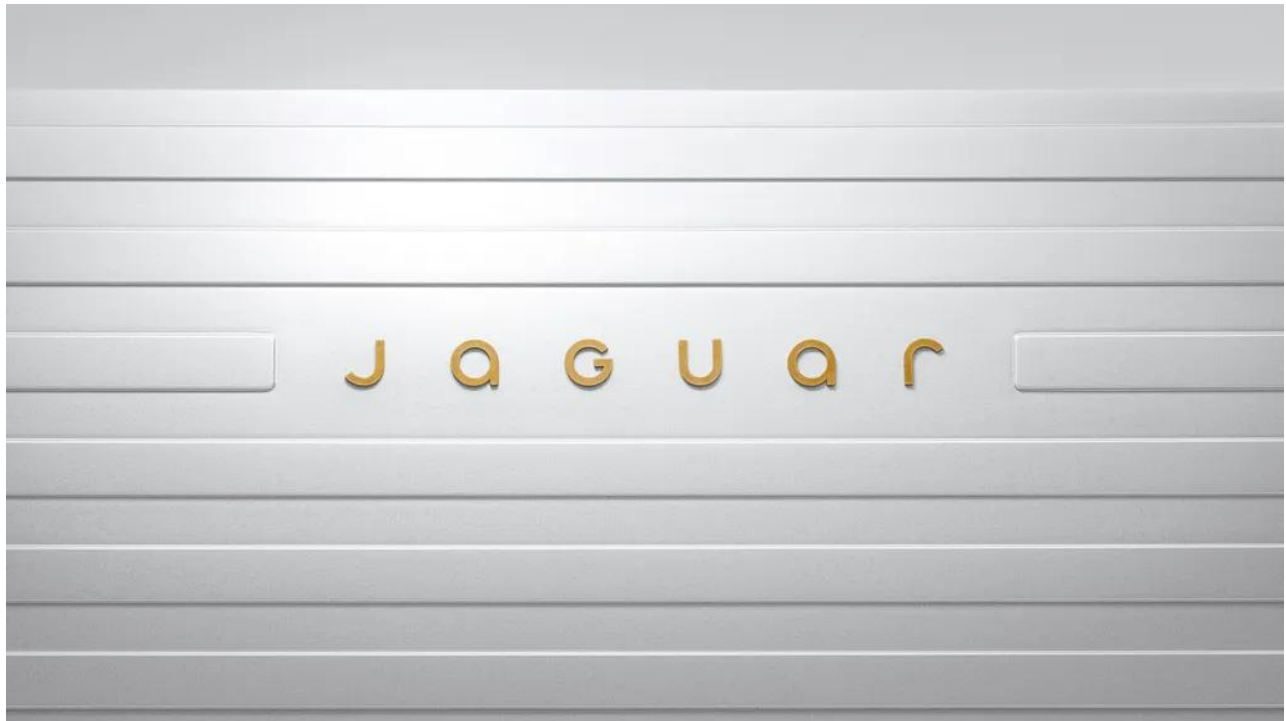




Newsletter of the Jaguar Club of Southern Arizona
January - February, 2025

JCSAZ.COM



The new company logo written as JaGUAr. Read the articles below for reactions, opinions, and insights on Jaguar's new directions.

President's Message

Happy New Year to All!

Welcome to a New Year full of Jaguar activities. We will continue to have our first Wednesday dinner alternating with Tesoro and El Corral. Elsewhere in this newsletter you will find a tentative list of our planned activities for the year. It is filled with tech talks, drives, car museums, and local interesting sites. The jewel in our crown of activities will be our 2025 Concours d'Elegance at La Encantada on April 5 followed by an awards dinner.

The future of Jaguar is unfolding slowly. There have been numerous articles and even some videos. There is no doubt that Jaguar is aiming toward a new generation of car and customer. Who really knows what the future will be. All I know is that right now we can enjoy the Jaguars that we know and love. Let's enjoy our cars, share our knowledge, help each other, and enjoy our club's camaraderie.

We wish you all a very healthy, safe and happy New Year!

Cheers,
Abbe

2025 MEMBERSHIP DUES

It's not too late to renew! Dues are \$80 for full JCSA member, (thanks to JCSA picking up the JCNA increase of \$10), and \$30 for associate member (primary club membership in another Jaguar Club of N.A.).

RENEW HERE: <https://jcsaz.com/renew-membership/>

You will be able to pay by PayPal, credit card, Zelle, or check.

Robert Bell

membership@jcsaz.com



2025 Events Calendar

Rev 1/1/25

January

8 - SECOND Wednesday Dinner
23 - Rolling Through Time Museum
TBD - Tech Session

February

5 - First Wednesday Dinner
19 - Saguaro Park West

March

4 - 6 - Sedona Road Trip

April

No Dinner Meeting
5 - Concours d'Elegance

May

7 - First Wednesday Dinner

14 - Colossal Cave

June

4 - First Wednesday Dinner
18 - Mt Lemmon Drive

July

2 - First Wednesday Dinner

August

6 - First Wednesday Dinner

September

3 - First Wednesday Dinner

October

1 - First Wednesday Dinner
22 - Globe Drive

November

5 - First Wednesday Dinner
19 - Terry Larson's Racing Jaguars,
Mesa

December

TBD - Holiday Party



Annual Holiday Party December 4, 2024

The holiday party this year was held at the Arizona Inn, the classic Tucson hotel and dining venue. Forty-two members joined in the festivities and celebrated the Holidays and the New Year.



