

# CLASSIC DRIVER

## Jaguar announces UK pricing of new XJ saloon

**Jaguar has announced prices for its all-new XJ saloon, which they claim offers drivers an unparalleled blend of value, performance, style and luxury**



The all-new XJ has already generated a great deal of interest thanks to its sophisticated styling and revolutionary, lightweight all-aluminium construction. Now, with the new XJ6 3.0-litre V6 costing from £39,000 on-the-road, Jaguar's new luxury flagship adds extremely attractive pricing to its list of credentials.

With no significant rivals available for less than £44,000, the new XJ demonstrates a clear advantage on price alone. Factor into the equation a combined cycle fuel economy of 27mpg that contributes to class-leading CO2 emissions from the 240bhp 3.0-litre V6 engine [249g/km = 33% Benefit In Kind or BIK category for 2003/2004 tax year] and the XJ6 has the lowest company car tax bill of any car in the luxury sector – including diesels.

The XJ6 sets the tone for other new XJ models, with extremely competitive pricing all the way up to the range-topping £68,500 Super V8. The new 3.5-litre V8 costs £48,000 and the 4.2-litre V8 is £51,500. The 400bhp XJR, which delivers scintillating 0-60mph performance in just 5.0 seconds, has an equally eye-catching price tag of £58,500.

SE and Sport variants are priced identically. All models have a high level of specification as standard, with further opportunities to personalise a car by adding features from the extensive portfolio of optional equipment.

“With the all-new XJ, we know that we have an outstanding luxury drivers' car, offering high levels of performance, excellent economy and emissions compliance and of course, that all-important Jaguar style,” comments Jaguar's UK Managing Director, Mike Wright.

All new XJs feature a high level of specification as standard. At the entry point to the new XJ range, the new 3.0-litre XJ6 features include air suspension with enhanced CATS (Computer Active Technology Suspension), traction control and Dynamic Stability Control, 12-way electrically-adjustable driver and front passenger seats, full leather upholstery, six-speed automatic transmission, electronic park brake, rear Park Distance Control, cruise control with the option of ACC adaptive cruise control, automatic climate control, electrically-adjustable foot pedals and an electrically-adjustable steering wheel.

Complementing the competitive pricing structure, the affordability of the new XJ is further enhanced with insurance ratings starting at a class-leading 15E for the XJ6 and remaining keen throughout the XJ range.

Thrilling performance – and a price to match For those who demand a truly thrilling driving experience, the new XJR is the obvious choice – and the price matches the performance. To find a comparable mix of luxury saloon and supercar performance in a rival, customers would have to look much further up the spending scale. And not only is the new XJR quicker than the previous generation car (5.0 seconds versus 5.3 seconds in the 0-60mph sprint) it also returns average fuel economy in the combined cycle of 23.0mpg.

A new 3.5-litre V8 engine with 262bhp becomes the entry point to eight-cylinder XJ motoring. Again, the blend of performance and economy is very impressive, the 3.5 offering combined cycle fuel economy of 26.5mpg, in comparison to 23.5mpg in the outgoing XJ8 3.2.

A 300bhp 4.2-litre V8 completes the engine line-up, again providing the ideal balance of performance and economy.

These levels of customer gain in areas that are becoming ever more important, especially in the luxury sector, give the new Jaguar XJ significant advantages over its main competitors. Other highlights of the all-new XJ include an advanced, aerospace-inspired aluminium monocoque lightweight body construction that brings new levels of agility, refinement and safety; the expected Jaguar attractions of craftsmanship, style and contemporary luxury; and the impressive array of driver-friendly technologies that make life behind the wheel of the new XJ more enjoyable and relaxing – and safer.

The all-new Jaguar XJ will be available to UK customers from April 2003.

The all-new Jaguar XJ prices in full are:

- 3.0 V6 £39,000
- 3.0 Sport £42,250
- 3.0 SE £42,250
- 3.5 SE £48,000
- 4.2 SE £51,500
- XJR £58,500
- Super V8 £68,500

All prices are on-the-road. As with all new Jaguars sold in Europe, every new XJ comes with Total Care cover. This incorporates a three year unlimited mileage warranty on the vehicle and the paint surface; a six year unlimited mileage corrosion (perforation) warranty and three year Jaguar European Emergency Assistance. Prices correct at 20/01/03.

Please see the Classic Driver ['Car of the Week' article on the new XJ](#).

Photos/text: Jaguar

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