



# THE Cat Fancier

Official Newsletter of the Jaguar Owners Club of Oregon



Affiliate Member

## JOCO's All British Issue



Jaguar is the Featured Marque at the All British Field Meet

# As the Rank Turns

Welcome to the ABFM Issue of the "Electro- Cat." First and foremost, I have a message from JOCO member Keith Martin - the man who publishes the "Sports Car Market" (SCM) magazine that is a "must read" for any car enthusiast. Keith wanted to make sure that all JOCO members are entitled to special pricing on their subscription to "Sports Car Market." Please hop on your computer and go to [www.sportscarmarket.com/scmfriend](http://www.sportscarmarket.com/scmfriend) to get the details. That is very generous, and a fantastic offer! Thank you Keith!



"Herding Cats"

In case you haven't yet seen the notices coming in thick and fast about the All British Field Meet (ABFM), it's not too late to register and attend the event. Unfortunately the time has passed for participating in this year's JCNA sanctioned Concours. HOWEVER - the most important thing about attending the ABFM is that it's and all JOCO show. Members Alex and Amy Haugland will be interviewed by our own Keith Martin. Many of you will remember Keith from his work on the "What's My Car Worth?" television show, and his publication of the authoritative and (dare I say) definitive car collector's magazine "Sports Car Market" (as mentioned above). Alex and Amy are truly "hands-on" car collectors. Aficionados who appreciate each and every hand-picked car in their (growing) collection. Alex knows the history of the car (often with very specific details of the marque and model), and he is someone who can, will, and does turn wrenches on all of his cars. (Wouldn't you love to peek into his roll-aways?) His tool collection must encompass Whitworth, Metric, and Imperial tools

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Rick Martin	Portland
Mandy Ashcroft	Portland
Wynne Wakkila	Tigard
Terms Expire January 2027	
Ashley McKay	Portland
Curt McKay	Portland
Mike Scott	West Linn
Terms Expire January 2028	
Clint Percival	West Linn
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Find us at: [www.joco.org](http://www.joco.org)

Cover Photo: Mandy Ashcroft



JOCO Board Meetings are held the second Thursday of every month unless otherwise noted (please consult the JOCO website for the most current updates). JOCO events are in Bold face type on the Club Calendar, other Jaguar club and local events of interest are in regular type.

YOU are welcome and encouraged to submit ideas/comments to the JOCO board. The editor is actively seeking articles / photos. Send submissions by e-mail

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Find us on the Internet: [www.joco.org](http://www.joco.org).



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of all shapes and descriptions.

The Hauglands travel hither and yon in search of cars to add to their collection (Amy tends to gravitate toward unique "micro cars, while Alex's tastes are more eclectic), the over-arching guide is that the car must have some specific appeal to either or both of them. Thus the Haugland collection runs the gamut from "bubble cars" (post WW2 European cars that were just about as fragile, but helped the European continent get back on it's wheels post World War 2, to the epitome of British touring excellence in the form of Jaguars, a Bristol, Rolls Royce, and Bentleys - with the odd Mercedes Benz, Porsche, Lamborghini, and Ferrari tossed into the mix for good measure. That's what makes the Haugland Collection unique. There is no marque-specific theme per se. If the car appeals to Alex and Amy, an example is most certainly going to find it's way into the collection (there's even a Citroen Deux Chaveaux - AKA Citroen 2CV).

Keith is a consummate host and interviewer, and brings out the best in his guests. The Saturday dinner at the ABFM promises to be a fascinating afternoon/evening of utterly scrumptious car talk. Least I forget, for those of you at least semi-skilled with a computer, I want to encourage you to go to "You Tube" and find, the subscribe to Alex and Amy's channel called "Everyday 2 Exotic," then like and - most important of all - subscribe to their channel. Their channel is now in it's second year and already has upwards of 10,000 subscribers, which should tell you all you need to know about how engaging and entertaining their presentations are. Of course, your first search should be for their presentation of a beautiful Jaguar XK120. I am not too sure how Alex managed to shoe-horn himself into the cockpit to drive the car, but the whole episode is (my highly biased opinion notwithstanding) one of the best that they have broadcast.

So there are your assignments to accomplish right away: (1) Go to [www.sportscarmarket.com/scmfriend](http://www.sportscarmarket.com/scmfriend) and get your subscription underway (if you don't already have one); (2) Sign up and bring a car to the ABFM; (3) Get your dinner tickets for the September 6th dinner at the ABFM; (4) Go to You Tube on the internet and subscribe to <https://www.youtube.com/watch?v=iCo-Idm9v1Y>

Please see a special notice on page 13. £

*All the best! Carl*

# UPCOMING EVENTS: TIM'S SEPTEMBER "END OF SUMMER DRIVE," MATT'S OCTOBER DRIVE AND HIKE, & "PINBALL WIZARD NOVEMBER"

by Carl Foleen, photo by author .

## Tim's end of summer drive, Saturday September 13th

Meet between 9:30 and 9:45am at the Scholls Murray Shopping Plaza in the vicinity of Jamba Juice: 14,700 SW Murray Scholls Dr. Beaverton OR 97007

There are restrooms available at Jamba Juice, Starbucks and the Chevron Gas Station.

Drive out at 10:00am. This will be a great casual, follow the leader drive on some wonderful curving country roads with great views and elevation changes as we wind up to Bald Peak for our pit stop.

