



Jaguar Club of Southern Arizona

**Desert Jaguar**

**Newsletter of the Jaguar Club of Southern Arizona**  
November - December, 2024

**JCSAZ.COM**

## Do You Know What This Is?



These are electrical training boards for Tucson Unified School District's Automotive Program. So far these have been made for three high schools. Our club's auction last year as well as individual donations provided funds to support this program.

## President's Message

Hello all. Welcome back to our snowbirds!

We are looking forward to our holiday party. This year it will be held on December 4 at 6:00pm at the beautiful Arizona Inn. This year instead of a silent auction we are inviting our members to make a monetary donation to the nationally recognized automotive program at Flowing Wells High School. This is the third year we are supporting academic automotive programs. Last year, our club donated \$2200 to the TUSD automotive program. They used the money to build electrical training boards for the automotive high school students. Please bring a check with you to the holiday dinner, payable to Flowing Wells Unified School District. This donation is Arizona tax deductible and you will receive a receipt in the mail if you provide your mail address. They are enthusiastic about receiving our donations and have thanked us in advance.

We are beginning to plan our activities for next year. Thoughts so far include: Mt. Whipple or Kitt Peak Observatory, a drive to Globe, a drive to Saguaro Park West, two tech talks, Tucson crime lab tour, auto museums visits, and a 3-day trip to Sedona. The highlight of the year will be our Concours d'Elegance at La Encantada on April 5. Please watch for emails on Concours judges training and all other activities.

I want to take this opportunity to thank all of the JCSA board members for their work and support this year. We have had a terrific year with new and old friends. If you have ideas for activities, please email them to me. Also, we want to involve more of our members in our activities so that our club continues to grow. We wish all of you a very healthy and happy New Year. Enjoy your beautiful Jaguars and stay safe.

Cheers,

Abbe

### MEMBERSHIP DUES

The Jaguar Club of North America (JCNA) Board of Directors recently voted to raise JCNA membership dues from \$45 to \$55 in 2025. JCNA reported an estimated loss for 2024 of approximately \$30,000 and projected a similar loss for 2025. The increase is necessary to prevent more loss which would reduce JCNA's reserves below an acceptable amount.

Three factors have contributed to this decision:

1. Loss of several hundred members since the pandemic, with overall membership at about 4300 members.
2. Inflation that caused the *Jaguar Journal* production costs to rise.
3. Decision by JLR North America to withdraw its advertising presence from the *Jaguar Journal* in 2023. This revenue had provided a several dollar per member dues subsidy.

The Jaguar Club of Southern Arizona will not increase our dues of \$35, so the total dues starting in 2025 will be \$90.

## FRANKLIN AUTO MUSEUM

Friday, November 22

The Franklin Auto Museum features more than 25 antique and classic Franklin automobiles. Notable models include the 1909 Reo and various well-preserved Franklins that exemplify early automotive design. We will have a guided tour of the museum by a knowledgeable guide.

We will meet at the museum at **11:00 AM sharp** and enter the gate at 3420 N. Vine Ave. NOTE THAT THE FINAL PART OF THIS ROUTE IS A DIRT ROAD. The tour should be around an hour to an hour and a half. Cost of the museum tour is **\$10 senior, cash is preferred**. Afterwards we will have lunch at the famous Guadalajara Original Grill (1220 E. Prince Road). Please indicate if you will be joining us for lunch.

If you plan to attend, please respond by November 19 to Bob Ciaciuch by mail to [vice-president@icsaz.com](mailto:vice-president@icsaz.com) or 585-576-9330.



**HOLIDAY PARTY**  
**Wednesday, December 4**  
**6:00pm**  
**Arizona Inn**  
**2200 E. Elm Street, Tucson**

The holiday party this year will be held at the Arizona Inn, the classic Tucson hotel and dining venue. The dinner includes salad, seared salmon OR petite filet mignon, vegetables, bread, dessert, and coffee/hot tea. The cost is \$115 per person. Taxes and gratuities are included in the price. A cash bar will be available.

