

November 2024

# THE JAG RAG

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JAGUAR Club





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The Jag Rag is published about four times a year, depending on events, April, June, October and December.

#### **Color Newsletter Online:**

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## Facebook Page

Yes, we have a Facebook page. Look up Illinois Jaguar Club on Facebook and join the group. If you have trouble finding it thru Facebook, you can also get to it by going to our [ww.ijc.clubexpress.com](http://ww.ijc.clubexpress.com) site and clicking the link there.

Done something interesting with your Jag or taking a drive, post it on Facebook.

## Cover Photo

A Fantastic weekend on the winding roads of Southern Wisconsin.





# The Official 2024 Club Calendar

Watch [www.ijc.clubexpress.com](http://www.ijc.clubexpress.com) and your emails for updated information on these coming events.

Month / Date / Time	Event	Location / Contact
April 6th	The Grove, River Trail Nature Center and Bob Chin Crab House	Glenview & Northbrook, IL
May 4th 8am	Russell Military Museum and lunch at the Shanty	Zion & Wadsworth, IL Glenn Barickmann 630-364-8568
May 31– June 2nd	Champagne British Car Festival	Champagne, Illinois <a href="http://www.ifbcc.club">www.ifbcc.club</a>
June 15th 9 am	Spring Drive to the Woodstock Opera House	Woodstock, IL Greg Korak 847-909-3875
July 13-14th	Mad Dogs and Englishman E-Type is the featured car!	Hickory Corners, Michigan <a href="http://www.maddogsandenglishman.org">www.maddogsandenglishman.org</a>
August 10th	Annual Concours d’ Elegance	St James Farm, Winfield Illinois Rick Gunther
September 7th	I & M Canal Boat Tour	La Salle, IL Glen Barickmann 630-364-8568
September 8th	British Car Festival <a href="http://www.britishcarunion.com">www.britishcarunion.com</a>	Harper College, Palatine Mark Havemann 847-888-3924
October	Fall Drive	Southern Wisconsin
November 2nd 10 am	Klairmont Collections	Chicago, IL Glen Barickmann 630-364-8568
December 7th	Holiday Party	Emmett’s Brewery, West Dundee

## Fall Drive Photos from 20 years ago. “Saugatuck” 2004



# *Holiday Party, Dec 7th, Sign Up Now!*

Join us for the annual Illinois Jaguar Club Holiday Party on Saturday, December 7th from 6 pm to 10 pm. Sign up at [www.ijc.clubexpress.com](http://www.ijc.clubexpress.com)

#### Location:

Emmitt's Brewing Co  
128 W Main St  
West Dundee, IL 60118-2017

#### Menu Options:

Grilled Chicken Breast, Smashed Potatoes, Chef's Vegetables  
Grilled Salmon Fillet, Jasmine Rice, Chef's Vegetables  
Herb Roasted Prime Rib, Baked Potato, Chef's Vegetables  
Vegetarian and gluten free entries are available

Live music

Please wear name tags

We are planning a Silent Auction with the proceeds going to Drive for the Cure.

Cost \$85 per person

Available Nearby Hotels:

124 Lofts Hotel  
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<https://124lofts.com>  
\$175 per night  
Next door to Emmitt's

Kildahl House  
112 S 2nd St  
West Dundee, IL 60118  
<https://www.kildahlhouse.com/>  
\$200 per night  
½ block away

Within three or Four miles at Routh 31 and Interstate 90  
Several hotels range from \$100 to \$135 per night.



# *Jaguar Dead as we know it.*

By Gabriel Ionica  
AutoBlog.com

Jaguar is dead as we know it

The storied British marque that was once a staple of sports cars and performance sedans is now aiming to move upmarket with a full EV lineup to compete with Bentley.

Jaguar was once a brand synonymous with British luxury and opulence. Over its almost 90 years in business, the brand has produced some of the most recognizable models in any segment, from the curvaceous E-Type sports car to the stately four-door XJ6, and the record-breaking XJ220. Fast forward to the present, and Jaguar has axed all of its models except for the F-Pace SUV. Yikes.