The second half of the drive is through some great twisty roads, open fields, over some roads that may be familiar, but many will not. These are some of Tim's favorite back roads with beautiful homes, Horses, Cows and usually some Deer along with an impressive Railroad trestle still in use.

Culminating with lunch at Tims favorite, local (to him) pub, the Rock Creek Tavern.



## Matt's October Drive and Hike

Matt Nowak is currently concocting a scenic twisty roads drive in the vicinity of Sandy Oregon. As many of us know, too much time "in the saddle" results in a

need to stretch our legs, so Matt is specifically setting up this drive so we can hop out (or crawl out as the case may be) of our cars and take a short but scenic hike to a picturesque spot. Here we will have a chance to refresh our spirits and take a few minutes to shake off the usual hustle and bustle of normal daily life.

## November: Release Your Inner Pinball Wizard

Time to grease your hair back, roll up a pack of "Camel Straights" in your T-shirt sleeve, put on a pair of black jeans and a black leather jacket. Saturday, November 15th, 2025, meet other gang - um - JOCO members at the Next Level Pinball Museum in Hillsboro at 10 AM for an unforgettable day of playing all sorts of interesting arcade games...pinball included! (According to Rex Schneider, the vintage games are definitely the ones to get some playing time on.)

The museum has approximately 620 arcade games, so there is something for everyone. The focus is, of course, on pinball games from classic to ultramodern. (Go figure...)

The address is: 1458 NE 25th Ave, Hillsboro, OR 97124

You can check it out at: <https://www.nextlevelpinballmuseum.com/>

The museum is in a small "industrial park" right next to the Hillsboro Airport. We will meet when the museum opens at 10 AM. Admission is \$23/person for unlimited game play for the day. We will play for a few hours then break for lunch. There are several good restaurants in the area, though some of us may decide to motor over to McMenamins Grand Lodge as our venue of choice. Time will tell.

As usual, please visit JOCO's website and sign up for these events as soon as possible. There's plenty of fun left in the year. See you there!! £



Rob Enderle Tells All:

Image courtesy of author

# Read it Here

Leaping From the Wreckage - Can a New CEO Save Jaguar's Soul?

The storied British Jaguar has long been synonymous with a unique blend of grace, space and pace. Yet in recent years, the brand has been defined by something else entirely: an identity crisis of epic proportions. Capped by a disastrous rebranding campaign and plummeting sales, the departure of CEO Adrian Mardell and the appointment of P. B. Balaji marks a critical inflection point. The once-proud cat is wounded, and the new leadership faces the monumental task of not just steering the ship but rebuilding it from the ground up. The core challenge is immense: how to leap into an electric, ultra-luxury future without completely severing the ties to the heritage that once made Jaguar great.

## The Scars of a Failed "Reimagine" Strategy

To understand the way forward, one must first survey the damage left behind. The previous leadership's "Reimagine" strategy, architected by Thierry Bolloré and continued by Mardell, was a radical, bet-the-company gamble. The plan was to cease production of all current models, abandon its loyal customer base and re-emerge in 2025 as an all-electric competitor to Bentley. This audacious plan was compounded by the now-infamous "Copy Nothing" marketing campaign.

The campaign, which featured abstract visuals and diverse models but conspicuously no cars, was intended to signal a bold new direction. Instead, it was met with widespread ridicule and confusion. The result



was a catastrophic 97.5% sales drop in Europe in a single month and public criticism from high-profile figures. The strategy felt less like a reimagining and more like a deliberate act of self-sabotage, alienating the very enthusiasts who had kept the brand alive. It was a masterclass in how to destroy brand equity, leaving the new CEO to pick up the pieces of a shattered identity.

## The Path to Redemption: Embracing the Essence

The first order of business for the new leadership must be to stop the bleeding and restore faith in the brand. This doesn't mean abandoning the electric future, but rather re-contextualizing it. Jaguar's path to redemption lies not in copying the minimalist, tech-first aesthetic of other EV startups, but in rediscovering its own soul. The brand's legacy is built on beautiful, emotionally resonant design. The E-Type is widely considered one of the most beautiful cars ever made for a reason.

The new Jaguar must be, first and foremost, breathtakingly beautiful. It needs to be a car that people desire on a visceral level, a piece of rolling sculpture that also happens to be electric. The focus should be on

"evolution, not revolution." Instead of erasing its past, Jaguar should lean into its rich heritage of stunning design and motorsport prowess. The brand needs to tell a story that connects the pioneering spirit of Sir William Lyons with the technological innovation of tomorrow. This means creating vehicles that are recognizably Jaguars—sleek, powerful and possessing an ineffable British charm that its German rivals cannot replicate.

## A Focused Future: Less Is More

Under the previous plan, Jaguar was set to compete with Bentley, a move that many analysts saw as a bridge too far. The new leadership should refine this vision. Instead of chasing the highest echelons of the ultra-luxury market, Jaguar could carve out a unique space as a builder of exquisite, high-performance electric grand tourers and sports sedans. The brand should focus on a smaller, more curated lineup of vehicles that are exceptional in their execution, rather than trying to be all things to all people.

The first of the new models, a four-door GT set to be built in Solihull, UK, is a step in the right direction. This vehicle must be the standard-bearer for the new Jaguar. It needs to combine stunning design with exhilarating performance and a truly luxurious, driver-focused interior. Success will depend on quality and execution. The persistent reliability issues that have plagued the brand in the past must be definitively put to rest. By focusing on a narrower

Leaping from the Wreckage cont'd pg. 6

## Leaping from the Wreckage cont'd from pg. 5

range of vehicles, Jaguar can pour its resources into ensuring each one is a masterpiece of design and engineering.