Reservations and payment must be received by November 21.

Payment by PayPal / credit card, Zelle or check <https://icsaz.com/holiday-party/>

## OLD PUEBLO WINE CELLARS September 20, 2024

Twelve club members enjoyed an afternoon relaxing at Old Pueblo Wine Cellars tasting five of their wines. This boutique winery combines the pairing of grape vines growing alongside iconic desert flora such as saguaro cacti and jumping cholla. Old Pueblo Cellars has several distinctive features in creating their wines: natural wine making process, sulfite-free, organic, and vegan friendly.

The tasting room was a cozy and comfortable setting, surrounded by manicured cactus gardens for a picturesque backdrop for our wine tasting experience. Afterwards we enjoyed an Italian lunch at Vero Amore restaurant. Bob Ciaicuch



### More on the Demise of Jaguar

Last month we featured an article by JCSA member John Thomson that discussed Jaguar Car's turbulent history from its inception to the end of car production this year. Peter Holderith at Motor1.com has written an article along the same lines, but with a shorter time perspective. Here is the link for those who may be interested.

<https://www.motor1.com/features/735414/jaguars-2010-lineup-underrated/>



## The Leaper Lives! But You Probably Won't Recognize The New Jaguar

"I think of it as taking us back," Jaguar managing director Rawdon Glover told *MotorTrend* in a brief interview in June. That, he will include the iconic Leaper jumping jaguar logo, contrary to reports of its demise. It's the most candid and direct a JLR representative has been about the perennially struggling luxury brand's present and future. Lately, all Jaguar headlines have been about the brand cancelling all of its existing models ahead of a relaunch in 2025.

"Going for volume didn't work," Glover said bluntly. Repositioning the brand as more premium than luxury, expanding into more segments and lower price points, and hoping big sales numbers will follow was a failed strategy. With the world going both electric and SUV, the brand almost entirely known for its sport cars and sedans was in danger of being left behind as its own SUVs and singular EV couldn't set the sales charts on fire.

What you're seeing now isn't the beginning of the great reset. It began years ago with the cancellation of the XJ EV before it ever saw the light of day. Jaguar execs decided a fresh direction was needed, and a traditional large luxury sedan grafted to a Range Rover EV platform wasn't going to cut it.

"[It] has to be hugely desirable," Glover said. "No one wants a \$100,000 EV just because it's an EV." To get there, Glover and his team are leaning on an old quote from their founder, Sir William Lyons, who declared "a Jaguar should be a copy of nothing." He describes the new design language as "very modern, very simple, lacking of surface ornamentation" and looking "as though they were carved from a single block." The cars will have "huge presence," he believes. The designs will probably polarize, he admits, but they need to and they can't age. That latter point is crucial because Jaguar is targeting slightly longer seven to eight-year lifespans for its new products.

The first car is described not as a sedan but rather a four-door GT. When asked why it wouldn't lead with an SUV, Glover admits the four-door GT won't be the best-selling of the new lineup, but is the purest embodiment of the new design philosophy. With a brand transformation, he said, you have to get it right the first time. And while the Leaper lives, it will also be reinvented and used slightly differently than the traditional hood ornament.

Aside from the logo, though, what will tie these all-new Jaguars to the brand's illustrious history? Glover said it's a matter of keeping some very specific elements of brand heritage and selectively carrying them through into the new cars. As an example, he points to the seating position of the classic XJC V-12 sitting outside and the way it makes you feel when you drive it. The driving experience, he said, would be the same in the new car.

Source: [MotorTrend](#), July 29, 2024

**JCSA Executive Board Meeting  
October 26, 2024**

Present: Abbe Meyer, Karen Bell, Bob Ciaciuch, Curt Hannay, Bob Bell, Doug Dechant, Jeff Simpson  
2025 Concours. April 5, 2025

Jeff reported that 18 potential members are listed as judges on the JCNA website for our club; however, 10 of those are likely to agree to judge and 2 more will be found. One training session will be held November 16 and the second on February 15. Charges for registration were discussed, but no decision at this time. The location of the Awards Dinner is a work in progress.

