



Jaguar Club of Southern Arizona

**Desert Jaguar**

**Newsletter of the Jaguar Club of Southern Arizona**  
March - April, 2025

**JCSAZ.COM**



51st Jaguar Concours d'Elegance

Saturday, April 5, 2025

La Encantada Plaza  
2905 E Skyline Drive, Tucson

Organized by the Jaguar Club of Southern Arizona and sanctioned by the  
Jaguar Clubs of North America.

Participants from throughout the southwest will compete for awards and points  
nationally in their Jaguar's class.

More information and online registration at  
<https://jcsaz.com/concours-registration/>

## President's Message

Spring has arrived. Well, I'm not quite sure what happened to winter. In any case, we have been busy with club events. Last month we had a great turnout for the car museum tour. This month we also had a very good turnout for a drive through Saguaro Park East with lunch at Saguaro Corners. We even got to welcome new members!

March will be busy with our Sedona drive. We have 21 folks coming. It will be lovely taking the back roads, sharing meals, soaking in the incredible views, and enjoying the friendship of fellow Jaguar lovers.

April 5 is our club's Concours d'Elegance at the La Encantada Plaza. Registration is now open for both judged and display cars. Our judges have been working very hard to make sure that all goes smoothly. A big thank you to Chief Judge Jeff Simpson and Concours Carolyn Arnquist for all of their work.

Please remember that there will not be a first Wednesday dinner in April. It is being replaced with the Concours Awards Dinner on April 5. The dinner will be at El Corral at 6pm. You will need to RSVP to Karen Bell by March 30 for the dinner. You will be able to choose your dinner from the regular menu and pay with separate checks at the conclusion of the meal.

And, already looking forward to next winter, hold December 3 for the Club's Holiday Party at the Arizona Inn.

Enjoy all and drive safely.  
Abbe Meyer

### Upcoming JCSA Events

#### March

- 4 - 6 - Sedona Road Trip
- 5 - First Wednesday Dinner, Tesoro Restaurant

#### April

- No First Wednesday Dinner
- 5 - Concours d'Elegance & Awards Dinner

#### May

- 7 - First Wednesday Dinner
- 14 - Colossal Cave Tour

#### June

- 4 - First Wednesday Dinner
- 18 - Mt Lemmon Drive

## 51<sup>st</sup> JCSA Concours d'Elegance

The Concours will be held Saturday, April 5, 2025, at La Encantada Shopping Plaza in Tucson. The registration form and events schedule are on our website at <https://icsaz.com/concours-registration/> Note that registration closes on March 28.

This event is a great opportunity to show off your beautiful Jaguar to compete for awards and acclamation. Our Concours is sanctioned by the Jaguar Clubs of North America which means you can compete for awards nationally in the class of your Jaguar. Or, you can put your Jaguar on display to be admired by members and visitors at the venue.

The Awards Dinner on April 5 will take place at 6:00pm at El Corral Restaurant, 2201 E. River Road, Tucson. Dinner reservations are included in the online registration form. However, you may attend the Awards Dinner without registering a car, so if this is your choice, please send an email to Karen Bell [communications@icsaz.com](mailto:communications@icsaz.com) with your name(s) and the number attending. The full menu will be available and individuals will pay that evening.

Contacts: Carolyn Arnquist, Concours Chair, or Jeff Simpson, Chief Judge.

BONUS: For a slideshow (with music) of the 50<sup>th</sup> Concours, go to <https://icsaz.com> and scroll down the Home page to view the video. Thanks to Jim Hart Video Creations.

### ROLLING THROUGH TIME AUTO MUSEUM

On the morning of January 23, our club members met at the [Rolling Thru Time Auto Museum](#) where they enjoyed a guided tour of the over 200 vintage automobiles. The tour, led by owner Joe Findysz, included interesting stories about the many antique cars, fire engines, farm tractors, and bulldozers. A typical vintage machine shop and a replica Model T assembly line completed the tour.

The group then adjourned to the award-winning restaurant Mi Nidito in historic South Tucson for lunch, where we were welcomed by Edgar, the manager. The service was excellent and the food was delicious.

Those who missed the event can visit the museum on Wednesday through Saturday from 10:00 AM to 5:00 PM. Admission is \$12.00, \$10 for 55 and over seniors.



## Saguaro National Park East

On February 26, twelve members visited Saguaro National Park East on the east side of Tucson. A drive along the Cactus Forest Scenic Loop Drive featured scenic vistas and viewpoints. After the drive, the group for lunch at the nearby Saguaro Corners Restaurant. John Thomson



## ALL THINGS JAGUAR

Click on the highlighted Source to read full articles.

Jaguar Clubs of North America, Annual General Meeting, April 24–27, 2025, King of Prussia, PA.

<https://delvaljaguarclub.com/agm2025/>

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Join the Jaguar Owners Club of Los Angeles in celebrating the Jaguar with its sponsorship of TWO Concours d' Elegance! Concurrently, sign up for the Concours d'Elegance hosted by the Huntington Beach Concours, or do so separately – links below. There is a separate fee for each of these Concours and Car Shows.

