

TRICKS ON THE TRACKS
TWO PRO SKATERS TAKE ON THE JAGUAR ICE ACADEMY

A REIMAGINED CLASSIC THE E-TYPE IS BACK - BUT SOMETHING HAS CHANGED

#### NIFTY AT FIFTY

TRACE THE EVOLUTION OF JAGUAR'S XJ SALOON

THE JAGUAR ISSUE 04 / 2018









We are the pioneers of high resolution audio and proud partners with Jaguar Land Rover. Our shared passion for quality, luxury and innovation drives us to create the most immersive sound whilst on the move. The twists, the turns and the rhythm of the road ahead. Each album, every song, in authentic and exceptional detail.

meridian-audio.com



# The Jaguar









#### 06 Foreword

Launching the New All-Electric Jaguar I-PACE: dare to disrupt

#### 08 The Curve

Hot innovations and inspiration from around the world

#### 14 Always in Charge

Experience the joys of going electric as the I-PACE takes on the Algarve

#### 24 Stay Connected

Facts and figures on the I-PACE and the growing electric vehicle sector

#### 30 Evolution: Energised

Insider insights from four key players behind the revolutionary I-PACE

#### 36 Charging Ahead

Panasonic Jaguar Racing's Nelson Piquet Jr. on Formula E's unique thrills

#### 40 Zero Compromise

E-Type Concept Zero: unveiling a sustainable future for Classic Jaguars

#### 44 The Humans Are Taking Over

How smart home technology is creating a more connected world

#### 48 Ice Dream

Two world-class skaters tackle the tracks of the Jaguar Ice Academy

#### 56 The World as We See It

The XE and XF as seen through the lens of two Instagrammers

#### 62 Mind Game

An exclusive interview with Britain's top tennis star Johanna Konta

#### 66 Al: Artistic Intelligence

Supercomputers are revolutionising how we create and enjoy art

#### 70 **50 Years of an Icon**

Looking back on half a century of Jaguar's iconic XJ saloon series

#### 78 No Longer the Ugly Duckling

From transport to agriculture, green technology is becoming increasingly attractive

Editor in Chief David Barnwell Senior Editor Sachin Rao Editor Geoff Poulton Senior Art Director Dan Delaney Creative Director Michael Darling Designer Thomas Saible Designer David Klingl Photo Editor Katjana Frisch Photo Editor Elina Gathof Production Director Marie Bressem Account Director Nadja Göricke Business Director Alex Robb Account Manager Adrianna Juraszek Market and Production Manager Hannah McDonald Jaguar Marketing Communications Senior Manager Ema Forster Jaguar Marketing Communications Manager MD Production Unit Dr. Markus Schönmann

For all advertising enquiries please contact:

#### Katherine Galligan

Katherine@metropolist.co.uk 00 44 207 887 6146 Vishal Raghuvanshi

Vishal@metropolist.co.uk 00 44 207 887 6147

The Jaguar magazine is published by Spark44 Ltd, The White Collar Factory, 1 Old Street Yard, London EC1Y 8AF, UK on behalf of Jaquar, Abbey Road. Whitley, Coventry CV3 4LF, Copyright Spark44 Ltd. 2018. All rights reserved 2018. Reproduction in whole or part is prohibited without the written permission of the publisher. Opinions expressed are those of the author and not Jaguar. While every care is taken compiling the contents of The Jaguar magazine, specifications, features and equipment shown in this magazine are subject to change and may vary by country. All necessary permissions were obtained for film and photography in restricted access areas, and information was correct at time of going to print. For additional vehicle information, please contact your authorised Jaguar retailer. This magazine does not accept unsolicited manuscripts, photographs or illustrations, and cannot accept any responsibility for them. Drive responsibly on- and off-road.

For editorial enquiries about the magazine please email us at *TheJaguar@Spark44.com* 

## THE JAGUAR COLLECTION. TIME FOR EXCELLENCE.





Introducing a collection of premium timepieces and classic chronographs. Inspired by Jaguar instrument panels and featuring high performance innovations like solar charging faces, these watches are icons in their own right. Just like the people who wear them.

Visit your nearest Jaguar retailer or shop the range now at shop.jaguar.com

# HOTOGRAPHY: THOMAS DASHUBER / AGENTUR FOR

# The Foreword

JAGUAR TECHNICAL DESIGN DIRECTOR **DR WOLFGANG ZIEBART** ON SEIZING THE RIGHT MOMENT IN TIME AND BEING BOLD ENOUGH TO LEAD A REVOLUTION



In my job, there are moments that feel truly pivotal: a technical leap forward, a sudden design breakthrough or an ingenious take on a problem that begs for a solution.

The launch of the New All-Electric Jaguar I-PACE is certainly one of these. A ground-breaking shift, it has allowed us to introduce the world's most desirable electric vehicle.

