



THE 2011 XK COLLECTION

JAGUAR

Jaguar Platinum Coverage on all 2011 Jaguar Cars.

Jaguar has a long-standing tradition of creating beautiful, fast cars – and now we've created an ownership experience to match. The passion we put into building our award-winning line-up of vehicles continues long after you drive away in one with a best-in-class ownership program called Jaguar Platinum Coverage. For 5 years/50,000 miles on all 2011 Jaguar cars, Jaguar Platinum Coverage includes complimentary scheduled maintenance, no-cost replacement of wear and tear items, 5/50 new vehicle limited warranty and 24/7 roadside assistance. The only thing that surpasses the beauty of driving a 2011 Jaguar car is the beauty of owning one.



BEST-IN-CLASS COVERAGE

5 YEARS/50,000 MILES ON ALL 2011 JAGUAR CARS
AT NO ADDITIONAL COST

JAGUAR PLATINUM COVERAGE* INCLUDES:

- >> COMPLIMENTARY SCHEDULED MAINTENANCE
- >> NO-COST REPLACEMENT OF WEAR AND TEAR ITEMS
- >> 5/50 NEW VEHICLE LIMITED WARRANTY
- >> 24/7 ROADSIDE ASSISTANCE

SCHEDULED MAINTENANCE: \$0 | OIL CHANGES: \$0 | FILTERS: \$0
BRAKE PADS: \$0 | BRAKE DISCS: \$0 | BRAKE FLUID: \$0 | WIPER BLADE INSERTS: \$0

*Jaguar Platinum Coverage includes all factory recommended scheduled maintenance for five years or 50,000 miles, whichever occurs first. Wear and tear items are limited to brake pads, brake discs, brake fluid changes and wiper blade inserts based on factory specified wear limits or intervals. All work must be performed by an authorized Jaguar dealer. For complete details on Jaguar Platinum Coverage, including warranty and maintenance coverage and exclusions, please visit your local Jaguar dealer or JAGUARUSA.COM

Vehicle shown: 2011 XK Coupe in Liquid Silver with optional 20" Kalimos alloy wheels





DESIGN

A rare blend of art and performance, science and beauty. A new Jaguar is one of the most technologically advanced and luxurious cars ever made.

Even standing still, the XK looks fast. Whether you choose Coupe or Convertible with either the 5.0L naturally aspirated V8 or exhilarating 510 hp supercharged engine, the XK's athletic lines and muscular rear haunches exude immense visual energy. Fast has never looked this seductive.

Visual energy is created by an aluminum skin stretched taut over the light, yet strong and immensely rigid body structure that gives the XK its remarkable agility. It is the energy that comes from the XK's purity of design, with sculpted surfaces created to cut the air with aerodynamic efficiency, delivering the visual promise of breathtaking performance and driving excitement. It is the purity that comes from the XK's exquisite, precision detailing. Complex mesh surfacing for the front grille openings. Bold, technically-advanced headlights. Elegant and distinctive side power vents.

The assertive lines reflect the heightened performance delivered by powerful and efficient engines. The sculpted nose features a dramatic front bumper design with chrome detailed air intakes, heightening the look of power and performance. This is the beauty of a car that so effortlessly fulfills the dual roles of sophisticated, luxurious Grand Tourer and exhilarating, dynamic sports car.

Vehicle shown: 2011 XK Convertible in Liquid Silver









CRAFTSMANSHIP

With an interior rich in craftsmanship, style and technical innovation, the 2011 XK takes the sports car experience to a thrilling new level.

Craftsmanship takes a modern turn in the XK. You see it in the elegant center console featuring the precision-made JaguarDrive Selector™ with its rotary shifter. Press the pulsing Start button on the console, and this cylindrical cast alloy shift control rises up into the palm of your hand. To select a gear, simply twist.

It replaces the traditional gear lever with a sleek, space-efficient, ergonomic design that is compact, elegant and beautifully crafted. A bold example of advanced Jaguar design. Craftsmanship in the XK also comes in the form of gorgeous wood and technical finishes. Like the modern, straight-grained Figured Ebony veneer or Knurled Aluminum finish for the XK, or the stunning Dark Oak veneer or Dark Mesh Aluminum finish for the XKR.

Craftsmanship with bespoke luxury reaches a pinnacle with the twin-stitched Softgrain leather for the seats, upper fascia and doors, along with warm Jaguar Suedecloth Premium headlining and premium carpet mats. In convertible models there is flawless craftsmanship in the sophisticated fabric roof; triple-lined to deliver hushed, top-up cruising, it can be powered up or down in less than 18 seconds. And when lowered, it retracts completely into the bodywork beneath a rigid tonneau cover so as not to compromise the XK's seductive lines.