Jaguar's current owner, Tata, purchased the brand from Ford in 2008 and combined it with Land Rover, bringing two of the UK's most well-known names under the same roof as JLR. By 2018, Jaguar was competing in the three big segments: sedans with the XE, sports cars with the F-Type, and SUVs with the I-Pace. The issue was that long-standing brands like BMW had more recognizable models that took the cake from Jaguar's proverbial plate.

Reputation from the 1980s and bad sales plagued the British brand

Jaguar has also had a long-standing reputation for unreliability, largely stemming from the Lucas electric components used in British cars in the 80s. Even when that wasn't the case, the association lingered, leaving many people jaded about purchasing British cars. This sentiment was echoed by Car and Driver in their period

review of the 1980 Jaguar XJ6 and likely persisted long after Lucas went out of business.

Another issue, and one Jaguar themselves cited, was money.

"We are eliminating five products, all lower value," JLR CEO Adrian Mardell told investors in July of this year. "None of those are vehicles on which we made any money, so we are replacing them with new vehicles on newly designed architectures."

Jaguar is aiming for a six-figure electric future starting next year

That newly designed architecture is, you guessed it, fully electric. The Jaguar Electrified Architecture (JEA) is set to launch in 2025, with a concept car due later this year. This move hasn't sat well with everyone. After the announcement, Canadian Jaguar dealers announced they would sue JLR over damages and anticipated plummeting sales once the EV models are rolled out.

What those models will be is yet to be

announced. Jaguar has mentioned that the lineup will consist of three vehicles, with at least one SUV. They also intend to move upmarket with their new electric cars, aiming to compete with brands like Bentley.

In an interview with Top Gear, Jaguar's managing director Rawdon Glover said, "With every decision we make, we ask 'is this going to make people think about Jaguar the way we need them to?' If it doesn't make them want to pay £120,000 (\$156,890), we don't do it."

Final thoughts

Considering the lackluster sales of previous Jaguar models, it's hard to see why customers would be willing to pay six figures for one now. Maybe this gamble will pay off for Jaguar, unlike the ones they've made in the past. I wouldn't mind seeing another sedan from a major brand, even if it is electric. Whether or not a \$100,000 Jaguar outsells a Bentley, you can be sure we'll tell you all about it.



# Fall Overnight Drive to Wisconsin



From; Rod Lindoo

Looking back it's been 5 years since my last overnight drive in Illinois. I guess that's what happens when you move to Michigan and have to drive 300 miles just to get to the starting point of another 400 mile journey. But I now realize, I need to do this more often!

What a fantastic weekend it was! The weather was perfect for October. In the 70's all weekend long with nice blue skies. Perfect fall weather for those with convertibles and still really good with those driving hardtops and SUV's. Due to the warm weather the trees haven't really changed much so we're not seeing as much fall color as the past trips but it's still nice.

Our meeting point Friday night was the Ironworks hotel in Beloit Wisconsin. This is the Midwest equal to a Florida Disney themed hotel. No Mickey Mouse here just Iron! In 1858 this was an iron factory making water wheels, but the firm could also supply horseshoe nails, iron and steel castings, saws, augurs, spokes, and a variety of iron products. So the hotel has a Steam Punk Iron look to it starting with the front entrance iron architecture. Inside was the same with iron heavily used, even the carts to haul around your stuff was made from iron parts. The Ironworks hotel has a restaurant too so it wasn't much of a walk to get there that night. And we didn't have to worry about parking.





Saturday morning before we headed out there was a farmers market the next block over. I wish I had brought a cooler with me, the cheese and sausage looked pretty good.

Our first stop was the National Historic Cheesemaking Center in Monroe. We were treated to a guided tour of the cheesemaking process. The tour with videos of the cheese making process and the museum were very interesting. So now I know how to make cheese but I think I will stay away from that and just pick it up at the store. Too bad they didn't sell cheese here, I'm getting cravings for some! Even thinking about trying Limburger for the first time.