## Jaguar in 2027: A Vision of Success

If the new leadership plays its cards right, what could a successful Jaguar look like in 2027? It would be a brand reborn, smaller, more focused and highly profitable. The showroom would feature two or three stunningly beautiful electric models: the flagship four-door GT, perhaps a sleek, F-Type-inspired electric sports coupe, and a gracefully designed performance SUV. These cars would

be celebrated for their design, driving dynamics and impeccable quality, commanding prices that reflect their exclusivity without straying into the unbelievable territory of their British rivals. The “Copy Nothing” slogan would be a distant, embarrassing memory replaced by a brand identity that confidently celebrates its heritage while looking fearlessly to the future. Most importantly, the roar would be back—not from an engine, but from a revitalized brand that has recaptured the hearts and minds of automotive enthusiasts around the world.

## Wrapping Up

Jaguar stands at a precipice. The damage inflicted by the previous leadership’s misguided strategy is severe, but not fatal. The brand possesses a deep well of heritage and goodwill that can be tapped into. The new CEO has a clear, albeit challenging, path forward: abandon the abstract and embrace the essential. By focusing on breathtaking design, exhilarating performance and uncompromising quality, Jaguar can build a bridge from its storied past to a vibrant electric future. The leap is daunting, but for a brand symbolized by one of nature’s most powerful and graceful predators, it’s a leap it must make to survive. £

# Hear De!



# Hear De!

The next scheduled meeting of your JOCO Board will be held at 6:30 PM on Thursday, September 11th, 2025 at Sue Kornahrens house, 8835 SW Bomar Ct. Tigard. The Board’s agenda will include: 1) Review of previous meeting’s minutes; 2) Treasurer’s Update; 3) ABFM Review; 4) Membership Update; 5) Historian’s Update; 6) Webmaster’s update; 7) Events / Calendar Update; 8) Old Business (this is not related to age discrimination); 9) New Business. Followed by any further discussion prior to the meeting’s adjournment. £



## EVENT REVIEW

Article by Glen Enright Photos by Carl Foleen

# Lake Oswego Heritage Car Show

This year's outing to the Lake Oswego Heritage's annual Collector Car and Antique Boat Show went very much as usual, again this year. The Jaguar Owners Club of Oregon has always been a supporter of the event and even more so when past club member Jim Rathbun was involved with it.



Jim passed away, but a number of us who knew him well, have felt that we go, not only to have a good time, but to honor Jim's name. A few years ago the executive board of JOCO felt it would further that endeavor by awarding a participant with the Jim Rathbun Award. Said award is given to the car Jim would have had or would have liked to have had.

Usually Jim's wife, Sherry, choses the car and hands out the award, but she couldn't attend this year. It befell to the JOCO president, Carl Foleen, and Vice-president, Tim Ashcroft, to find the car and present the award. Since Jim was also a member of the local Rolls Royce club, it was decided a beautiful classic Bentley would have been his pick this year. (Editor's note: There being a dearth of

Bentley's at this year's show, a beautiful silver-on-silver 1953 Rolls Royce was chosen - photo bottom of center column.)



Although the field of classic cars seemed fewer than in previous years, there were still some gorgeous cars to be seen. I think the hot temperatures were the cause of the smaller turn out. I personally chased the shade all day, so didn't wander up to look at the classic boats on the lake.

Due to the temps, the organizers wisely



chose to shorten the event and move the awards ceremony to one o'clock. All was done by a bit after two and I headed home and looked forward to a respite from the heat. But I'll be back next year. Why not join us? £





# Driven to Detroit with Sue & Jim

Words by editorial staff, photos by Mandy Ashcroft, Bob Wallace, & Carl Foleen

Saturday, August 23rd brought uncomfortably hot weather – triple digits throughout the Willamette valley and over into Central Oregon. It was warm at 0830 when my friend Bob Wallace and I strapped into the XK8 (Clara was a tad under the weather) and made our way to Estacada to meet the tour group at River Mill Park in Estacada.

“Go time” was supposed to be 10:15, but we waited around just in case anyone else was joining the group. Sue found out that Glen (Enright) and Jan (Whittlesey) had a scheduling conflict, and we later learned that Rick (Martin) was also under the weather, so we headed out on our drive at about 10:35. In the group were organizers Jim Hubbard and Sue Kornahrens in their bronze(ish) XK8; Tim and Mandy Ashcroft (who wisely chose to bring Tim’s recently acquired Porsche 718 convertible because it has air conditioning); Harry and Stephanie Danberg brought their red Series 3 E-type (also with air conditioning); Chris Oke in his beautiful silver XKR; Clint Percival brought his E-type; Lynne Roe also brought a Porsche, but only because her E-type was in the shop.



We headed out of town on Oregon 224, stopping at the Ripplebrook station to stretch our legs (all we could do because the “comfort station” was locked...). Ripplebrook is the point where the road becomes NF 46 for the rest of the journey to the junction with Oregon 22 in Detroit. This entire area was extensively damaged by the Beachie



Creek fire in September, 2020. For perspective the Beachie Creek fire wiped out homes and businesses in both Detroit and Gates, burning about 193,000 acres. For perspective, the Tillamook Burn of 1933 consumed about 350,000 acres of old growth timber, but few residences or businesses. The monetary impact was primarily to the timber industry, whereas the Beachie Creek fire severely impacted personal and commercial property and timber resources as well. It was rather encouraging to see that some of the vegetation was already starting to come back – at least from what we could notice from the road, and that Detroit was slowly being rebuilt. In addition it seemed some salvage logging was also taking place.

