

# 06MY XJ PRODUCT MARKETING BRIEF

## BACKGROUND / OVERVIEW

Introduced at June 2003 as 2004 model year cars, the "New XJ" generation of Jaguars showed the world that beauty is not always "skin deep". The first production sedans to apply the aerospace-derived technology of rivet-bonded, aluminum monocoque construction, the XJ's delivered such diverse benefits as massive body strength, light weight, comprehensive safety features, refined performance, and agile driving dynamics. A core philosophy of technology without gimmicks, or user-friendly "discreet technology", contrasted sharply with competitors' handling of technology. New features abounded, including adaptive cruise control, touch-screen navigation, multimedia entertainment, A.R.T.S. adaptive restraints and electric parking brake.

For 2005, the XJ range added a long wheelbase chassis variant and expanded from three to five models. Retaining the prior year's standard wheelbase were the XJ8 and XJR, while the new XJ8 L and Super V8 joined the Vanden Plas as long wheelbase models. Picnic trays reappeared on Vanden Plas and Super V8. XJ8 and XJ8 L acquire standard 18" wheels, while chrome wheels became optional. Champagne leather replaced Sand, providing more contrast from Ivory which remained exclusively available on Vanden Plas and Super V8. All models remained fuel economy leaders, with XJ8 and XJ8 L achieving best-in-class EPA ratings.

In the new 2006 model year, XJ builds upon its technical prowess with subtle but effective visual enhancements. Standard feature levels increase, too, befitting a car that offers unrivalled presence, prestige and performance.

### NEW FOR 2006 MODEL YEAR

- Laminated side glass with acoustic interlayer
- Tire pressure monitoring
- Variable Speed Limiter (driver selectable)
- New wheels (XJ8, XJ8 L, XJR)
- New braking systems
- Flush front/rear windows (no surround mouldings)
- Smooth flanks (no side mouldings)
- 300 hp normally aspirated V8 (up from 294 hp)
- 400 hp supercharged V8 (up from 390)
- Additional leather trim (XJ8, XJ8 L, XJR)
- Increased standard equipment levels
- Reduction in options complexity
- Super V8 Portfolio limited edition

### NEW OPTIONAL FEATURES

- 20-inch "Sepang" wheels available on Super V8 (delayed introduction on both XJR and Super V8)
- Sirius satellite radio (tbc, port-installed)

### DELETED OPTIONS (to reduce complexity)

- Adaptive Cruise Control (still standard on XJR, SV8)
- XJ8 L Warm Climate Pack
- XJ8 L Multimedia Pack
- Heated Windscreen (XJ8 and XJ8 L Cold Climate Pack is now heated seats and steering wheel only)

### NEW COLOR & TRIM

- Winter Gold replaces Topaz
- Indigo Blue replaces Pacific Blue

### NEW ACCESSORIES

- Bluetooth compatible phone list continues expansion

### ALL MODELS

- Add: Laminated side glass with acoustic interlayer
- Add: Tire pressure monitoring
- Add: Variable Speed Limiter
- Flush windscreen surrounds replace black trim
- Delete body side mouldings

### XJ8 CHANGES

- Chrome mesh grille insert replaces chrome grid
- 18" "Tucana" style wheel replaces 18" "Dynamic" (running change effective from August production)
- Adds: Xenon headlamps, replacing Halogen
- Adds: Headlamp Power-wash
- Leather replaces Ambla on seat side/trim panels

### XJ8 L CHANGES

- Adds: Electric rear sunblind
- Other Feature and Trim changes as for XJ8

### VANDEN PLAS CHANGES

- Chrome mesh grille insert replaces chrome grid
- Adds: Navigation
- Adds: Xenon headlamps, replacing Halogen
- Adds: Headlamp Power-wash

### XJR CHANGES

- Adds: Navigation
- Adds: Front Park Control
- 19" "Sabre" wheels replace 19" "Performance"
- Teves brakes replace Brembo

### SUPER V8 CHANGES

- Adds: Bluetooth wireless connectivity
- Teves brakes replace Brembo
- "Portfolio" limited edition introduced

## Marketing Strategy Key Points for 2006 Model Year

- **The New XJ's "face" remains unmistakably "Jaguar".** The adoption of mesh grilles across the XJ range makes a consistent statement about the inherently refined power found in all XJ models. XJR remains differentiated by the body-coloured grille shell and boot plinth.



LEFT: XJ8, XJ8 L,  
Vanden Plas, Super V8



RIGHT: XJR

- **The New XJ's surfaces become cleaner and more purposeful.** Deletion of the body side mouldings creates clean flanks, devoid of fussy trim. The flush glass is augmented by laminated side glass in reducing wind noise.



LEFT: 06MY  
condition, without  
mouldings.



RIGHT: 05MY  
condition

- **Even more safety & security.** XJ adds standard tire pressure monitoring, using radio-frequency transmitters at each wheel – even the spare -- for accuracy and precision. The addition of laminated side glass makes "smash & grab" thefts very difficult, while increasing occupant safety. XJ and S-Class both have standard laminated glass, with other competitors typically offering it as an option or not at all.
- **Exterior appearance is freshened by new wheels.** The new "Tucana" style, 18-inch XJ8 and XJ8 L wheel enters production in August and is both elegant and visually exciting, with more spokes than the previous "Dynamic" wheel (above right). The XJR's new Sabre wheel is bold and aggressive, with five broad spokes.



LEFT: New 18-inch XJ8, XJ8 L  
wheel, "Tucana" style.



RIGHT: New 19-inch XJR  
wheel, "Sabre" style.

- **Interior trim is elevated.** Leather seat trim is added to the previous leather seating surfaces on XJ8, XJ8 L and XJR. Vanden Plas and Super V8 continue with high leather content and soft grain hides.
- **Powertrains exploit the advantages of aluminium construction, making XJ the smart sedan choice.** Certified at 300 and 400 hp (SAE), respectively, the normally aspirated and supercharged engines also move to tighter emissions certification. The 4.2 NA engine moves to ULEV (ultra low emissions), and the 4.2 SC moves LEV2, with latter adding variable cam phasing.
- **Standard equipment levels rise significantly.** Xenon, power-wash headlamps become standard on all XJ's, and navigation is made standard on both Vanden Plas and XJR.