Our next stop included lunch in an airplane hanger. A simple boxed lunch with tasty sandwiches. Across the hallway was the museum with cars and airplanes. All sorts of old history to look at. Another little museum you probably wouldn't find driving around on your own.

Keeping with the trains, planes and automobiles theme, our last stop of the day is at a well, I don't know how to describe it. Lets just say an older gentleman's property in the country. On his property he has a small gauge train set. Yeah, a mile and half of train track to ride around on. Unfortunately, his insurance



runs out October 1st, so we didn't get to ride the big train. Inside his large barn is a lifetime of train collecting and building. Years ago when I was a kid my dad had a room in the basement with an HO train set. It was pretty cool but this guy has taken the hobby to another level! A life time of working on it and you can see the detail in everything. Even the cars move, the people move, the cows move around the pen and the house on fire has water being pumped on it with smoke coming out of the roof. Old microwave timer controls are used to work lights and other things, push buttons make other things turn on and off. I have seen train clubs with large setups like this but never one guys personal train set.

Wow! Very impressive!

Saturday night we were at Devils Head resort in Baraboo and again, dinner was right there at the resort. It makes for a nice evening when you can park, get your room, relax and not have to go back out again.

Sunday morning we drove a little west to the Mid-Continent Railway Museum where we were able to ride a full size old passenger train. And look thru the old train cars in buildings onsite.

Then it was off to the next Bar/Grill/Brewery for lunch and back home. 200 miles home for most people, 500 for me! (I'm still

waiting for that furthest driven award).

This is our 24th year of overnight drives, it started in 2001 and still continues on. We had a nice group of members on this trip including from our first fall drive 23 years ago in 2001, Mark & Lori Havemann, Jim & Cathy Kakuska, Allan & Carla Price and myself (my wife Becky couldn't make it as she was deployed to North Carolina with the Red Cross, darn hurricanes).

Ken Katch put a lot of work into planning this one. His drives are always a lot of fun, great job, keep'em coming Ken!



Ken Katch Photo

*Everybody in "Awe" of this setup, look at those faces.  
And this is only one corner of the building!*





Ken Katch Photo

# Klairmont Kollection, Chicago



From; Rod Lindoo

Saturday November 2nd, we had a nice day at the Klairmont Kollection in Chicago. What a cool car collection in an old warehouse and it's only a half an hour or so away from many members houses.

This warehouse used to be a print shop that printed Playboy magazine. So if your into that nostalgia be sure to check out the adult restroom.

If you have never been there, you really need to stop in some day and check it out.

Some one off custom cars with large clear plastic roof tops. I can't imagine what you do if a rock or something breaks your top. Where do you go to replace that?

Bently, Rolls Royce, Muscle cars, an AMC Pacer from my high school days, Jeeps, lots to see. A Good Humor ice cream truck and bicycle. A German Amphicar that is also a boat. I had one of those before. What a lot of fun it was.

A couple of Batmobile reproductions, a huge display of signs and neon lights on all the walls makes it even more impressive.

Just about everything you can think of here, even microcars! I love the second floor loaded with the microcars. You can pack a lot of those little cars into one small section. I'm a little partial to Microcars (bubble cars) since I have owned 9 BMW Isettas and 3 Gogomobils over the years. And still have 2 Isettas and 1 Gogo. out in the garage. Microcars are a disease, once you get one you got to have more. Its called bubblelociousgotta-haveatitus. The good news is: I'm in recovery and doing well with therapy.





# Is the Jaguar Brand Dead? Why This Luxury Car Brand Struggles to Remain Relevant

By: Mark Wiley

Motor Biscuit

Jaguar as a brand is nearly dead, but a new direction could help keep the company afloat. Learn more about Jaguar's history and how it has fallen so far.

It doesn't take a long look back to see when Jaguar was a legitimate luxury car contender. But since 2012, the British luxury brand has been flagging. Despite a partnership with the wildly successful Land Rover brand, Jaguar has steadily fallen behind for over a decade. But can Jaguar come back from the dead? It can, but it doesn't look like it wants to.

