

Touring The Wine Country Of California IN THE ALL-NEW 2011 JAGUAR XJ

*Jaguar's new flagship performance car
is a real head-turner.*

BY MARK PAZDUR, PUBLISHER



SAN MARTIN, CALIFORNIA: When the opportunity arose to test drive the all-new 2011 Jaguar XJ at CordeValle Resort, it was an opportunity that couldn't be passed up. The Wine Country of California has always had a special place in my heart. I spent the better part of a Friday last month with two CordeValle member couples at the resort, playing golf, and touring the Wine Country in the eye-catching new Jaguar.

My day started just before sunrise. I always felt being the first one off the tee made the round just a little more fun. I took the short walk from my bungalow to the clubhouse, and to my surprise, Jaguar had already delivered the stunning indigo-colored, all-new XJ which was parked by the bag drop. My jaw dropped. Several other resort guests and staff were equally taken aback. After a quick breakfast, I met John and Dolores Kent and Bob and Colleene Isaacs, my "partners in crime" for the day to come. I asked Dolores if she had seen the Jaguar yet.

"This XJ belongs in my garage," she joshed. "It is easy to imagine other drivers saying 'what is that' as you drive it down the highway."

MY 'A-GAME' ARRIVED

After being down four with three to play, I pressed and my 'A-game' arrived—I was able to end the round without having to dig into my wallet. I left the course on a high note and was looking forward to the next adventure of the day. The five of us washed up, had lunch, and we were ready to test drive the 2011 Jaguar XJ. Our test drive experience left us all impressed.



"A decade ago, I was shopping for a new car," remembers Bob Isaacs. "The Mercedes didn't excite me and I was looking for a sporty, robust, performance car, so I purchased a BMW. If the all-new Jaguar XJ had been available, it would have been my choice. It has a sleek, powerful design and the engine has a deep 'throaty' sound. My first impression of the all-new XJ was 'I bet that thing goes fast.' The XJ is so different than what I remember a Jaguar looks like. It is an 'unknown beast' that is a real head-turner."

John Kent backs up Bob's feelings. "Jaguar used to have a generic design. I want my car to have a personality and be different. I want it to stand out from the crowd. The Jaguar XJ fits the bill," said Kent. "It is a real muscle car that has a comfortable feel inside. There is leather everywhere and the seats are firm, yet pliable," explains Kent.

"I had a 15-year career in Silicon Valley. Everything today is so hi-tech," said Colleene Isaacs. "Our generation has 'bridged' technology. I know this is such a small detail, but I really like the simple, chrome, analog clock in the center console. It gleams and 'grabs you.' It is a focal point inside the car and gives me a feeling of familiarity."



As the afternoon drew to a close, the all-new Jaguar XJ had to be returned—much to our disappointment. We decided to celebrate our fantastic day with a tour at the family-owned Clos LaChance winery, a pleasant five-minute cart ride from CordeValle.



CORDEVILLE MEMBERS BOB AND COLLEENE ISAACS AND DOLORES AND JOHN KENT TOUR THE WINERY WITH MEMBER BOB MURPHY.

THE WINE-MAKING PROCESS

Our one-hour personal tour with co-owner Bill Murphy was interesting and informative. I enjoy wine, but embarrassingly, I am not familiar with the wine-making process. I learned a couple of interesting facts worth sharing at your next dinner party. A newly planted grapevine takes four years before it produces "useable" grapes. Each barrel of wine holds 60 gallons, enough to make 274 bottles. The warmer the weather, the fruitier the wine. Since most regions in France are cooler than California, French wine, in general, has a more earthy character, while California wine is somewhat sweeter. French wines are "place oriented" and American wines are "varietal oriented." French wines are named for the region they are grown and bottled, while American names are based on the type of grape used in the wine. American wines must have 75 percent of the same type of grape to qualify as that type of wine.

THE HISTORY OF JAGUAR

Following the outing to CordeValle, I traveled to New Jersey to meet with Executive Vice President of Marketing & Sales for Jaguar North America, Richard Beattie, to report on our test drive experience.

"I am pleased with your feedback," said Beattie. "Although we are not the biggest luxury car brand, I am willing to 'face off' our lineup of cars versus any other brand. If you compare our models' performance, style, service support, and value [both current and residual], we will win.

