



Where the car is the star

Here's a heady dose of the fine art of automobile designing — as defined and delivered by the creators of Jaguars, some of the best-looking cars ever produced. We feature four classics from the brand's glory days and four of their descendents, modern marvels that blend space, grace and pace in the best traditions of an ever-elegant legacy. By *Christabelle Noronha*

The classics



Jaguar XK120 — 1948

Launched as a roadster at the British International Motor Show, held at Earls Court in London, the stunning XK120 was initially conceived as a show car. The 120 in the name was adopted to signify the car's top speed of 120mph. Not surprisingly, it set hearts racing at even greater speeds.



Jaguar C-type — 1951

A competition sports car with a distinctive look, the Jaguar C-type — with curves to drool over — twice won the 24 Hours of Le Mans, the world's oldest sports car race, in 1951 and then in 1953. The company built a total of only 53 C-types, which were also known as the Jaguar XK120-C.



Jaguar D-type — 1955

The Jaguar D-type was all about innovation and credited with introducing aircraft engineering to automobiles. The 1955 model sported the singular long-nose bodywork, along with a few other tweaks, making it one of the outstanding racing cars of the era.



Jaguar XJ6 — 1968

The XJ series was launched with the XJ6. The original design was the last to have direct inputs from Sir William Lyons, the legendary founder of Jaguar. He called this remarkable motor car 'the finest Jaguar ever'. High praise from a man who knew more than most about automobile design.

The moderns



Jaguar XFR

The Jaguar XFR, launched in 2009, brings together sporting finesse and staggering performance in unmatched style. Active differential control, adaptive dynamic functioning, six-speed automatic transmission and impeccable aesthetics come together perfectly in this beauty.



Jaguar XKR-S

The Jaguar XKR-S, launched in 2008, is the company's fastest and most powerful sports car in production. Fitted with a 5-litre V8 supercharged engine, and boasting a host of driver-focused features, the XKR-S is capable of powering to a top speed of 186mph.



Jaguar C-X75 hybrid supercar

Conceived and created to celebrate 75 years of the Jaguar, the exceptional Jaguar C-X75 was unveiled as a concept car at the 2010 Paris Motor Show, where it won the 'best in show' honour. The C-X75 promises a top speed over 200mph, with CO₂ emissions as low as 99g/km.



Jaguar C-X16 production concept car

A two-seat sports car, the Jaguar C-X16 was unveiled at the Frankfurt Motor Show in September 2011. A hybrid car with CO₂ emissions of just 165g/km, this extraordinary automobile proved again that Jaguar was back to doing what it does best — crafting fantastic motor cars.

A desire for design

Jaguar is back doing what it does best — fashioning cars that take your breath away — while staying true to its illustrious past and in tune with the future

Seductive and graceful, elegant and feline, sumptuous and sexy — you could use all of these adjectives and still fall short of adequately describing the automobiles that have rolled out of the Jaguar stable over the century of its existence. Exceptional engineering has played a critical part in Jaguar being able to create and craft some of the greatest motorcars ever conceived and manufactured, but it is design — breathtaking at its best and never in need of marketing spiel — that has set the company's stunners apart.

Now a combined entity along with the equally iconic Land Rover, Jaguar continues to be defined by design. And thus it was always meant to be.

It all began with Sir William Lyons — or Mr Jaguar, as he was known — who cofounded the company with William Walmsley in 1922 in Blackpool (Britain). Initially known as Swallow Sidecars and later as SS Cars, the company changed its name to Jaguar after World War II to sidestep connotations with the Nazi SS. The first Jaguar model was launched in 1935,

the forerunner to a bevy of beauties that blended speed, space and style in a manner that continues to influence and inspire the design and production of motorcars.

Sir William, who passed away in 1985, was not a trained draughtsman but his legacy continues to fuel the Jaguar legend. The automobiles that were born of his vision, from the SS100 to the XK120, the E-Type to the XK220, were among the best-loved cars of the 20th century. Sir William was not the only genius involved in scripting the Jaguar saga. There were the engineers Norman Dewis, Frank 'Lofty' England and William Heynes, aerodynamics specialist Malcolm Sayer and, now carrying the torch, design director Ian Callum.

Mr Callum has shouldered the responsibility of guiding the transformation of Jaguar's design and adapting it to the dynamics of a new millennium. A refined design sensibility is one of the many attributes Mr Callum possesses; a sensitivity for the past, of Jaguar's glory days, is another.

"It began earlier, but the 1950s and '60s



Design director Ian Callum has focused on adapting Jaguar to the dynamics of the new millennium

were the peak for Jaguar,” he says. “There was the original XK series and the racing cars, the Mark 2, which really was the first sports saloon, the E-Type and the XJ. For me those were the most glorious cars; their design, proportions and surfacing were better than anything on the road. We were way ahead of everyone else.”

The design philosophy at Jaguar has changed from those days, and there was an extended interim period during which the brand struggled to stay relevant. “After Sir William retired — the XJ6 was his last car — our people weren’t sure how to move on, so they copied the old designs over and over again,” says Mr Callum. “They were lovely, beautiful cars but they became retrospective, not moving on as Sir William would have done. Jaguar became a very traditional car

company — and it wasn’t meant to be so.”