In America, we tend to think of Jaguar as a luxury car brand. However, this British marque's roots come from generations of motorsports excellence. As one of the winningest brands in endurance racing history, Jaguar's reputation was rock solid in the 60s and 70s. By 1968, the Jaguar XJ6 took the technology from a decade of endurance racing excellence and applied it to a four-door family car.

The result is one of the first legitimate sport sedans that feel familiar to us today. A twin-cam straight-six engine, anti-dive suspension geometry, and wide-track independent suspension gave the original XJ6 legitimate performance-car chops.

Meanwhile, the cabin was, in fact, a thing of luxury. Warm leather and wood tones graced the interior surfaces, creating a legitimately comfortable space. It's the kind of thing we take for granted today, but that attitude is also part of why Jaguar is dead on the vine.

Of course, who could forget the Jaguar E-Type? Perhaps one of the most iconic sports cars of all time, the sleek, open-top roadster has a legend all its own.

As the world sped up, so did the cars. At the outset, Jaguar had no trouble keeping pace. First came the XJ12, which bolted a 5.3-liter V12 powerhouse to the frame of the XJ6. At the time, it was the only production 12-cylinder vehicle in the world, topping out at over 140 mph. We wouldn't see such a thing in any other production four-door until the

BMW 7 Series added the arrangement in 1986.

At this point, Jaguar continued to dominate in the world of racing as well. The Jaguar XJR-12 is an endurance racing legend in keeping with the brand's origins. A 7.0-liter V12 screamed down the Mulsanne straight at speeds of up to 229 mph en route to victory at the 1990 24 Hours of Le Mans.

At this point though, brands like BMW, Audi, and Mercedes-Benz were catching on. In addition to matching the Jaguars for luxury, those brands were also churning out high-performance sport sedans. This was, after all, the era of the Audi Quattro, BMW's M3 and M5, and Mercedes 190E.

Still, the British brand was keeping pace with legends like the XJS V12 and the more stately XJ sedan. Now, a dead lineup has Jaguar on the back foot.

As the calendar turned from nines to zeros and we were all panicking about the world economy collapsing, Jaguar was still churning out enticing sports cars. The XK8 felt like a modern version of the E-Type, albeit less visceral than its 1960s ancestor. By 2003, a new XJ came along with retro exterior styling and a devastatingly beautiful interior.

Even the engineering remained solid despite the growing size and opulence of Jaguar's four-door cars. They handled well, but the Jaguar mantra of "Space, grace, and pace" was starting to drop the latter concept.

That said, the brand still developed enticing engine options like the 3.5-liter V8 alongside the existing 4.2-liter eight-cylinder and the more sedate V6 options.

The S-Type turned out to be another feather in Jaguar's cap. This four-door offered a modernized version of the brand's four-headlight design language and up to 390 horsepower from the aforementioned 4.2-liter V8.

By the time the 2010s rolled around, the shine of Jaguar's apple had begun to dull. The 2012 XJ was a bright spot, but many of

the brand's cars were middling, at best. The one thing Jaguar had done well was blend premium luxury with engineering excellence. While Jaguar's standards hadn't fallen, other brands had simply caught up.

To stand out, the British brand needed to make a leap forward, but it didn't. Rather than attempting to make its sport sedans better, Jaguar decided to lean into the luxury SUV space. But there was a problem.

Both Jaguar and Land Rover were subsidiaries of Ford by 2002, and to that point had been working in completely different arenas. So when Jaguar decided to dip a toe into Land Rover's pond with the new F-PACE SUV in 2015, it felt like a sign of desperation.

Jaguar isn't dead because of Carmageddon

There are plenty of things to blame on the global focus on SUVs. Higher emissions, the death of the Ford Focus RS, and a narrowing window of affordable four-door cars are all attributable to the same Carmageddon phenomenon. But Jaguar's downfall is entirely their own.