Lunch was delicious. We stopped at the Sierra Mexican restaurant in

Gates. Delicious food, reasonable prices, good service. No one left hungry. In a bit of a surprise, one of the patrons recognized Clint and came over to compliment his car!

Chris and Lynne joined us on the return route along highway 22 all the way to Salem, but went their separate ways as we headed toward Silverton. Along the way we followed our noses to St. Josef’s winery to cap the day with a sip or two, perhaps another bottle (or three) – to restock the wine cellar, of course, and converse with Scott Dual who just happened to be in the parking lot as we pulled in. (Thank heavens for an air-conditioned tasting room!)

The conversation was convivial, but entirely too brief. The contributing factor was a wedding that was about to commence (even in that heat). So we reluctantly climbed into our Jaguars (after avoiding the formal photos being taken in this beautiful setting) and made tracks toward home. It was a delightful day (except for the heat, better than a soaking rain, however. Of course we would have the clean the cars before taking them to the Oswego Heritage show-and-shine, but that’s another story. £





# Meanwhile, In Raymond, WA

August 9, 2025 saw about 16 members of the Seattle Jaguar Club (SJC) and Jaguar Owners Club of Oregon gather at the Chevron MiniMart on the southbound side of I-5 just off exit 59 in Washington, close to the Cowlitz River. JOCO participants were: Tim Ashcroft who joined Rick Martin in the air conditioned luxury of Rick's Mercedes SUV (a.k.a. "Mini G Wagen"), along with Alex Snook & Augie Angel, Dick Ackroyd, Glen Enright and Jan Whittlesey, my lovely bride and I.



The drive was led by SJC's Kurt Jacobson, who provided the route maps and drove the XK pace car for the trip to Raymond. In about an hour we had arrived at our destination and parked in the reserved spaces in the Northwest Carriage Museum. The scenery enroute provided one intriguing surprise almost immediately: Sharp-eyed participants spotted about a half-dozen bison grazing on some grassy pasture area on a farm that was not quite a quarter mile away from our assembly point.

Our tour was guided by curator Jerry Bowman who is supremely knowledgeable about everything in the museum. He is responsible for at least managing if not being hands-on for many of the restorations that grace the museum. His lectures are presented with a down-home bit of humor mixed in with the historical perspectives and

detailed information about all of the exhibits.



It would be completely unsurprising to discover that everyone had more than one favorite carriage that is on display. Whether it be supremely ornate or practical to the point of being "thrifty" each horse-drawn artifact's story was presented in loving detail. Much of this type of artistry is, unfortunately, rapidly becoming a thing of the past, but passionate individuals like Jerry and the folks at the museum are dedicated to preserving this history for generations to come so that they, too, will be able to marvel at what a slice of 19th and early 20th century life was like.

Once we had completed our tour and expressed our thanks to Jerry, it was time to head over to the Pitchwood Ale House for lunch. The menu was varied and everything looks enticing. Once we had placed our orders, there was time to engage in conversation with our table mates. Nice to get to know from more folks from the Seattle club. Of course everyone started digging in once the food arrived, and the taking began to slow down a bit (remember when your mom told you not to talk with your mouth full? Still applies y'all).

For awhile we considered taking the "long way" home. That would mean picking up highway 101 and heading south to Longbeach, then down to the

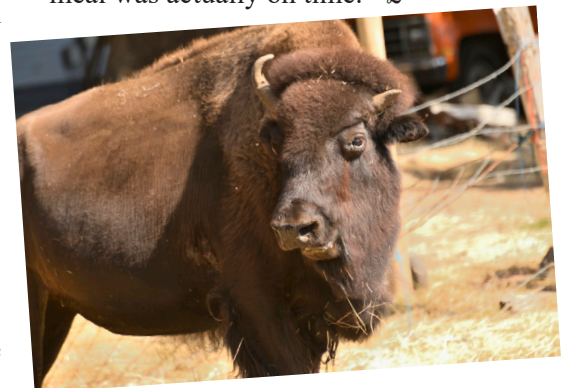
Words: and photos by Carl Foleen t

Astoria junction before turning east toward Longview. Beautiful scenery on that route, but the heat that had been in the morning weather forecast had manifested by this point and it was time to put the roof up and enjoy the benefits of air conditioning on the drive home straight down I-5.



One more treat awaited, though. Rick and Tim had spotted some bison just as we were beginning our trip to Raymond, so it became an imperative to stop and get some photos to record another unusual sight that one would not expect to see – especially in the Pacific Northwest.