"One of the perks of being in the automotive business is that we get to be the first to 'test out' new models," continued Beattie. "It is real fun. I am not surprised by the Kent and Isaacs' reaction. I was 'blown away' the first time I drove our new XJ. The sweeping roofline, wide stance, and muscular wheel arches are bold designs. It is truly an industry standout. Our use of the latest manufacturing systems and best technology has paid off. Here are a couple of examples of the hard work we have put in for you. The all-new XJ is built from a monocoque aluminum and magnesium space frame. This allowed us to reduce the car's weight by 400 pounds, providing two big dividends. First, increased performance. The XJ's 5 liter, V-8 goes 0-60 in an astounding 4.7 seconds [it used to be considered fast if you could reach that speed in 8 seconds]. And second, without reducing the speed and handling of the car, we were able to increase its gas mileage.

“As an Englishman, I had always dreamed about ‘owning a Jag.’ Having the opportunity to work for the company is a real thrill,” explained Beattie. “Our company began as a manufacturer of motorcycle sidecars in 1922 and we pride ourselves on our racing performance [our first aluminum body racing car, the XK140, made a splash on the circuit back in the late 1940s]. We produce such beautiful, fast cars and the company has such a strong heritage.”

REALLY, 20 SPEAKERS?

“Making sure we could provide the absolute best driving environment, the 2011 XJ includes a stunning 1,200 watt, 20 speaker, Bowers & Wilkins stereo system. I call it the ‘concert hall on wheels,’” jokes Beattie. “The use of such a robust sound system also provides an excellent, clear environment for wireless cell calls.

“For your passengers, the back seat has built-in, eight-inch dual LCD screens with two sets of independently controllable wireless headsets.”

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— RICHARD BEATTIE, EXECUTIVE VP, MARKETING & SALES, JAGUAR NORTH AMERICA



1930 SS-1



JAGUAR XJ-S



JAGUAR C-TYPE



JAGUAR SS 100



JAGUAR 1971 E-TYPE SERIES III



JAGUAR XJ6 SERIES 1



JAGUAR E-TYPE SERIES 1

THE LITTLE TOUCHES

“Our interiors are eye-catching. The controls have been carefully and ergonomically positioned and the ‘wrap around’ dashboard echoes the design found in Riva sport boats. Every detail was analyzed, down to the color of the control lighting. The Jaguar XJ’s phosphor blue lighting in the center console is unlike anything I had seen before,” said Beattie.

“Our class-leading virtual instrument display replaces the conventional ‘physical’ instrument cluster. Virtual dials appear real and solid on a 12-inch, high-definition screen set behind the steering wheel. Another one of my favorite touches is the dual, all glass, panoramic moon roof. It gives such an ‘open feeling’ and floods the cabin with natural light,” continued Beattie.

THE STANDOUT DESIGN

“Jaguar had a history of having one brand new model at any given time. Our investment over the past couple of years has been a game changer for us,” said Beattie.

“Now, we have three brand new models for you to consider—the XK, XF, and our flagship XJ. The styling is contemporary, the technology is cutting edge, and I think you will be impressed,” boasts Beattie.

“THE JAGUAR XJ HAS A SLEEK, POWERFUL DESIGN AND THE ENGINE HAS A DEEP ‘THROATY’ SOUND. MY FIRST IMPRESSION OF THE XJ WAS, ‘I BET THAT THING GOES FAST.’”

— BOB ISAACS, CORDEVALLE CLUB MEMBER

Coinciding with the launch of the all-new XJ, Jaguar has announced that they will provide their customers best-in-class “Jaguar Platinum Coverage” customer care; giving Jaguar owners increased vehicle warranty coverage and the best maintenance plan in the business.

“The Jaguar Platinum Coverage provides customers with five years or 50,000 miles of complete care —including all wear and tear. This is unmatched in our industry,” said Beattie. “We’ve poured our resources into research, development and quality directives. Add to that, the Platinum Coverage plan, and I will ‘hang our hat’ on our new best-in-class customer care program.”

John Kent, who has owned luxury sports cars for decades probably sums it up best: “The Jaguar XJ is a car I could see myself driving for the next 10 years.”

For information on the Jaguar XK and XF, or more information on the all-new XJ, visit JaguarUSA.com.