When an upstart luxury brand like Genesis can eat into luxury market shares as brands like BMW and Mercedes-Benz slip, it's proof positive that Jaguar didn't have to go down this path.

In fact, the latest BMW 3 Series, Audi RS 3, and Genesis G70 all prove that luxury sport sedans can still work. The problem wasn't, then, that luxury cars were dead. It was that they had to be compelling – and Jaguar was not.

The last XE had a pretty interior in pictures, but the materials and finish lagged far behind less pricey competition. Given the option between an XJ and the Toyota Avalon, the Japanese four-door is an easy choice. And even if luxury as a status symbol matters, a BMW 5 Series offers a whole lot more.

Even the vaunted Jaguar XF has fallen behind, offering scant updates while the competition is adding screens, voice-activated

tech, LED dash panels, and a host of other gadgets to capture the ADHD-addled brains of a tech-addicted public. And that's no shame on anyone – when given a choice to adapt or die, most of us chose to adapt. Jaguar didn't.

Now, with the death of its most interesting product, the Jaguar F-Type, we're left with a brand that is a shell of its former self.

Just a pair of four-cylinder turbocharged compact crossovers, an admittedly excellent EV, and a lackluster full-size luxury sedan remain in the Jaguar lineup. On paper, none of these vehicles are awful. But they don't stand out against their competition either.

And that's not what a Jaguar is. The concept of a Jag had always been understated elegance with more power than you expect. A living room on wheels with enough road-holding capability to make muscle car owners weep. You can't say that anymore.

Jaguar isn't yet dead, but there is a new chapter

Here in this, the year of our lord two-thousand twenty-three, Jaguar has decided to shake out the cobwebs and start fresh. The British brand introduced an all-electric grand-touring luxury sedan for 2025 with an opulent, six-figure price tag.

Its stated goal is to move into the upper end of the market, surrounding itself with brands like Bentley and Aston Martin. Considering it can't even keep pace with Toyota or Volkswagen right now, that seems like a tall task.

Still, with ties to the ultra-luxurious Land Rover brand, there is a chance that Jaguar can pull this off and save itself from ultimate extinction. We'll just have to wait a few more years to find out.

## *Jaguars at Klairmont*



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I really don't mind getting older, but my body is taking it badly.

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## Jaguar stops selling cars in the UK

From: Craig Cheetam,  
car dealer magazine

**Sales of new Jaguar cars in the UK have come to a halt as the brand announces it has ended allocations of the current generation.**

The company has decided to withdraw its original SUV from sale, the final combustion engine model to be axed, meaning you can't currently order a new car from a Jaguar dealership.

Production of the XE, XF and F-Type models at Castle Bromwich in the UK ended this summer, and the E-Pace and I-Pace, assembled by Magna Steyr in Austria, will end in December 2024.

Jaguar is expected to announce future plans early in 2025, but there will be no new models for over a year, meaning dealers will only be able to sell remaining new cars from stock, used models and Land Rover models. The brand's dealer network has already been slimmed down ahead of the company's relaunch, which will move it away from volume sales.

The new Jaguars – due in 2026 – will sit on the company's fresh JEA EV platform and the first two models are expected to be an electric four-seat GT similar to a Porsche Taycan and an SUV in the mould of a Bentley Bentayga, as Jaguar becomes a bespoke, luxury brand aimed at the very top end of the market.

In a statement, parent company JLR said: 'From November 2024, new Jaguar sales will come to an end ahead of our new brand reveal later this year and product launch in 2026.'

'We have now ceased allocation of our current generation of Jaguar vehicles. We do have a selection of models available to acquire on an Approved Pre-Owned basis through our UK retail network.'

Speaking about the future of the brand in a Car Dealer Exclusive in September, Jaguar chief Rawdon Glover said: 'Realistically on our current trajectory it will be a while before [dealers] are going to have cars in their showrooms again. And that's something we are all going to have to navigate through in the very short term. It's just as well that the rest of our range is expanding and we've got lots of options with Defenders and those sort of things that will tide them over.'