The drive back to Portland was (thankfully) uneventful and the two cats were grateful that their evening meal was actually on time. £



# The Olde JOCO Event Calendar

Where are you likely to meet other JOCO members and their cars this summer? Here is a list of the events that are currently on the JOCO calendar, **and be sure to check the JOCO website often.** If you have an event(s) to add or want to tell others about, please notify JOCO's Event Coordinator, Rick Martin. With that in mind:



§ JOCO/ABFM (Portland International Raceway) September 5th - 7th, 2025 Sign up here: <https://abfm-pdx.com/>

§ September 13th, Tim's End of Summer Drive More details on page 4. Sign up on JOCO's website: <https://joco.org/september-13th-2025-tims-and-ricks-end-of-summer-drive/>

§ September 20-21, Southwest Idaho All British Field Meet. The Village at Meridian, Meridian, Idaho. <https://idahobritishcars.org/swiabfm>

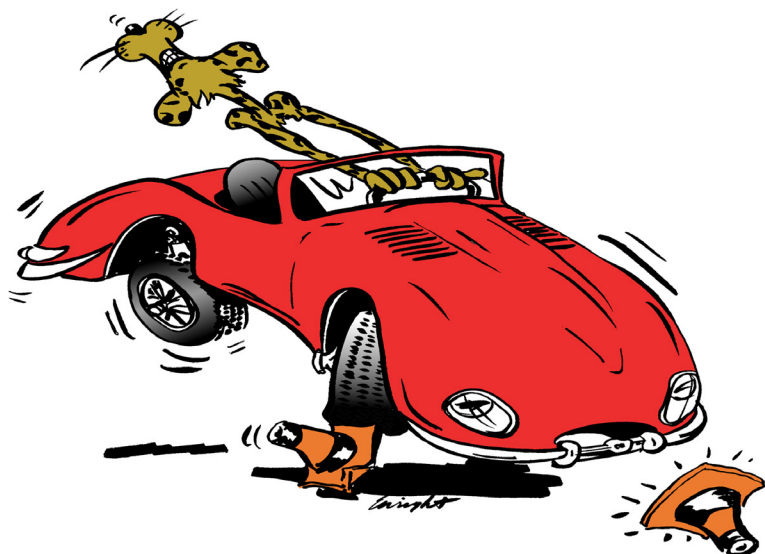
§ October 11th, Matt's "Fall into October" Drive - Sign up here: <https://joco.org/october-11th-2025-matts-fall-into-october-drive/>

§ November 15th, Next Level Pinball & Arcade Games Sign up here: <https://joco.org/november-15th-2025-rexs-pinball-wizard-showdown/>

§ December, 2025 Christmas Dinner (Jake's Grill, 611 SW 10th Ave., ) Sign up here (spaces are already filling up): <https://joco.org/december-7-2025-christmas-party/>

§ January 18th, 2026 JOCO's Annual General Meeting - Sign up here (spaces are already filling up): <https://joco.org/january-18th-2026-annual-general-meeting/>

Get that shine on! The ABFM is nearly here!



Check those brakes and tyres! The JCNA Slalom is Sunday, Sept. 7th, 2025



# JOCO MARKET PLACE

## FOR SALE:

For Sale - Triple Weber 45 DCOE Carburetors, manifold and linkage for XKE. Price \$2,100. Contact Jerry Kenney (JOCO member) at 503-970-5700 or pizzapride.jk@gmail.com.

**YOUR ATTENTION PLEASE!** Be sure you are also checking the club's website for the latest events and event sign-up options.



[ A few photos from events in this issue ]





# JOCO REGALIA

*Available for the discerning member*



Celebrate JOCO with any of the items below. Hats are tan with a full color club logo embroidered on the front. Adjustable size fits most.

Embroidered patches are suitable for attaching to coats, skirts, shirts, coveralls, vests, blankets, or what-have-you. Show your club pride!



Hats: \$35.00 / ea. \*

Embroidered Patches:  
\$5.00 / ea. \*

Self-Adhesive Car Badge(s): \$20.00 / ea. \*

Car Badge(s) with mounting hardware: \$25.00 / ea. \*

Stemless Wine Glasses: \$7.50 / ea. \*

License Plate Frame (pair): \$5.00 \*

We have the ability to put our club logo on a variety of regalia items: coffee mugs, cocktail glasses, tumblers, even jackets and other types of hats.

Contact Sue Kornahrens (503) 708-9936 to order club regalia.

\* Shipping & Handling: \$10.00 / order





## Steve Mackley

Owner/General Manager

5465 SW Western Ave

Suite G

Beaverton, Oregon

97005

503-626-2123

503-643-5808 fax

Beavertonautoupholstery.com



# Welcome JOCO Partners

Our special Partnerships are with organizations dedicated to the highest level of Jaguar preservation and care. They are supporters of our Club who understand our appreciation and pride that comes from owning one of the finest automobiles ever made, one with a Royal heritage.

Each of our Partners stand ready to address your needs with absolute professionalism and as a fellow enthusiast. They will appreciate your support as much as we appreciate theirs. And your Cat will carry on with a purr.



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## Please support our partners whenever possible

### From the editor's desk: A Most Distressing Announcement

Eulogies are not my strong suit, but I must impart some distressing, but not unexpected news. Veteran, former JOCO president, current board member, car and aviation enthusiast, and all-around "good guy" Mike Scott passed away on Saturday, August 23rd, after having fought a rare health condition for more than a year. Mike was a friend to everyone in the Jaguar club, and he ably served as club president in 2017 & 2018. Many of us will fondly recall our club picnics at his four acre "estate" in the hills of West Linn that were always a highlight on the club calendar. I was at a board meeting the night that he and Jim Rathbun rekindled a friendship that had started in their grade and high school years in Lake Oswego. This only proves that we must make the most of the time we have together, because tomorrow is never guaranteed. Mike will be laid to rest with a military service. A memorial service is pending. Please keep Sandi in you prayers. £



# [Scrapbook Photos from Events In This Issue]







J a g u a r O w n e r s C l u b o f O r e g o n

## MEMBERSHIP APPLICATION

We look forward to having you as a member of the Jaguar Owners Club of Oregon. Since our founding in 1968, JOCO has been dedicated to the care, preservation and exercise of Jaguar automobiles, and we have lots of fun together. Upon receipt of the completed application we will be contacting you with everything you'll need to head down the road with us.

