

## There Was a Time

*by JAG Member Jack A. Lutzow, proud owner of various Jaguar cars for 54 years*

**T**here was a time when Jaguar had an identity. An identity fashioned of a car that was a spirited driving experience. An exhilaration for the driver as he drove the original, sleekly designed car; the long sloping hood and the sweep of the fenders, the sound of the cat-like purr of the engine. An engine that was responsive to the adventurous demands of the driver. With a simple dropping down to a lower gear, the engine leaps in revolutions for the driver to power through a bend in the road. Driving the Jaguar conveys the image of the romantic exploits of the Jaguar on the race tracks. This was the era of the XKs, E-type, Mk2, and also the larger sedans.

Behind this image the colorful Sir William Lyons and his staff collectively embodied the Jaguar identity of sports performance and handling.

Later for a time during 1980-2000, Jaguar had the line of the XJ series of cars, a sedan and a touring coupe. To instill panache to Jaguar, several coupes were entered in a race program. The program was successful, but did not carry over to the street car. The XJ was a good design but did not say a performance car. The design conveyed an image of quiet elegance, a luxury car. Slowly the once strong Jaguar image of a sports-like performing car was being eroded.

Then came a time when Ford assumed ownership; Jaguar as an individual entity did not exist. Out of this ownership came car designs for the sedans X and S that failed to continue the mystic of Jaguar. There was nothing basically wrong with the design — just the total look was too ordinary to convey that something special image of Jaguar. Oh, yes, there was an attempt to instill uniqueness in the designs by borrowing from the past with a slight echo of the Mk2, the Jaguar-shaped grill and detailing to create a sports

performance image. To extend the Jaguar line and create an awareness for Jaguar, Ford introduced with much hoopla the XK8. The marketing program failed to give this flagship car an attitude, a personality. Therefore, the XK8 did not create an excitement to the Jaguar line of cars. The basic problem: Jaguar's image was too strong in its association with Ford.

We now come to the time when Jaguar is in India. How will the market relate to that relationship? The important point is that Jaguar should be marketed as a separate entity from its owner, which Ford failed to do. The present marketing program endeavors to identify Jaguar in today's electronic, fast-moving life styles of the more affluent buying group. The advertising for the XKR and the XFR models features the cars in a virile, performance attitude with mood-type photographs. With the intro of the redesigned XJ models, the advertising is going to emphasize sports performance. Will the marketing program build a strong desire in sales, instill pride of ownership with the buying public, and strengthen the resale market? Or will Jaguar just be another "nice" car on the road with the once-proud leaping cat icon? A car struggling to shout out, "look at me I am a Jaguar."

What's in a name? Everything. History is loaded with great cars with famous names that failed for one reason or another. Once the name is no longer associated with a positive image unique to that car, its extinction is inevitable. The identity is a definition of a product which Jaguar must constantly elaborate and its resultant image becomes the attribute of the Jaguar car.

As the Rolls Royce car ads used to imply, "you have reached that position in life, whereby one doesn't merely purchase the car, but acquire it." Will Jaguar again attain that attitude?