Treasurer Report

There is a current balance of about \$10,000. Ongoing costs are MailChimp and the JCSA web administrator. Incoming revenue is from five advertisers.

Activities Report

Bob C. reported that 10 events were scheduled this year in addition to the First Wednesday Dinners.

Membership Report

Currently membership stands at 61 full and 8 associate members. There were 7 new members in 2024. There will be a dues increase in 2025 from \$80 to \$90 (\$35 JCSA and \$55 JCNA). The JCNA Board made the decision to increase JCNA dues by \$10 per member. This will be communicated in the next newsletter as well as individual email messages from Bob Bell.

Board Nominations/Voting

Electronic voting for 2025 officers will take place Nov 15 - 25.

Marketing Efforts to Increase Advertising Revenue

Discussed a proposal to get members involved in finding more advertising by providing a flyer which individuals can print and hand to potential advertisers. Abbe will be seeking a member who can develop this proposal further.

**EXECUTIVE BOARD**

President - Abbe Meyer

president@jcsaz.com

VP Events - Bob Ciaciuch

vice-president@jcsaz.com

Assoc VP Communications - Karen Bell

communications@jcsaz.com

Secretary - Jack Royer

secretary@jcsaz.com

Treasurer - Curtis Hannay

treasurer@jcsaz.com

**OTHER POSITIONS**

Membership - Bob Bell

membership@jcsaz.com

Newsletter - Karen Bell

newsletter@jcsaz.com

Advertising - Andy Anderson

Concours Chief Judge - Jeff Simpson

chiefjudge@jcsaz.com

Concours Chair - Carolyn Arnquist

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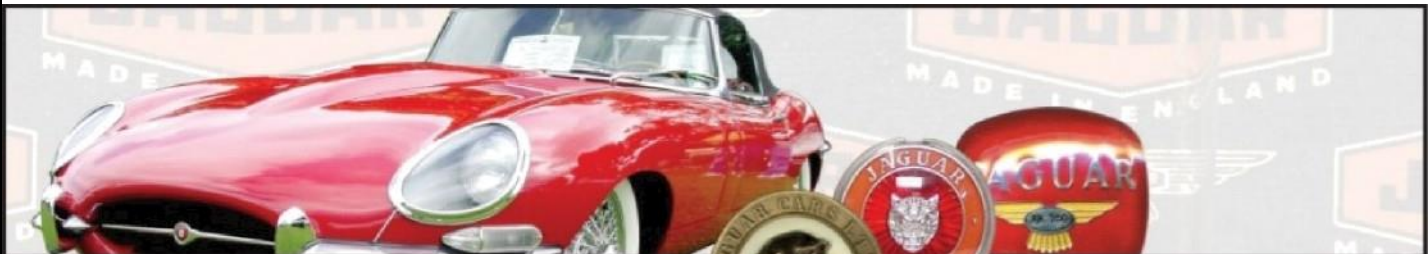
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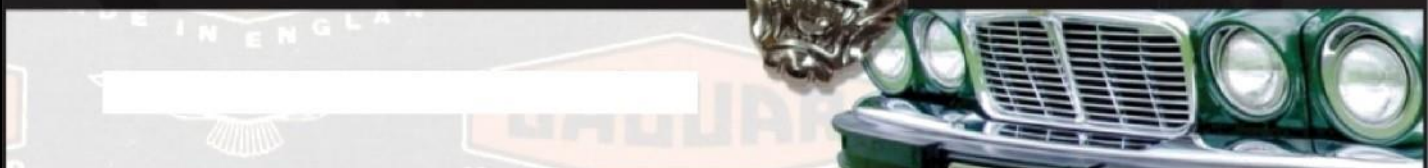


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