Date: \_\_\_\_\_

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Jaguar(s) owned: \_\_\_\_\_

Profession: \_\_\_\_\_

Hobbies: \_\_\_\_\_

### MEMBERSHIP Please select one of the following membership options

	Amount	Paid
Annual Membership Renewal - (existing membership if paid before December 31 - \$55 for JCNA Dues)	\$95	\$ _____
Annual Membership Renewal - (After December 31 - \$55 for JCNA Dues)	\$100	\$ _____
NEW Annual Membership - (1 yr. December to December Includes \$10 Initiation Fee & \$55 JCNA Dues)	\$105	\$ _____
NEW 15 Month Membership (October to December of following year Includes Initiation Fee & JCNA Dues)	\$117	\$ _____

### Membership Accessories (the following are available, if requested)

JOCO Member Stick-on Car Badge(s) - Please specify quantity _____	\$20 ea.*	\$ _____
JOCO Car Badge(s) for mounting bracket - Please specify quantity _____	\$25 ea.*	\$ _____
JOCO Member Name Badge(s) - Please specify quantity & name(s) _____	\$18 ea.***	\$ _____

**Total Amount Enclosed** \$ \_\_\_\_\_

### Pay by Cheque or Credit Card

Make cheque payable to: **Jaguar Owners Club of Oregon**

If you would rather pay by credit card, please fill out the following information:

(select one) VISA \_\_\_\_\_ Master Card \_\_\_\_\_

Card Number                 Expiration Date:  /

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# The Evolution of the Jaguar Logo Design

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## WELCOME

Buckle up, my friends, as we roar through time, uncovering the fascinating story behind the evolution of the Jaguar logo design history.

### The Evolution of the Jaguar Logo Design

Today, we dive deep into the world of one of the most iconic automotive logos of all time—the Jaguar emblem.

Join me as we embark on a thrilling journey through the ages, exploring the captivating evolution of this feline symbol that has come to represent elegance, power, and timeless British automotive craftsmanship.

Picture this:

- A sleek and agile jaguar.
- Stalking through the dense jungles of design trends.
- Leaving its mark with every leap it takes.

Over the years, the Jaguar logo has undergone an enchanting transformation, adapting to the ever-changing landscape of branding aesthetics and consumer preferences. So, fasten your seatbelts because we're about to take a thrilling ride through time and explore how this feline icon has evolved from its humble beginnings to become the epitome of automotive excellence.

Before this journey, let's glance at some intriguing statistics. Did you know that Jaguar, founded in 1922 as the Swallow Sidecar Company, has a rich heritage spanning over a century? Its emblem has become synonymous with luxury and performance, captivating the hearts of car enthusiasts worldwide. From its early days as a manufacturer of motorcycle sidecars to its current status as a celebrated luxury vehicle brand, Jaguar has transformed itself, leaving an indelible mark on the automotive industry.

Now, let's rewind to the early days and witness the birth of the first Jaguar logo, a simplistic yet elegant representation of its founder's vision. Over time, this symbol has evolved, incorporating modern design elements while retaining the essence of the jaguar's grace and power.

We'll explore the artistic nuances and strategic decisions that have shaped the logo's transformation, including bold redesigns, colour palette modifications, and innovative adaptations that have kept it relevant in the fiercely competitive automotive market.

So, why is understanding the evolution of a logo important? It not only showcases the brand's commitment to staying current but also serves as a reflection of the broader shifts in design, technology, and cultural zeitgeist. By delving into the Jaguar logo's metamorphosis, we gain insights into the brand's ability to adapt and captivate audiences across different eras—a testament to the power of effective branding.

Join me in the upcoming chapters as we navigate the different decades, exploring the triumphs and challenges that shaped the Jaguar logo's journey.

From its early monochromatic iterations to the striking contemporary renditions, we'll analyse the elements that have made this logo an enduring symbol of luxury and performance. So, buckle up, my

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friends, as we roar through time, uncovering the fascinating story behind the evolution of the Jaguar logo design.

## Origins: The Birth of the Jaguar

The rich heritage of the Jaguar brand can be traced back to its humble beginnings in 1922, when two visionary individuals, Sir William Lyons and William Walmsley, founded the Swallow Sidecar Company. Initially focusing on producing motorcycle sidecars, the company soon set its sights on a more ambitious venture—creating exceptional automobiles.

In 1935, the Swallow Sidecar Company made a significant leap forward by venturing into automobile manufacturing. Embracing innovation and design, they unveiled their first car, the SS Jaguar, which showcased their commitment to blending performance, luxury, and the finest British craftsmanship. The exceptional qualities of this vehicle laid the foundation for the brand's future success.

Building upon this early triumph, the company transformed in 1945 and changed its name to Jaguar Cars Ltd. This marked a significant turning point, as it solidified the Jaguar name as a symbol of automotive excellence, captivating the hearts of enthusiasts worldwide.

Jaguar quickly established itself as a front-runner in the automotive industry, captivating discerning drivers with its relentless pursuit of perfection. Each Jaguar vehicle became a testament to the brand's unwavering commitment to quality by fusing elegant aesthetics with unrivaled performance.