It’s much better these days, though, as Mr Callum explains. “Our current design philosophy is to pick up the values of the past, which includes modernity, and recreate the company based on those values I remember so fondly from the 1960s: pure surfacing, great proportions and an absolute sense of style to make something fitting for the 21st century.”

Mr Callum makes that sound simple, but it is complicated. Modern car designers are constrained by a variety of factors and parameters. Regulations, for instance, are much tougher now and Jaguar’s designers, like car designers everywhere, have to operate around these.

“Overall it’s a much more challenging process to create something special, let ▶▶

alone something special and beautiful,” says Mr Callum. “We really do work millimetre by millimetre to push the boundaries on absolutely every surface and every line to produce a car that is exciting to look at. We have to take it to the next level of what perfection might be.”

Senior designer Hugo Nightingale echoes this philosophy. “In some companies, car design is a technical, cold process. At Jaguar it is about emotion, artistry and craftsmanship,” he says.

CHANCE AND CALCULATION

Even after sweating these extra bullets, there is no guarantee in the car designing business that an exceptional design, on paper, will get accepted in the market. “I like to think we work intuitively,” says Mr Callum. “We have to understand the market and what people like and dislike, but we have to make judgements based on experience and intuition, like in any creative discipline. Of course, there’s an element of chance but it’s calculated.”

What, then, of the criticism that automobile design for the mass market has reached saturation point, that it is hard to distinguish one brand’s design from that of another. “It goes back to my point about constraints,” answers Mr Callum before contesting the notion. “I think there is more individualism in cars now than there was 50 years ago. The difference is that cars are international and don’t reflect specific traits from the country where they are designed.”

The luxury market is a different kind of beast, and coming to grips with it demands a distinctive aesthetic. “A luxury car has to have a sense of presence, performance and power,” says Mr Callum, “and luxury comes into its own in the interior of the car, where we have to use materials that evoke a sense of warmth, well-being and authenticity.”

Whether for the mass market or for the cognoscenti, Jaguar’s designers are, in Mr Callum’s words, people who love and understand the company, what it represents, and what those who swear by its products desire. “In the luxury market the one trend

is individualism. That is a big challenge in the context of designing luxury cars because mainstream cars are getting better and better.”

The enhanced sense of automobile design in the spectrum of design in general adds an “interesting” element to the mix. “For too long, car design has been viewed as frivolous, but it is a difficult process and designers in the outside world are starting to understand how complex this is,” explains Mr Callum.

Automobile designers, for their part, are looking out from the inside at other areas of design — at furniture, architecture, graphics, even music and fashion. “We are aware of what is happening around the world, not just for inspiration but also to understand what people like in terms of texture and colour,” says Mr Callum. “It’s most important for a designer to understand people’s lifestyles and what their expectations are.”

A STEP AHEAD

Jaguar’s designers are mostly British — “because our design schools are still the best in the world” — but the company also has people from Germany and America. “We try to create an eclectic mix of people, both male and female, from a range of countries,” says Mr Callum. “Young designers these days are very worldly and they understand what is going on in other countries.”

These designers, and wise heads such as Mr Callum, have much to do to stay a step ahead in today’s global market. “The biggest challenge for us is how to build smaller, lighter cars,” says Mr Callum. “The world is becoming denser and we want, and need, to build more fuel-efficient cars. It will affect the whole ethos of what the motor car is; the efficiency of space will become much more pertinent. But we won’t lose our sense of style or presence on the road.”

Big or small, for luxury travel or the everyday commute, Jaguar and its designers can be counted on to swear by what Sir William once said: “The car is the closest thing we will ever create to something that is alive.” □

‘Our future depends on delivering daring and seductive products’



Jaguar Land Rover has emerged from what has probably been the most tumultuous time in its history to register impressive growth and revenue figures (record profits of £1,043 billion in 2010-11 and £248 million in the first quarter of 2011-12). Chief executive **Ralph Speth** talks about how this has come to be, the challenges the company faces and what it has planned for the immediate future.

Despite poor sales growth figures, the profits of Jaguar Land Rover (JLR) have been impressive. What do you attribute this to?

JLR's sales have recovered well since the global recession hit our business. The profits we generated are a consequence of continued strong demand for JLR products, with retail volumes for the first quarter of 2011-12 up by 7 per cent over the corresponding period last year. ▶▶

'Today, Jaguar has the strongest product line in its history, with a new, modern and award-winning design language.'

Additionally, positive retail growth continues in our major markets, with Russia up 55 per cent, China 48 per cent and North America 10 per cent. Our first-quarter performance was supported by a favourable product mix, strong margins in growth markets and lower marketing costs.

JLR has announced plans to hire globally and increase its employee strength by 2012. Could you tell us about this?