We describe this combination of exquisite craftsmanship, luxurious finishes and technical excellence one way: Jaguar sporting luxury.

Interior shown: Caramel Softgrain leather seats with optional Burl Walnut veneer





PERFORMANCE

Beneath its aluminum skin,
the XK's racing heart
beats fast and strong,
courtesy of two advanced
and efficient 5.0L
AJ-V8 GEN III engines.

It is a combination of aerospace-derived lightness, greater power and engineering excellence that delivers even more exhilarating performance and efficiency. While the technology is complex, the reason we pioneered aerospace all-aluminum construction is simple: less weight, coupled with high strength and rigidity, is the key to making a truly great sports car. In fact the XK's all-aluminum monocoque bodyshell is fundamental to the way it performs. When compared with a conventional steel body, it delivers faster acceleration, more precise handling, shorter stopping distances and greater fuel efficiency.

Two 5.0 Liter direct injection V8 engines offer huge amounts of power and torque to deliver performance that is truly thrilling. Jaguar's naturally aspirated 5.0L V8 powers the XK model. It produces 385 hp – and delivers acceleration from 0-60 mph in just 5.2 seconds.* The high performance XKR is powered by the supercharged 5.0L V8. This remarkable engine delivers a muscular 510 hp and can take the XKR from 0-60 mph in a breathtaking 4.6 seconds.

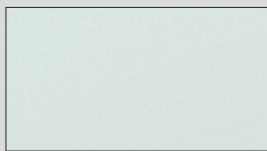
The responsiveness of our new engines is matched only by the smooth refinement and eager performance of the automatic transmission. This lightning-fast 6-speed represents the latest in transmission technology, incorporating innovative features such as a fully adaptive shift system to smooth out and refine the shift quality, enhancing the driving experience. For maximum driver involvement and total control, gears can be selected manually using paddle shifters mounted behind the steering wheel. It is a driving experience designed to be exceptional.

Always follow local speed limits. This speed is only to be attempted by professional drivers on a closed course.

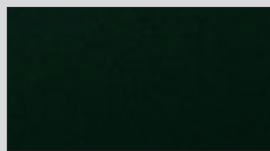
*Figure applicable to XK Coupe. Convertible 0-60 mph achieved in 5.3 seconds.

