

# CLASSIC DRIVER

## The New Daimler Super Eight



**Daimler returns to the new car showroom this autumn with an all-new model, the Super Eight. The company returns to the market with a new car based on the Jaguar LWB XJ , and hopes the new Daimler will give customers the opportunity to experience the latest in automotive technologies whilst making a discreet but confident statement about themselves.**

"We know that customers who buy Daimlers – like their Jaguar counterparts – are immensely loyal to the brand. When they come to our showrooms to buy the new Daimler Super Eight, they will not only enjoy driving and being driven in the most advanced Daimler ever, but they will also receive the bespoke and personal service that makes the Daimler ownership experience so special from the very first moment," says Bibiana Boerio, Managing Director, Jaguar Cars.



Inside the new Daimler, comfort levels will be sumptuous thanks to luxurious trim of the highest quality and a comprehensive range of equipment including voice-activated four-zone climate control, a full multi-media entertainment system and power adjustable rear-seats with folding work-tables.



New Daimler owners will have the choice of six exterior colours, including two that are unique to the Daimler palette – Garnet, a metallic burgundy, and Westminster Blue. Other classic Daimler exterior details will include the traditional fluted radiator grille with swirling ‘D’ badge, 18-inch Rapier alloy wheels and chrome dressing to the wing mirrors and rear-light surrounds.



Producing 400bhp (298kW) DIN at 6100rpm and 408lb ft (553Nm) DIN of torque at just 3500rpm, the supercharged 4.2 litre V8 allows the Daimler to accelerate to 60mph (100km/h) in just 5.0 (5.3) seconds and continue on to an electronically limited top speed of 155mph (250km/h).

"The new Daimler Super Eight is a premium product for a premium customer base," says Bibiana Boerio. "But it's also more than that. It quite seamlessly blends the marque's wonderful heritage and image with some incredible technology and design. The great Daimlers of the past now have a successor and our Daimler customers have the opportunity to express themselves once again."

*Text: Classic Driver*

Photo: Daimler

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