From the sleek curves of the iconic E-Type to the refined elegance of the XJ luxury sedan, Jaguar's lineup of vehicles captivated the imagination of car enthusiasts and connoisseurs alike. Imbued with cutting-edge technology and meticulous attention to detail, every Jaguar model showcased a harmonious blend of power, comfort, and style.

Throughout the years, Jaguar continuously pushed boundaries and embraced innovation. The brand introduced groundbreaking technologies, such as the revolutionary aluminum architecture, significantly reducing weight while enhancing

structural rigidity. This commitment to innovation allowed Jaguar to elevate its performance capabilities, delivering exhilarating driving experiences that surpassed expectations.

Beyond their exceptional engineering prowess, Jaguar

vehicles exuded a sense of British refinement and luxury. The brand's dedication to craftsmanship was exemplified through premium materials and meticulous hand-finished details. Step inside a Jaguar, and you will be greeted by an ambiance of luxury and sophistication, where every element was thoughtfully designed to create a truly immersive experience.

Today, Jaguar stands as a global symbol of automotive excellence. With a legacy spanning decades,

the brand continues to forge its path, exploring new horizons while staying true to its heritage. From electrification to autonomous driving, Jaguar embraces the challenges of the future, pushing boundaries to redefine what it means to be a luxury car manufacturer.

As enthusiasts and industry experts eagerly await each new model, one thing remains certain: the Jaguar brand will always represent the pinnacle of performance, luxury, and British craftsmanship.

## The First Roar: Early Jaguar Logos

During the formative years of Jaguar, the brand embarked on a journey of logo evolution, undergoing various transformations. The initial emblem, unveiled in 1935, showcased the company's name, "SS Cars Ltd," elegantly inscribed in a script font. This design exuded sophistication and reflected the aspirations of the brand.

However, as history unfolded and the ominous shadow of Nazi Germany's paramilitary organization, the SS, cast a dark cloud over the world, the connotations associated with the initials became inescapable. Recognizing the need for change and dissociating from any association with the controversial group, Jaguar took a significant step forward in

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1945 by adopting a new emblem that proclaimed a new era for the company.

In this pivotal transition, the logo was transformed into the now-iconic "Jaguar" emblem, which replaced the previous "SS Cars Ltd" script. This symbolic alteration signaled a break from the past and aligned with the company's evolving identity. The reimagined logo captured the essence of the sleek and powerful feline predator, embodying the Jaguar brand's core values of grace, strength, and agility.

The revised emblem featured the word "Jaguar" written in a bold and dynamic font, exuding confidence and capturing the essence of the brand's unwavering commitment to engineering excellence and automotive innovation. The letter forms were carefully crafted to convey a sense of movement, suggesting the car-maker's relentless pursuit of cutting-edge technology and unmatched performance.

This transformative logo change represented a turning point in Jaguar's history, beginning a remarkable journey toward becoming one of the world's most esteemed and admired luxury automobile manufacturers. From that moment on, the "Jaguar" emblem has stood as a potent symbol of British automotive excellence, serving as a beacon for automotive enthusiasts worldwide.

Through the evolution of its logo, Jaguar demonstrated a keen awareness of the cultural and historical context and a steadfast dedication to repositioning itself as a brand defined by its own unique identity. The

transition from "SS Cars Ltd" to "Jaguar" represents a pivotal chapter in the company's narrative. It reminds us of its commitment to constant evolution and



unyielding pursuit of automotive perfection.

## Striking Leaper: The Birth of an Icon

As Jaguar continues to innovate and push the



boundaries of automotive engineering, the Leaper remains a steadfast symbol of the brand's enduring values. It serves as a reminder that, while technology and design may evolve, the essence of Jaguar—grace, agility, and strength—remains at the heart of every vehicle bearing the Leaper logo.



## What Happened to the Iconic Jaguar Hood Ornament?

The iconic hood ornament from Jaguar, symbolizing elegance and power, has gradually disappeared from modern vehicles. This disappearance is intertwined with various factors and historical shifts in the

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automotive industry.

## The Rise and Fall of Hood Ornaments

1. **Early Popularity:** In the 1930s, Hood ornaments were a stylish solution to conceal unattractive radiator caps on car hoods. Even after technological advancements allowed the radiator caps to be hidden, these decorative symbols remained a trend.

2. **Design Shifts in the Late 1960s:** With the introduction of the federal seat belt law in 1968, car designs shifted toward aerodynamics and emphasized passenger and pedestrian safety. Decorative features like hood ornaments started to diminish in importance during this era.

3. **Cultural Trends of the 1980s:** The 1980s saw hood ornaments become a target for theft, as they were often converted into fashionable accessories like necklaces. The cost and hassle of replacing these stolen pieces discouraged automakers from including them in new designs.

4. **Safety Regulations of the Early 2000s:** Safety regulations, particularly those imposed by the European Union in 2005, further influenced the decline. These regulations required hood ornaments to be designed to minimize injury in collisions, which led many car manufacturers to eliminate the ornaments to streamline production processes.