Vehicle shown: 2011 XKR Coupe in Ultimate Black

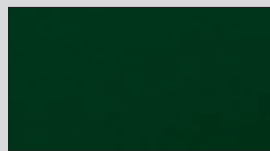
EXTERIOR COLORS



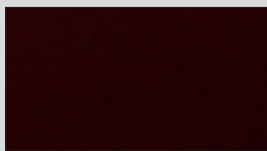
Polaris White



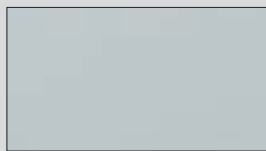
Ebony



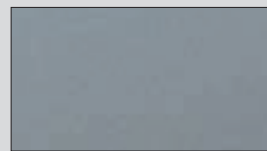
Botanical Green*



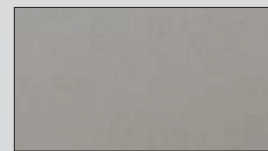
Caviar*
Unique to XK



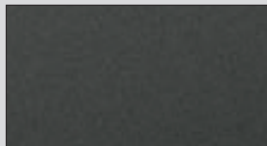
Liquid Silver*



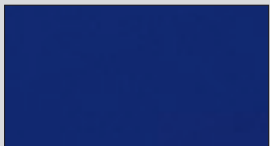
Lunar Grey*



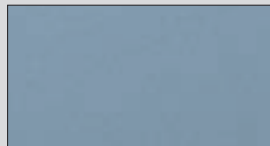
Vapour Grey*



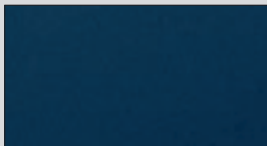
Stratus Grey*



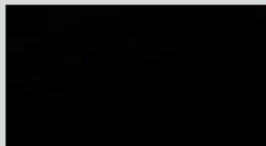
Spectrum Blue*



Frost Blue*



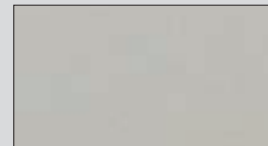
Indigo*



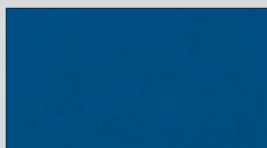
Ultimate Black*



Claret*
Unique to XK



Cashmere*
Unique to XK



Kyanite Blue*
Unique to XKR

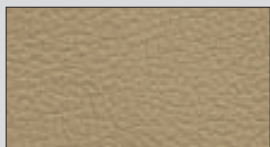


Salsa
Unique to XKR

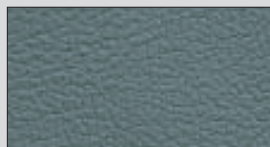
LEATHER AND TRIMS



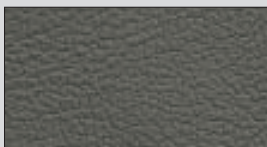
Warm Charcoal Softgrain



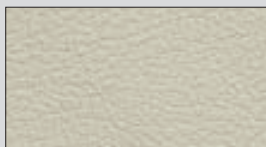
Caramel Softgrain



Slate Softgrain[†]



Oyster Softgrain[†]

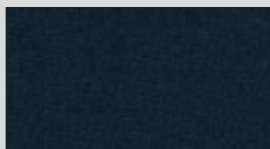


Ivory Softgrain[†]

CONVERTIBLE TOP COLORS



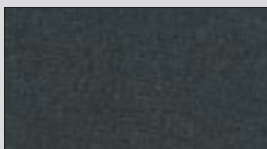
Black



Blue



Beige



Dark Grey



Burgundy**



Dark Green**

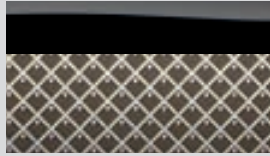


Dark Brown**

VENEERS AND FINISHERS



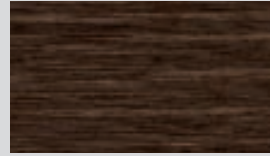
Piano Black/Knurled Aluminum
Unique to XK



Piano Black/Dark Mesh Aluminum
Unique to XKR



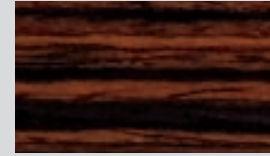
Burl Walnut



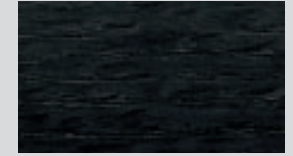
Rich Oak



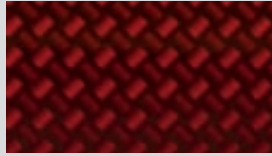
Piano Black



Figured Ebony
Unique to XK



Dark Oak
Unique to XKR



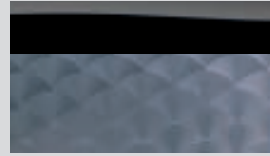
Aluminum Braid Red
Accessory veneer



Aluminum Braid Gold
Accessory veneer



Aluminum Braid Grey
Accessory veneer



Piano Black/Engine Spin Aluminum
Accessory veneer

CONTRAST STITCH



Warm Charcoal and Ivory
contrast stitch



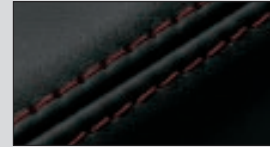
Caramel and Warm Charcoal
contrast stitch



Oyster and Ivory contrast stitch



Slate and Ivory contrast stitch



Warm Charcoal and Cranberry
contrast stitch

SEATS/TRIM/STITCH	XK												XKR																						
	Warm Charcoal/ Warm Charcoal/Ivory					Caramel/Caramel/ Warm Charcoal					Ivory/Oyster/Ivory					Warm Charcoal/ Warm Charcoal/Ivory					Caramel/Caramel/ Warm Charcoal					Ivory/Oyster/Ivory									
	CONVERTIBLE					CONVERTIBLE					CONVERTIBLE					CONVERTIBLE					CONVERTIBLE					CONVERTIBLE									
COUPE	Black	Blue	Beige	Dark Grey	COUPE	Black	Blue	Beige	Dark Grey	COUPE	Black	Blue	Beige	Dark Grey	COUPE	Black	Blue	Beige	Dark Grey	COUPE	Black	Blue	Beige	Dark Grey	COUPE	Black	Blue	Beige	Dark Grey						
Botanical Green	○	○	○	○	○	●	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Cashmere	○	○	○	○	○	●	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Caviar	●	●	○	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Claret	○	○	○	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ebony	●	●	○	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Frost Blue	○	○	○	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Indigo	○	○	○	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Kyanite Blue	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Liquid Silver	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Lunar Grey	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Stratus Grey	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Polaris White	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Salsa	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Spectrum Blue	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ultimate Black	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Vapour Grey	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