Our field of entrants includes the best domestic, British, European and Asian, vintage to current, automobiles and motorcycles. June 7 is the Great Britain's All English Car Show. The Concours d'Elegance hosted by the Huntington Beach Concours is Sunday, June 8. The Concours hosted by JOCLA is June 7.

[Huntington Beach Car Show & Concours Registration](#)

[JOCLA Concours d'Elegance Huntington Beach - 6/7/2025](#)

[SW Regional Concours d'Elegance Huntington Beach - 6/8/2025](#)

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### **2027 Jaguar I-Type Is an Electric British Behemoth Worth Waiting For**

The I-Type represents a fresh start for Jaguar, which is discontinuing its entire lineup and replacing it with an arsenal of high-end luxury EVs. Stylistically, the I-type will draw upon the brutalist Type 00 concept but will apply the imposing looks to a four-door grand tourer body.

All future Jaguars will utilize electric powertrains, and the I-type will be the first vehicle built on the brand's new electric underpinnings. The Jaguar's electric powertrain should pack at least two motors, making the I-type all-wheel drive and appropriately potent, likely peaking at around 600 horsepower. The Jaguar I-type will enter production by the end of 2026 and should cost close to \$200,000.

Source: Car and Driver, Jan. 20, 2025

<https://www.aol.com/jaguar-type-electric-british-behemoth-140000415.html>



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### **In Defense of Jaguar's Radical Rebranding**

NOTE: This is a lengthy article and, if interested, you may want to read the entire article via the link below.

Jaguar, the century-old company best known for some of the most beautiful cars in history, shocked the automotive world last summer by announcing it was ceasing production of its entire range of petrol-fueled vehicles, with plans to return as an EV-only manufacturer in 2026. In November, Jaguar created more shock waves by releasing a rebranding teaser ad featuring androgynous models in vibrant outfits and provocative poses in a video notable for its lack of any reference to cars. By and large, marketing and brand strategy gurus were gobsmacked and outraged, widely captured in media reports.

The harshly negative reactions were perhaps best explained by Roger Martin, ex-Dean of the University of Toronto's Rotman School of Management, and a frequent advisor to blue-chip companies on brand strategy issues. In a recent article Martin took exception to Jaguar's rebranding campaign, characterizing it as "marketing malpractice" and an "abomination" for three reasons:

1. Jaguar's teaser ad trashed all traces of Jaguar's legendary (if now enfeebled) brand with jarringly confusing imagery.
2. Even if the teaser succeeded in intriguing a new target audience, the visual cues were unnecessarily repugnant to consumers with fond memories of Jaguar's storied past.

3. The teaser ad made no meaningful promise to customers about the appeal of the “new Jaguar.”

I couldn't disagree more. I'm not defending Jaguar's teaser ad per se, but rather suggesting that there are five reasons to give the company's controversial rebranding campaign the benefit of the doubt.

1. While Jaguar's sales have been trending down for years, most car companies would damn near kill to have Jaguar's unaided brand awareness and halo image for distinctively beautiful cars.
2. The marketing best practices that many pundits applied to critique this controversial rebranding effort are not contextually relevant to Jaguar's situation.
3. Jaguar's ad has already succeeded in two important respects: reinforcing the company's commitment to iconic style and fashion and stimulating a lot of conversation despite the brand's fading glory.
4. A similar relaunch ad Apple ran decades ago, which laid the groundwork for spectacular success, would also have generated the same harsh negative reviews by the same criteria many applied to Jaguar.
5. Nonetheless, Jaguar has set and will have to meet high standards of reimagined excellence in design, performance, and luxury, worthy of the company's storied past if its relaunch is to succeed.

Source: Forbes, Jan 29, 2025, Len Sherman

<https://www.forbes.com/sites/lensherman/2025/01/29/in-defense-of-jaguars-radical-rebranding/>

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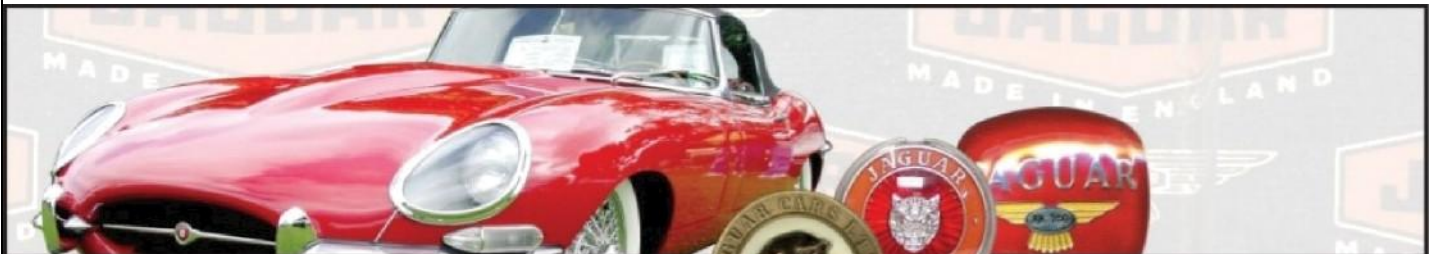
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