## Modern Symbolism

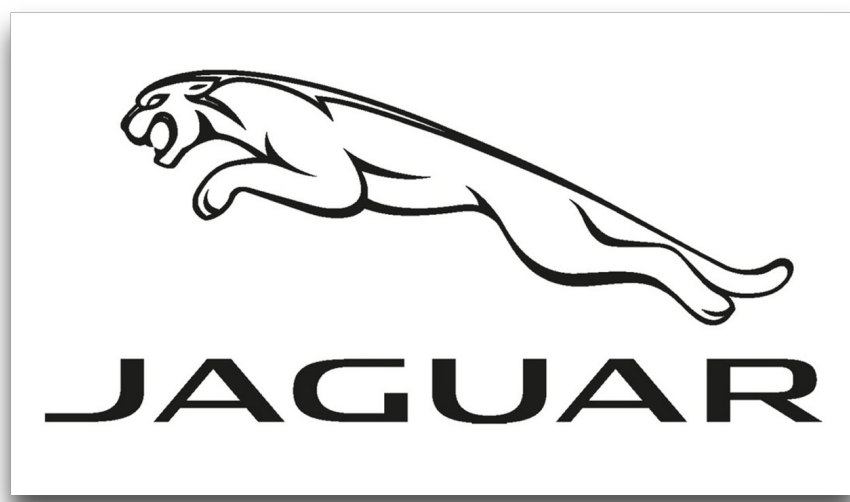
While the three-dimensional leaping cat no longer graces the hoods as an ornament, the symbol hasn't completely disappeared. Jaguar has retained its heritage and brand identity by keeping the leaping

Jaguar as a side badge. It has a roaring Jaguar emblem prominently displayed on the grille—adjustments that preserve the iconic imagery while meeting modern safety and design standards.

## Evolution of the Jaguar Logo: An Icon in Flux

### 1 – The Classic Leaper (1945-1960s)

During the 1940s and 1950s, the Jaguar logo underwent subtle refinements while retaining its core design elements. The silhouette of the leaping jaguar



was streamlined, conveying a sense of speed and motion. The emblem was often featured in chrome or silver, symbolizing sophistication and elegance.

### 2 – Modernizing the Leaper (1960s-1980s)

As the automotive industry embraced modernity, Jaguar sought to reflect these changing times through its logo. In the 1960s, the Leaper transformed, adopting a more dynamic and stylized form. The sleek lines and elongated body of the jaguar represented progress and innovation. The logo was often rendered in bold colours, enhancing its visual impact.

### 3 – The 3D Approach (1990s-Present)

In the 1990s, Jaguar took a more modern approach to its logo design. The Leaper was given depth, focusing on its essential features while retaining its iconic silhouette. This minimalist rendition symbolized Jaguar's commitment to timeless design and refined aesthetics. The logo was often silver or black, exuding



sophistication and luxury.

## The Power of Symbolism: Unveiling the Meaning Behind the Logo

The Jaguar logo's design is not merely aesthetically pleasing; it carries profound symbolism that aligns with the brand's identity and values.

### 1 – Elegance and Speed

The poised and sleek posture of the leaping jaguar reflects the elegance and agility inherent in Jaguar vehicles. It symbolizes the brand's commitment to producing cars seamlessly combining luxury and performance.

### 2 – Graceful Power

The jaguar's muscular physique and poised leap convey a sense of power and strength. This symbolism resonates with Jaguar automobiles' dynamic performance and robust engineering, appealing to enthusiasts seeking a thrilling driving experience.

### 3 – Timeless Legacy

The enduring popularity and recognition of the Jaguar logo speak to its timeless appeal. The logo retains its essence throughout its various iterations, becoming an iconic emblem transcending generations.

## The Jaguar Logo in the Digital Age

Logos must adapt to various mediums and platforms in today's digital landscape. Jaguar has successfully embraced this challenge, ensuring its logo remains impactful across different applications.

### Versatile Adaptations

Jaguar's logo has been optimized for digital use, with simplified versions designed to maintain clarity and

legibility on screens of various sizes. This adaptability allows the emblem to retain its visual impact in the modern era of websites, mobile applications, and social media platforms.



## Embracing Innovation

Jaguar has demonstrated its commitment to innovation by integrating technology into its logo design. In recent years, the company has explored using animated and interactive logos, leveraging advancements in digital format to create captivating brand experiences.

## Current Use and Placement of Jaguar Logos on Vehicles

Jaguar vehicles now prominently feature two distinct logos with unique placement and purpose.

1. **Leaping Jaguar Logo:** This symbol, which captures a Jaguar in mid-leap, is less prominent than it once was when it served as a hood ornament. Today, it adorns the side and rear of these cars. This sleek badge showcases the agility and elegance of the brand from the driver's perspective and as a statement on the back.
2. **Roaring Jaguar Emblem:** Taking center stage on the grille, this circular emblem features a growling Jaguar face. Positioned at the front, it makes a bold first impression, signaling the power and prestige of the vehicle to oncoming observers.

These elements combine to maintain the legacy of the brand's iconic imagery while aligning with modern

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design trends.

## The Future: An Ever-Evolving Legacy

As the automotive industry continues evolving, so will the Jaguar logo.

With each passing decade, Jaguar has demonstrated its ability to adapt and reinvent its brand image while staying true to its core values.

The logo will undoubtedly continue to evolve, reflecting the brand's and its customers' shifting trends and aspirations.

## Conclusion

The Jaguar logo is a testament to branding and design's power.

Through its various iterations, the logo has evolved while preserving its essence of elegance, energy, and sophistication. It has become an enduring symbol of Jaguar's commitment to luxury, performance, and timeless craftsmanship.

As we look to the future, we eagerly anticipate the next chapter in the Jaguar logo's evolution, knowing that it will continue to captivate and inspire automotive enthusiasts worldwide. £