The time to do this is just right. As you will see in our infographic on page 24, we stand on the brink of an electric revolution, with technology having reached a level of maturity that enables us to fulfil a wide range of mobility needs. Batteries like those in the I-PACE are now capable of delivering up to 292 miles\* of zero tailpipe emissions driving on a single charge and a growing network of rapid charging facilities means this can be extended in minutes. There is no compromise in performance either. Electric motors can now deliver the same thrills as combustion engines – with instant torque and even more responsive handling. What's not to like?

Vehicle design is also set to change significantly. Electric drivetrains require much less space than traditional ones, opening opportunities to create more efficient utilisation of space and enhanced comfort.

One quick glance at the I-PACE will reveal just how powerful these new tools can be. As a vehicle designed for the roads of the future, it is a manifestation of advances in innovation and design that, until recently, we didn't think were possible. Turn to page 30 for an exclusive insight into some of the groundbreaking work we have done at Jaguar to make all of this possible.

The I-PACE was built from the ground up to embrace new possibilities. It will change our perception of what mobility means; a significant milestone that I am proud to have been part of.

In any industry, disruption is hard to achieve. But it will only come to those who are bold enough to lead the way and choose the right moment. I am happy to say that for our industry, this moment belongs to Jaguar.

Dr Wolfgang Ziebart

Jaguar Land Rover Technical Design Director

\*EV range figures are based upon production vehicle over a standardised route. Range achieved will vary dependent on vehicle and battery condition, actual route and environment and driving style. See page 14 for I-PACE emissions and efficiency data.

#### JAGUAR GEAR - ACCESSORIES

#### MAKE IT MORE YOU





Enhance your New All-Electric Jaguar I-PACE with Jaguar Gear – our unique range of accessories engineered, tested and rigorously inspected by the same experts who designed the car itself.

From useful features that support its SUV levels of practicality, to stylish extras for an exquisite, finishing touch, you can create an I-PACE that's perfect for the way you live.

Find out more at jaguar.com/ipacegear

Accessories shown: Wheel Mounted Cycle Carrier and Roof Cross Bars. Objects placed above the roof mounted satellite antenna may reduce the quality of the signal received by the vehicle and could have a detrimental effect on the navigation and satellite radio systems, if fitted. Consideration should always be given to vehicle's maximum roof load capacity to ensure this is not exceeded.



The Curve is our carefully curated selection of the latest highlights from around the globe, including exciting new products, visionary innovations, breathtaking destinations and awe-inspiring achievements. In this issue, we take a closer look at how progressive innovation is reshaping the world around us, including a glimpse at Jaguar's latest vision for the future of driving, which features both bold use of artificial intelligence and a smart concept vehicle built to embrace the opportunities of on-demand ownership





#### SAYER OWES ITS NAME TO ONE OF THE MOST PROMINENT DESIGNERS FROM JAGUAR'S PAST,

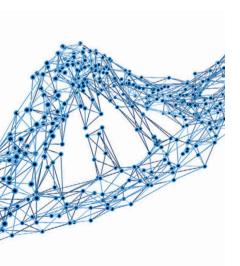
#### **MALCOLM SAYER**

#### CONNECTIVITY

#### THE FUTURE OF TRANSPORT

The Internet of Things has invaded our homes - and soon it could be part of your driving experience, too. Sayer is Jaguar's vision for the world's first voiceactivated, artificial intelligence steering wheel, able to carry out hundreds of tasks, connecting the home and the car. Named after Malcolm Sayer, the designer behind the iconic E-Type and XJS cars, the brushed metal steering wheel would live in your home and could be pre-programmed to plan out an entire autonomous journey. Simply tell Sayer where you need to be and by when, and it will arrange everything from setting your wake-up alarm to arranging when the car autonomously arrives at your front door. A sneak peek into the future of transport that Jaguar is determined to be at the forefront of, Sayer is part of FUTURE-TYPE (left) - our autonomous, connected, electric, on-demand vehicle concept, designed to meet the mobility needs of future generations in which shared ownership looks increasingly likely. For more, search Jaguar FUTURE-TYPE





#### STYLE

#### A SCARF LIKE NO OTHER

It's the unique set of biomarkers that differentiates us from everyone else (and every other species): DNA is the body's building blocks, its genetic code that controls everything from hair colour to your propensity to suffer from disease. And while you can't literally wear your heart on your sleeves, you can now wear your DNA around your neck. DOT ONE - named after the 0.1% of our DNA that separates us from everyone else - uses the unique genetic coding of your body to create a unique piece of clothing. Simply take a DNA test kit, swab your cheek and send it back, then within a month you'll receive a scarf made from a mix of Italian wool and high-quality acrylic that identifies you alone. dotone.io



## The Curve



#### CITIES

### LITERARY INSPIRATION

With 1.2 million books lining its shelves, you're unlikely to struggle for anything to read at the Tianjin Binhai Library in Tianjin. Its spectacular futuristic design, which went from first sketch to doors opening in just 36 months, was created by Dutch architects MVRDV in collaboration with local architects TUPDI. The two studios wanted to give visitors the feeling of being lost in a sea of words, and chose to create series of undulating 'bookshelves' that pulse up and out around a central spherical auditorium. The shelves, however, aren't actually stacked with real books. Instead, they are a playful illusion made from printed images that work as steps and seating for visitors. The effect is inspiring, though: it might just be the best coworking space in the world.



