

# *If this is what Jaguar designers have in mind to replace the XK8 - Ford may just have it right!*



Is this the car to get Jaguar back on track? These are the first pictures of the all-new X150 - the replacement for the XK8 - which the company's bosses hope will bring about a reversal in fortunes for the troubled brand.

This is supposed to be the car leaving the firm's development centre in Coventry, where the chassis is being honed. Although engineers tried to disguise the XK as an XJ, the two doors, shortened wheelbase and cropped roofline give away what's going on.

It will be the first of two significant new models for Jaguar. The second is likely to explore a completely different market for the company. Speaking at a press conference to announce the end of car production at Jaguar's Brown's Lane site, chief executive Joe Greenwell said: "The premium market, especially

in the US, has shifted towards SUVs.

Jaguar has other models on top of the X150 in planning, but we're not going to discuss them now." This fuelled rumours that an off-road Jaguar using a Land Rover platform could be on sale by 2007.

Greenwell announced two further diesel models for 2005, with the 2.7-litre twin-turbo V6 from the S-Type (left) being fitted to the XJ from spring.

That will be followed by a high-performance derivative of the X-Type diesel, using either a compact version of the V6 or the 2.2-litre 149bhp unit from Ford's Mondeo ST TDCi,

The X150 will make its debut at the 2005 Frankfurt Motor Show and go on sale the following spring, powered either by V8 or V12 petrol engines.



????????????????

## *What are we going to do next year?*

The committee are in the process of deciding on next year's programme - a task which becomes more difficult by the year. You will all appreciate that while it is OK to repeat popular events every three or four years, too much repetition soon loses interest.

We are really looking for some input from the members at the AGM so that we can provide some variety in 2005, satisfy our members and attract some new blood. What kind of Weekend trips would you like? Perhaps more upmarket

hotels. Or more low cost Sunday lunches. Are continental trips dead? Are you interested in joining other marque clubs on a social basis?

How about a day out at a good local race track - Silverstone or Snetterton? Another brewery visit? A visit to a local Horse Race day? The possibilities are endless and don't necessarily have to involve Jaguars.

If you can come up with suggestions, the Committee will do its utmost to organise the event.

Where's that imagination?



# Programme 2004

All regular monthly meetings are held at 8.00 p.m. on the second Monday of the month unless specified otherwise, at:

The Waggon and Horses, 105 Bedford Road, Barton-le-Clay, Beds.

Monday 11th October

Talk by Leslie Thurston

Monday 8th November

AGM & Buffet

Saturday 11th December

Annual Christmas Dinner

The Committee are considering a number of possible trips/events/weekends/visits for 2005.

Should any member have an idea for a trip, visit or weekend,

Please advise us of interest in any or all of them.

**For more information, please contact Mick Duffy on  
01525 873232 or Mobile 07770 933997**

*I can't really say  
that I agree with  
his sentiments, but  
I suppose the argu-  
ment is logical.  
Do you agree, or do  
you think that this  
is the thin end of  
the wedge and  
Jaguar production  
will finish up with  
spare capacity at  
any Ford plant  
around the world?*

**Mike Rutherford is the motoring editor of the Daily Mirror. He appears on ITV's Pulling Power and Men and Motors Live, and is founder of the Motorists' Association**

**P**EOPLE might not like me saying this, but if you put the emotions, traditions and local pride to one side, the part closure of Jaguar's Brown's Lane plant makes a lot of sense. The Big Cat is married to a corporation called Ford. The couple have three marital homes – Brown's Lane, Coventry, Castle Bromwich in Birmingham and Halewood, Merseyside. Make that four if the engineering and design centre in Whitley, Coventry, is counted. No marriage needs that many separate bases, so some of the Brown's Lane Estate is being sold off, making the pairing more financially solvent.

That seems like perfect sense to me, particularly when you realise a big chunk of the operation – the head offices, Heritage Trust and wood veneer facility – will remain at the famous venue which continues to exist as a Jaguar plant, merely on a smaller scale. It's just that all car production will now be at Castle Bromwich and Halewood.

True, there will be redundancies, but the Jaguar top brass insists that with positions on offer at sister company Aston Martin, the overall loss might be 100 production jobs, rather than the thousands sensationally reported originally. I also understand that those workers who want to retire early will get very favourable severance deals.

Nobody, least of all me, is underestimating the impact redundancies can have. But car workers – as with the rest us – have to accept that lower-than-expected sales, market penetration and profits (or in Jag's case, losses) inevitably mean cutbacks.

Jaguar is engaged in a global battle with Mercedes and BMW. Both built plants in the American south, and Audi has done the same in Hungary. Yet we get all hot under the collar because Jaguar will only have two proper factories in England. If and when Jaguar production moves abroad, we can begin to worry a bit. But when car building is simply being shifted from one part of England to another, start believing – as I do – that this is better in the long run for the viability of the company and its workforce.

Do you really think a forward-thinking man like Jaguar founder William Lyons would, if he was alive today, let sentimentality get the better of him? Or would he say Halewood and Castle Bromwich are more appropriate sites, and that part of Brown's Lane has had its day? It's my guess he'd go for the second option.

Car companies are not unlike other operations I could mention. Did Arsenal become a lesser team when it moved from Woolwich to Highbury, and will it become worse when it moves to its new stadium? I think not. The Daily Telegraph didn't deteriorate just because it left its historic home in Fleet Street for Wapping. And Auto Express has got better, not worse, since it moved from offices in south London to its current headquarters in the capital's West End. Even if there are some painful job losses at Jag, companies competing in an international business environment have to move onwards, upwards and occasionally out. That's merely what Jaguar is doing, while still managing to retain part of its spiritual home at Brown's Lane. What's the problem?

**Sept./October  
Volume 12,  
Issue 86**

Information/articles/photographs, whatever could be of interest to our members are needed, Please telephone on 01487 773600 or e-mail, [woodwalt@btinternet.com](mailto:woodwalt@btinternet.com) or write to:  
Bert Allen, Monks Cottage, The Green, Wood Walton, Huntingdon PE28 5YN