JLR has ambitious growth plans that should see us unveil 40 significant product actions over the next five years. We are, as such, in the middle of a large recruitment campaign to bring the best people into our business to support our engineering, product development and corporate business functions. We have recruited 3,000 new people, 1,500 at our Halewood facility [in the UK] and 1,500 elsewhere. This includes 1,000 engineers. Our total head count is already 20,000. We are also looking at strengthening our teams internationally, particularly in what are emerging markets for us.

Tata Motors has announced that it will pump in close to £1 billion into JLR. How will this be spread out? Are there any specific spheres of interest?

JLR will be investing more than £1.5 billion a year over the next five years in product creation. This is in support of our ambitious growth plans, which will see us deliver new models, new derivatives and new engines. The money will, of course, also support the recruitment of new people and investment in infrastructure.

China has been a good market for JLR of late. What are the growth drivers at play here?

China has a fast-developing economy that has grown more than tenfold in the last three decades. It is a market in which JLR has secured significant growth, with our sales increasing by more than 400 per cent over the last five years. China is now JLR's third-largest market globally and we consider it a long-term, strategic market, not one for short-term gain. We have listened to this market and are responding to its consumer demands. An example of this is the introduction of the three-litre engine in the Jaguar XJ, which has seen sales of this flagship model rocket in China.

Do you see the China success being replicated in the Indian market? What are the prospects, challenges and constraints for JLR with regard to India?

India is a market with real potential for JLR and a market in which we are making headway. Sales in India have grown significantly in percentage terms: from July 2009 to March 2010 we sold a total of 226 vehicles in India; in 2010-2011 we sold 844 vehicles, an increase of over 300 per cent. The luxury market in India has seen growth of 40 per cent a year in the last five years and the key segment for JLR ranges from the upper middle class to the super rich. JLR opened an assembly plant in Pune in May 2011 to assemble the Freelander 2 for the Indian market. We have expanded our dealer network since we opened our first showroom in June 2009 and we now have 13 dealerships in 12 big Indian cities, two in Mumbai and one each in Delhi, Hyderabad, Kolkata, Jaipur, Bengaluru, Chennai, Ludhiana, Kochi, Ahmedabad, Pune and Indore.

How will the opening of the Pune facility impact Land Rover's plans for India?

Vehicles assembled at the Pune plant are already with dealers and with customers and the Freelander 2 is now JLR's bestselling model in India. Assembling vehicles in India means we are able to sell to Indian consumers at competitive prices; it demonstrates how JLR is looking to become

a major player in the Indian market.

JLR has a number of objectives in India. That includes establishing Jaguar, Land Rover and Range Rover as the most aspirational brands in the Indian market and becoming the fastest-growing player in the luxury automotive sector in the country. We want Land Rover and Range Rover to be the best premium sports utility vehicles in the country. We want these models to set the global benchmark and we want to see Jaguar bringing out luxury cars that are beautiful, exhilarating and sustainable.

Jaguar was once at the cutting edge of automobile design. There has been talk of bringing the brand back to those glory days.

JLR is one global business with two iconic British brands and we are committed to realising the full potential of these great brands. With respect to Jaguar, there has been more than just talk. Today, Jaguar has the strongest product line up in its history, with a new, modern and award-winning design language that began with the XK in 2006 through to the new XJ in 2010. The brand has made further statements of intent with the C-X75 and C-X16 concept cars. The C-X75 has now been confirmed as a full-production, hybrid supercar in association with Williams F1.

JLR is said to be reducing the number of its platforms from the current six to two over the coming years, as well as manufacturing Jaguars and Land Rovers from the same platform. What's the logic here?

We have not said we are reducing it to two platforms. What we are trying to do is reduce complexity across vehicle lines, and this includes sharing elements of vehicle architecture where appropriate. This brings advantages in a number of areas, cost being one of them.

There have been reports of a serious push by JLR to significantly increase the sourcing of vehicle

components from India. What is the rationale behind this move?

JLR continues to focus on sourcing from lower-cost regions. In 2010 we opened an India and China liaison office to help understand, advise and support our British-based purchasing team in capitalising on future opportunities.

What is the scope for increasing synergies between JLR and Tata Motors, and can this transform JLR into a more flexible and lower-cost operation?

We have always said we are exploring opportunities to collaborate with Tata Motors. Indeed, we have already set out along this path in a number of areas, including the assembly of the Freelander 2 in Pune and the opening of an offshore engineering centre in India. This facility provides digital engineering support to JLR; it has 132 engineers, a small number of who are JLR engineers.

Tata Motors has talked about getting Indian engineers to help JLR design and manufacture compact engines that will enable it to meet emission norms in Europe. How do you see this idea panning out?

JLR has acknowledged that it makes sense to examine collaborative opportunities with Tata Motors; the development of engines is one such option.

What are the challenges JLR faces, and what are its plans and expectations over the coming five-ten years?

The development of new models, new engines and new derivatives will see JLR reach new customers and develop further in growth markets. It is important to note, however, that growth is not just about volumes; it is about improved margins, revenues and a richer market mix. Ultimately, our future depends on delivering daring, seductive and incredibly capable products, driven by great design and technological innovation. □