



## NEWS

### JAGUAR CELEBRATES FIVE DECADES OF ITS FLAGSHIP SEDAN WITH THE LIMITED EDITION XJ50

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- New 2019 Jaguar XJ50 marks half a century of the flagship luxury sedan
- XJ50 commemorates eight generations of innovation in performance, technology and luxury with a choice of refined engines, as well as exterior and interior enhancements
- Watch the evolution of the XJ model here: <https://youtu.be/hmbjpi9UrnQ>
- Full details for the 2019 Jaguar XJ, including additional enhancements, pricing and specifications, will be subject to an announcement later this year, closer to the vehicle's on-sale date

**Mahwah, N.J. – April 24, 2018** – Jaguar is marking 50 years of its flagship XJ luxury sedan with the launch of a new special edition model. Revealed at the Beijing Motor Show, the Jaguar XJ50 celebrates half a century of trademark performance, technology and luxury.

Offered exclusively in long wheelbase specification and available with the option of a 340hp 3.0L Supercharged gasoline V6 in RWD or AWD, or a 470hp 5.0L supercharged gasoline V8 powertrain in RWD, the XJ50 celebrates the best of the XJ sedan.

Exterior updates for the XJ50, including unique front and rear bumpers, add distinction to the anniversary edition alongside purposeful 20-inch wheels with gloss black diamond turned finish, a gloss black front grille and unique badging to the rear and side vents. Four striking exterior paint colors will be available including Fuji White, Santorini Black, Loire Blue and Rosello Red.

Inside, the luxurious cabin features soft-grain diamond-quilted seats with an embossed Jaguar leaper on the headrests and an XJ50 logo on the center armrest. Unique intaglio branding and XJ50-badged illuminated treadplates also differentiate the anniversary edition, alongside aluminum gearshift paddles and bright metal pedals.

“Spanning half a century, the Jaguar XJ remains true to its heritage with a wonderful balance of beautiful design, intelligent performance and indulgent luxury that ensures it stands out from the crowd,” said Ian Callum, Jaguar Director of Design. “This is a car worth celebrating and the XJ50 pays homage to a giant within the Jaguar brand that we believe is one of the world’s most stylish sporting saloons.”

The XJ Series 1 started the distinctive dynasty in 1968 and for eight generations the luxury sedan has been turning heads around the world. Whether transporting VIPs and politicians, or acting as the preferred vehicle for business leaders and royalty, the XJ has been a mainstay on roads for five decades.

Innovating since its arrival, the XJ has epitomized the forward-thinking approach that has set the Jaguar luxury sedan apart over the past 50 years. Four years

- more -

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into its life it became the world's only mass-produced 12-cylinder four-door car and, with a top speed of 140mph (225km/h), it was also the fastest four-seater of its time<sup>1</sup>.

Further models followed, sporting both standard and long wheelbases, as well as two and four-door body styles. The Series 2 was the first to offer a two-door coupe model in 1975 and the XJ40, in production for eight years from 1986, introduced the celebrated 'J' gate gear shifter and self-levelling suspension.

A revolutionary aluminum monocoque bodyshell helped reduce the weight of the XJ model by 40 percent from 2003, before the current XJ model brought additional technologies such as all-wheel drive and a virtual instrument cluster. With the introduction of Jaguar Design Director Ian Callum's now iconic design language, it was also launched with a wraparound rear windshield and distinctive cat claw inspired rear lights. The XJ50 is a fitting tribute to the enduring style and performance of the Jaguar brand's luxury sedan.

All new Jaguar products come standard with a best-in-class ownership package<sup>2</sup>, Jaguar EliteCare, which includes:

- 5-Year/60,000 Mile New Vehicle Limited Warranty
- 5-Year/60,000 Mile Complimentary Scheduled Maintenance
- 5-Year/60,000 Mile 24/7 Roadside Assistance
- 5-Year/Unlimited Mile Jaguar InControl<sup>®</sup> Remote & Protect<sup>™</sup>

Full details about enhancements to the 2019 Jaguar XJ, including pricing and specifications, will be subject to an announcement later this year, closer to the vehicle's on-sale date. In the meantime, customers can visit [www.JaguarUSA.com](http://www.JaguarUSA.com) for more information on the current Jaguar model line-up.

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(1) Always follow local speed limits.

(2) Class is cars sold by luxury automobile brands and claim is based on total package of warranty, maintenance and other coverage programs. For complete details regarding Jaguar EliteCare coverage, please visit [JAGUARUSA.COM](http://JAGUARUSA.COM), call 1.800.4.JAGUAR or visit your local Jaguar Retailer.

#### **About Jaguar**

*Jaguar is a premier manufacturer of luxury sedans, sports cars and SUVs offering unparalleled design with tremendous performance. The company's vision throughout its storied 80 year history has been simple: To produce beautiful, fast cars that are desired the world over. Jaguar strives to provide a world class ownership experience to every owner. Today's Jaguar lineup consists of the Jaguar XE and XF sports sedans, the XJ full-size luxury sedan, the two-seat F-TYPE sports car and a line of performance SUVs, the E-PACE, F-PACE and the first-ever Jaguar electric vehicle, the I-PACE. Jaguar designs, engineers and manufactures exclusively in the United Kingdom, at the Castle Bromwich and Solihull manufacturing plants in the British Midlands. Jaguar is fully engaged with sustainability initiatives and social concerns with continuous involvement in environmental and community programs. For more information, visit the official Jaguar website at [www.jaguarusa.com](http://www.jaguarusa.com).*

#### **About Jaguar Land Rover**

*Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports sedan and sports car marques.*

*We employ more than 43,000 people globally and support around 240,000 more through our dealerships, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, Austria and Slovakia.*

*At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2017 Jaguar Land Rover sold 621,109 vehicles in 130 countries, with more than 80-percent of our vehicles being sold abroad.*

*Our innovation is continuous: we will spend more than £4 billion in the coming year on new product creation and capital expenditure.*

*From 2020 all new Jaguar Land Rover vehicles will be electrified, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles, as well as continuing to offer ultra-clean gas and diesel engines.*