Franklin Auto Museum November 22, 2024

Eleven JCSA club members had an enjoyable afternoon perusing the Thomas H. Hubbard Franklin Auto Museum. The entire collection of 25 antique and classic Franklin automobiles are housed in three garages. The tour of the museum took us back to a time when these elegant automobiles were hand crafted by engineering artisans. Afterwards we all enjoyed a wonderful Mexican lunch at the famous Guadalajara Grill. Bob Ciaciuch



ALL THINGS JAGUAR

Click on the highlighted Source to read complete articles.

There are several videos are on the Jagurausa.com website that showcase Jaguar Type 00 / An Original Work of Art <https://www.jaguarusa.com/copy-nothing/index.html>

Jaguar Is Changing Its Iconic Logo

The luxury automaker is replacing its former logo with a new one that is supposed to be a “powerful celebration of modernism.” It’s also a little less of the American “Jag-wahr,” and a bit more of the traditional “Jag-you-are,” as it’s said across the pond.

Other changes to Jaguar’s branding include a redesigned pouncing cat logo, called the Leaper. The Leaper, which has adorned its cars for several decades, is being eliminated in favor of the badge.

Source: [CNN Business](#), Nov. 19, 2024



Jaguar Reveals First Concept Car

British luxury automaker Jaguar has revealed its Type 00 concept car, the first glimpse of a new electric vehicle following a controversial rebrand that has divided opinion. The Type 00 has a long bonnet and a fastback profile, as well as 23-inch alloy wheels. It is presented in two colors: Miami Pink and London Blue. While the Type 00 is a concept and will therefore never enter production, it has divided opinion online.

Source: [CNN](#), Dec. 3, 2024



Jaguar Teases an EV Sedan

Jaguar's plans for its reinvention are still somewhat shrouded in mystery, but we now know that its ascension to the ultimate luxury realm—or at least the attempt at such a rise—will begin with the introduction of a new, electric four-door grand tourer. Jaguar released images of a camouflaged prototype undergoing testing on U.K. roads, and from those, we can see the luxury electric sedan will be of the full-size variety. It also features a very long hood and a steeply raked windshield. A recent U.S. trademark application suggests the name I-Type, which makes sense given Jaguar's first EV effort wore the name I-Pace.

SOURCE: [Car and Driver](#), Nov. 14, 2024

Jaguar's Rebrand Has An Even Tougher Foe

In an interview with Jaguar's managing director, Rawdon Glove, discusses international markets. Turns out, Jaguar has ideas about China. "As part of our strategy, we will be present in fewer markets, but we will want to really concentrate our efforts in those markets that are going to be super important for us," Glover said. "And China, you can't ignore the largest automotive market in the world, the largest luxury market in the world. And so that's going to be going to be key for us as well."

Source: [Inside EVs](#), Dec. 10, 2024

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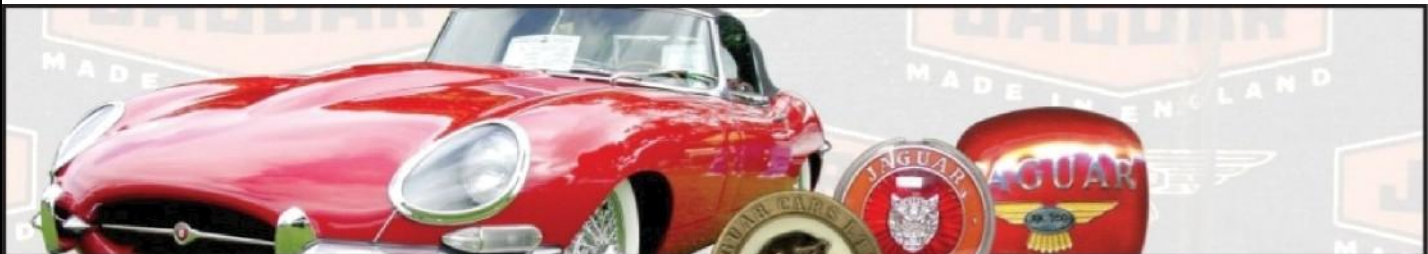
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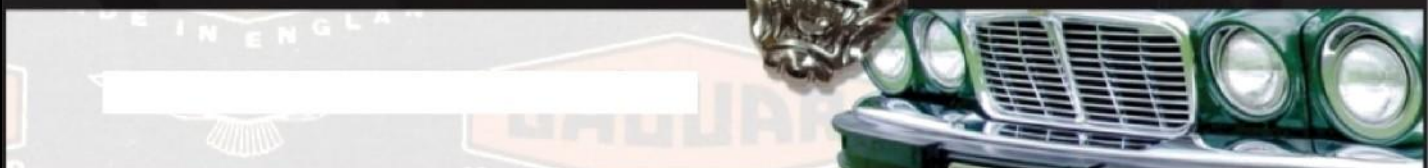


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