● Designer Choice ○ Special order option – Not available Burgundy, Dark Green and Dark Brown convertible tops are available as special order on all convertibles

Additional interior color combinations are available on all XKs.
Special order combinations include:

Warm Charcoal/Warm Charcoal with Warm Charcoal stitch

Ivory/Warm Charcoal with Ivory contrast stitch

Ivory/Slate with Ivory contrast stitch

Warm Charcoal/Warm Charcoal with Cranberry contrast stitch



STANDARD FEATURES

POWERTRAIN AND DRIVING DYNAMICS

6-speed electronic automatic transmission with Jaguar Sequential Shift™
JaguarDrive Selector™
JaguarDrive Control™ with Winter Mode and Dynamic Mode
Adaptive Dynamics
Cruise Control with Automatic Speed Limiter (ASL)
Anti-lock Braking System (ABS)
Electronic Brake-Force Distribution (EBD)
Emergency Brake Assist (EBA)
Electric Parking Brake (EPB)
Dynamic Stability Control (DSC) with Trac DSC mode

EXTERIOR FEATURES

LED tail lamps with twin reversing and fog lamps
Heated exterior mirrors with electric adjustment, power-folding with auto-powerfold on locking vehicle, auto-dimming and memory function with integrated LED side repeaters and approach lamps
Rain sensing windshield wipers
Bi-Xenon™ headlights with cornering lamps, washers and automatic leveling
Automatic headlights on with windshield wipers
Front and Rear Parking aid (includes Touch-screen visual indicator)
Body color side power vents
Chrome rear signature blade
Chrome side window surrounds (Coupe only)
Aerodynamic Rear Spoiler
Electrically operated convertible top with aluminum tonneau cover*

WHEELS

19" Alloy wheels
Alloy space saver spare wheel

SAFETY AND SECURITY

Remote control central locking, 2-stage unlocking and drive-away locking
Valet function and engine immobiliser
Roll-Over Protection System*
Airbags front and side (driver and front passenger)
Front seat belt pre-tensioners
Front seat whiplash reduction system
Belt minder system (front seats only)
ISOFIX anchor points for rear child seat
Tire Pressure Monitoring System (TPMS)

INTERIOR FEATURES

Automatic climate control
Auto-dimming interior rear view mirror
Auxiliary power socket
Twin front cup holders
Electric windows with one touch open/close and anti-trap
Trip computer with message center
Jaguar Smart Key System™ with Keyless entry
Jaguar Smart Key System™ with Keyless start
Front seat-back map pockets
Front ashtray and lighter
Interior mood lighting
Clock in Touch-screen
Garage door opener with overhead console remote control

*Convertible only

**Non-contrast stitch heated steering wheel provided when Warm Charcoal non-contrast stitch is specified.

†SIRIUS™ Satellite Radio is a subscription service. Subscription is not included.

OPTIONAL FEATURES

	XK	XKR
INTERIOR TRIM		
Door switch pack with chrome highlights and matching veneer insert		
Memory function with 3 settings for driver/passenger seat, exterior mirrors and steering column		
Active ventilated front seats - heated/cooled		
Heated leather steering wheel with contrast stitch**		
Premium carpet mat set		
Jaguar Suedecloth Premium Headlining (Jet color available on XK and XKR Coupe only)		
MULTIMEDIA		
6-disc in-dash CD changer		
Bowers & Wilkins 525W surround sound system		
Portable Audio Interface		
Windows Media Audio (WMA) with MP3 compatibility		
Bluetooth® telephone connectivity		
Navigation system with DVD mapping		
7-inch full color Touch-screen		
SIRIUS™ Satellite Radio†		
POWERTRAIN AND DRIVING DYNAMICS		
5.0L V8	●	-
5.0L V8 Supercharged	-	●
Active Differential Control	-	●
Adaptive Cruise Control (ACC) with Forward Alert	○	○
EXTERIOR FEATURES		
Active Front Lighting – with dynamic pivoting headlights	○	●
XK front bumper with chrome upper and black lower mesh grilles	●	-
XK rear bumper with body color lower valance	●	-
XKR front bumper with chrome upper and lower mesh grilles	-	●
XKR rear bumper with body color lower valance	-	●
Hood louvers	-	●
Quad exhaust tailpipes	-	●
Metallic Paint	NCO ⁽¹⁾	NCO ⁽¹⁾
Unique R paints - Salsa, Kyanite Blue	-	NCO ⁽¹⁾
WHEELS		
19" wheels	●	●
20" wheels	○	○
INTERIOR TRIM		
Softgrain Sport seats with contrast stitch (16/16 way)	●	-
XKR Softgrain Sport seats with contrast stitch and R logo (16/16 way)	-	●
R Interior Theme	-	●
MULTIMEDIA		
HD Radio	○	●

Please consult your local dealer for details

● Standard ○ Option NCO No Cost Option - Not available

⁽¹⁾A special charge will be added if non-standard exterior/interior combinations are chosen.

