

All-time Jaguar record sales

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For the first time in its 80-year history, Jaguar has sold over 100,000 cars within one year. After four successive years of record sales, 100,770 cars were bought worldwide in 2001. The USA, Jaguar's biggest overseas market, bought 44,532 of them. The addition of the new X-TYPE has been a major factor in the story.

Jaguar emphasises the appeal of the X-TYPE to younger buyers with this picture of 23-year-old England International rugby star, Ben Cohen, and his new X-TYPE Sport. Towards the other end of the scale, the latest additions to the S-TYPE range include the 400bhp S-TYPE R, the most powerful Jaguar saloon produced so far. The S-TYPE remains the fastest-selling Jaguar ever.

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