		Supersport	Yes
Carbon Fiber		Supersport (no cost option)	



WHEELS

- Naturally aspirated models (XJ and XJL) come standard with **19" wheels** with all-season tires; a selection of 20" wheels on summer/performance tires are available as options. These models, regardless of wheel/tire, have a top speed limited to 121mph
- Supercharged and Supersport models come **standard with 20" wheels** with summer/performance tires; these models have a top speed limited to 155mph; **19" wheels** with all-season tires are an **option** on Supercharged and Supersport models – when equipped with 19" wheels these models have a top speed limited to 121mph

Size / Style / Finish	Image	Fitment and Availability
19" Aleutian Finish: - Sparkle Silver		Standard on: XJ Optional on: all
19" Toba Finishes: - Sparkle Silver - Polished		Standard on: XJL Portfolio (Sparkle Silver) Optional on: all
20" Kasuga Finishes: - High Gloss Silver - Polished		Standard on: XJ & XJL Supercharged (High gloss Silver) Optional on: All
20" Mataiva Finish: - Anthracite with chrome detailing		Standard on: XJ & XJL Supersport Optional on: None - SS only
20" Amirante Finish: - Light Grey with diamond turned fingers		Standard on: None - option only Optional on: Supercharged & Supersport
20" Orona Finishes: - Anthracite with diamond turned spokes - Polished		Standard on: None - option only Optional on: All



5. COMPETITIVE COMPARISONS

After a year on the market you should already be familiar with the many competitive advantages of the XJ, but here are a few highlights:

- **Weight:** the body and chassis of the XJ 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 XJ body and chassis to be lighter than a conventional steel car. The result is the XJ is 500 pounds lighter than a BMW 750i – which is a difference the driver can feel. The Audi A8 is the only other luxury sedan to use aluminum construction, yet the XJ is still 360 pounds lighter than the A8. 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 XJ 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 panoramic roof, keyless entry and start, parking sensors and backup camera, heated/cooled seats, heated steering wheel, 600W and 1200W audio, 19- and 20-inch wheels... features the competition charges for, inflating their sticker prices by thousands of dollars over the comparable XJ 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:** beauty is in the eye of the beholder, but only one car could win Automobile Magazine's Design of the Year – and it certainly wasn't anything styled in Germany or Japan!
- **Rarity:** there is value to having something unique, rare and special – something that is a reflection of who you are... something that isn't just another silver Mercedes. The Mercedes S-Class, BMW 7-Series and Lexus LS all sell over 12,000 cars a year in the US, making these cars ubiquitous and invisible in upscale neighborhoods. Don't let your prospects be a sheep that follows the herd, help them stand out and make a statement in an XJ
- **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 XJ residual values at the top of the luxury class since launch



6. 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 XJ Order Guide, available on the Product & Distribution website: <https://jaguarvehicles.jlrext.com/newxj/index.html>

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

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

Tim Philippo
Product Manager, XJ & XK