TECHNICAL SPECIFICATIONS

ENGINES		5.0 Liter V8 Coupe AJ-V8 GEN III	5.0 Liter V8 Convertible AJ-V8 GEN III	5.0 Liter V8 Supercharged Coupe AJ-V8 GEN III R	5.0 Liter V8 Supercharged Convertible AJ-V8 GEN III R
Cylinders/Valves per Cylinder		8/4	8/4	8/4	8/4
Bore	in. (mm)	3.64 (92.5)	3.64 (92.5)	3.64 (92.5)	3.64 (92.5)
Stroke	in. (mm)	3.66 (93.0)	3.66 (93.0)	3.66 (93.0)	3.66 (93.0)
Capacity	cu. in. (cc)	305.1 (5,000)	305.1 (5,000)	305.1 (5,000)	305.1 (5,000)
Maximum power	HP-SAE (kW)	385 (283)	385 (283)	510 (375)	510 (375)
@rev/min		6,500	6,500	6,000 - 6,500	6,000 - 6,500
Maximum torque	lb.ft. (Nm)	380 (515)	380 (515)	461 (625)	461 (625)
@rev/min		3,500	3,500	2,500 - 5,500	2,500 - 5,500
Compression ratio:1		11.5	11.5	9.5	9.5
Transmission		6-speed automatic	6-speed automatic	6-speed automatic	6-speed automatic
PERFORMANCE (manufacturer's estimates)					
Acceleration	0-60 mph	5.2	5.3	4.6	4.6
Top speed	mph	155	155	155	155
FUEL CONSUMPTION ⁽¹⁾					
City	mpg	16	16	15	15
Highway	mpg	24	22	22	22
Combined	mpg	19	18	17	17
Tank capacity	gals approx.	16.0	16.0	16.0	16.0
WEIGHT ⁽²⁾ / DIMENSIONS					
Weight	lbs.	3770	3924	3968	4079
Gross vehicle weight	lbs.	4575	4674	4729	4817
Turning circle diameter	ft.in (m)	35.8 (10.97)	35.8 (10.97)	35.8 (10.97)	35.8 (10.97)
Trunk volume with roof up	cu.ft. (liters)	11.7 (330)	11.1 (313)	11.7 (330)	11.1 (313)
Trunk volume with roof down	cu.ft. (liters)	N/A	7.1 (200)	N/A	7.1 (200)

⁽¹⁾These figures are correct at time of going to press. All figures are EPA estimates.

⁽²⁾Please consult your dealer for details of charges associated with option fitment. Weights reflect vehicles to standard specifications. Optional extras increase weight.

NOTE: The dimension details refer to a nominal car but may vary marginally from car to car due to design and production tolerances. The nominal condition has been used wherever possible.

Please consult your Dealer for details of charges associated with option fitment.



JAGUAR



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
MANUFACTURER OF
JAGUAR CARS LIMITED COVENTRY

BY APPOINTMENT TO HER ROYAL
HIGHNESS THE PRINCESS OF WALES
MANUFACTURER OF
JAGUAR CARS LIMITED COVENTRY

PREVIOUS APPOINTMENT TO THE LATE QUEEN ELIZABETH THE QUEEN MOTHER 1964-2007

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Comparisons are based on manufacturer's own data and testing.

ENVIRONMENTAL NOTICE

Jaguar Cars has a vision of being amongst the world's leading companies in demonstrating progress towards sustainability. We aim to do this by contributing to a better quality of life, with corporate citizenship at the very heart of our company, and by reducing our environmental footprint through innovative design and manufacturing, minimizing resource and energy use. Environmental responsibility is a core value in Jaguar, and it is our policy to continually improve our environmental standards in all areas of business activity.

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A close-up, low-angle shot of the front grille of a Jaguar car. The word "JAGUAR" is embossed in a classic, serif font across the top edge of the grille. The lighting is dramatic, highlighting the metallic texture and the contours of the grille. The background is a soft, out-of-focus light blue.

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