PAMPER THE BODY,  
STIR THE SOUL, LIFT THE HEART

No luxury car on earth is likely to make you feel more liberated or more exhilarated than a Jaguar. It is a statement of individuality in a world of increasing conformity. It is as efficient and functional as the modern luxury car buyer expects—yet a driving passion radiates from its core. A Jaguar feels sensuous, eager, almost alive. And looks it, perhaps today more than ever.

The Jaguar line for 1996 has been honed to extraordinary new levels of performance, comfort, reliability and beauty, while still flaunting that unique and timeless Jaguar flair and style. It is with pride that we present to you the 1996 Jaguars.
FOR 1996, THE VANDEN PLAS REDEFINES THE DIMENSIONS OF COMFORT.

The Vanden Plas for 1996 is the same lushly appointed and elegantly trimmed luxury sedan as before; but thanks to a new extended wheelbase, there is now more Vanden Plas to love. The primary dividend: Impressive extra rear seat legroom, footroom and headroom. Other standard Vanden Plas amenities include a wood and leather trimmed steering wheel featuring an electrical tilt and telescopic system; rear seat passenger controls to adjust front passenger seat position; and premium Anaculus leather for added comfort. All in all, there can be few more inviting refuges from a hectic world than this hushed sanctuary of automotive civilization.
THE XJ8: JAGUAR ALLURE IN CLASSIC FORM

Stylish, quick, luxurious, a notable value—all this, in a car as individualistic as your autograph. Small wonder that this is the most popular of all Jaguar models.

For 1996, such amenities as electric 12-way adjustable front seats with memory; electric sunroof; and an overhead console with a 4-channel garage/entry gate opener, sunglasses compartment and sunroof controls have been added as standard equipment. Power is generated by a 245-horsepower engine that defies the quiet and smoothness expected of a luxury sedan. An electronically controlled four-speed automatic transmission is standard, as is an electrical tilt and telescopic steering wheel with memory.
THE PERFORMANCE ENTHUSIAST’S
DREAM CAR IS NOW A JAGUAR

The XJR’s 4.0-litre, 6-cylinder, 24-valve
aluminium engine is supercharged and its
322 horsepower can launch it from rest to
60 mph in 6.7 seconds. It sits on a tightened
suspension and wide, 17-inch tires. Outside,
it’s distinctive mesh grille and trim are
body-colored. Inside, the cabin reminds
one of classic Jaguar character. Sensuously
comfortable leather-upholstered seats, wood
trim, and a centrally-mounted automatic
shifter are but a few amenities. This high-
performance sedan is a limited-production
adventure in automotive superlatives.

A switch pad on the XJR
instrument panel enables
the driver to operate speed
control or traction control
at the touch of a button.

The XJR’s 4.0-litre, 24-valve,
supercharged engine generates
322 hp at 5600 rpm. Results:
tremendous power combined
with smoothness and running
quietness.
The XJ12: King of the Road

Beautiful and beautifully crafted, bearing its occupants in royal splendor and powered by a 6.0-litre, 313-horsepower V12 engine, the XJ12 revives the golden age of luxury cars. Among its numerous unique appointments is a Harman Kardon audiophile sound system with CD autochanger, playing through nine strategically located speakers. Heated seats and traction control are also standard—so is an extended wheelbase for significantly greater rear seat legroom, footroom and headroom.

New controls allow rear seat passengers to operate the headrest seat units—also a new feature on the XJ12.

A 6.0-litre, all-aluminium V12 engine, rated at 313 horsepower, powers the XJ12 from 0 to 60 mph in just 6.9 seconds.
THE WORLD'S MOST ELEGANT OUTDOOR SPORT

The Jaguar XJS Convertible is an exercise in exhilaration. Power is derived from a 4-litre, 20-valve, 257-hp engine that helps the XJS to devour the straightaways and snake through the curves with sporting dash.

Meanwhile, you are nestled in lordly comfort in a leather and wood-trimmed cockpit, fitted with amenities worthy of a luxury automobile: a premium, multi-speaker audio stereo system; 6-way adjustable front seats with power lumbar support; and--if top-down cruising isn't in the forecast--automatic climate control.
YOUR PASSION IS YOUR JAGUAR.
OURS IS YOUR COMPLETE SATISFACTION.

An entire organization exists to ensure that you never fall out of love with your Jaguar. The commitment of Jaguar Cars and its dealer network to customer satisfaction is reinforced through prompt, courteous, efficient service and bolstered by round-the-clock Roadside Assistance* in the event of an emergency; complimentary computerized trip planning; and a 4-year/50,000-mile* limited new car warranty. Your Jaguar ownership experience is meant to match your Jaguar driving experience—from the moment of acquisition, through all the miles and years to come.

*See your dealer for complete details of the limited warranty and Roadside Assistance. For more information, call 1-800-4-JAGUAR.