### **20,000 3D PRINTED STRUTS** CAN EACH BE TWEAKED TO THE INDIVIDUAL WEARER'S POSTURE AND GAIT

#### STVI E

### FOOTWEAR FOR THE FUTURE

The 3D printing revolution has resulted in machines that can create computer parts, food and even entirely new 3D printers within minutes. And now, you can wear 3D printed shoes. Adidas' Futurecraft 4D sneakers are an intriguing wonder of modern additive manufacturing. The midsole is made up of 20,000 3D printed struts, each of which can be tweaked during manufacture to the individual wearer's posture and gait. The end result? A unique piece of apparel that's made just for your feet. Little wonder that the individually tailored manufacturing process is being considered for use in the company's professional basketball shoes. adidas.com





#### F-PACE SVR

#### **BORN TO RUN**

Stunning performance, unsurpassed luxury and cutting-edge technology lie at the heart of the work done by Jaguar Land Rover's specialist manufacturing unit, Special Vehicle Operations. Working from its brand new, £20 million Technical Centre in Warwickshire, England, its engineers apply their sharp skills to standard Jaguar vehicles and elevate them to an exciting new level. The F-PACE SVR is the latest car to receive the SVR treatment, combining breathtaking performance and agility with comfort, luxury and practicality. An SUV that feels and handles like a sports car, it is the most driver-focused F-PACE variant to date with a full suite of unique features that will enliven your senses as you take to the roads. At its heart is a 550PS 5.0 litre Supercharged V8 petrol engine, capable of taking the vehicle from 0-60mph in 4.1 seconds. The new SVR aerodynamic package is based on state-of-the-art aerodynamics research and includes a number of design updates to the body: the specially developed fenders, lower body sides and bonnet are unique to the F-PACE SVR and have been added to allow for improved air flow that will help reduce drag and lift. A rear flip spoiler aids high-speed stability, and upgraded brakes, enhanced steering and lightweight forged wheels deliver greater control and more immediate dynamic response and traction. Inside, the SVR introduces new materials like carbon fibre and a range of updated cabin elements, including an SVR branded steering wheel and new aluminium paddle shifters. And the F-PACE SVR doesn't just look and feel different, it also sounds truly special, thanks to the Variable Valve Active Exhaust delivering a louder, distinctive multi-cylinder soundtrack that's sure to turn heads.

OFFICIAL EU FUEL CONSUMPTION FIGURES FOR THE F-PACE SVR in I/100km (mpg): 11.7;  $CO_2$  emissions g/km: 272. For comparison purposes only. Real world figures may differ.



AN SUV THAT FEELS AND HANDLES LIKE A SPORTS CAR, IT IS THE MOST DRIVER-FOCUSED F-PACE VARIANT TO DATE



## The Curve

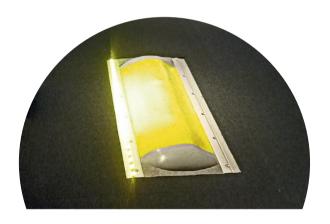


#### ARCHITECTURE

#### **NEW 007 MISSION FOR JAGUAR**

You may not be able to tear around the Alps like James Bond in the 2015 hit *Spectre*, but thanks to a new cinematic installation near the Austrian town of Sölden, you can enjoy an immersive, interactive experience that places you inside his world. Open to the public from July 2018, *OOT Elements* combines state-of-the-art technology with stark contemporary architecture, creating a captivating experience with a dramatic cinematic soundscape set in nature's awe-inspiring surroundings. Located 3,050 metres above sea level at the summit of the Gaislachkogl mountain, the 1,300 square metre building has been built into the iconic mountain and welcomes guests with a series of galleries, each distilling the craft of signature elements of a James Bond film. As the installation's exclusive automotive partner, Jaguar Land Rover is providing experiences for the building's new Tech Lab, with a focus on *Spectre*, which was shot in Sölden and featured the Jaguar C-X75 concept vehicle. *OOT.com/OOT-elements* 





#### SCIENCE MIND THE BUMP

Non-Newtonian liquids are a puzzle to most of us, but are wonders of the scientific world. Liquids that don't behave in the way they're meant to are generally considered a cool scientific experiment to show children, but have had little practical use – until now. Spanish company Badennova has created an intelligent speed bump from the liquid: travel over the bump at an acceptable speed and the particles remain liquid; but go too fast and the pressure on the bump causes the particles to align into a solid state. They're the saviour of car suspensions the world over – so look out for them near you.





WHEN ROYAL
MARINE MARK
ORMROD LOST
THREE LIMBS, IT
SEEMED UNLIKELY
HE'D SURVIVE,
LET ALONE
EXCEL IN SPORT

#### PERFORMANCE

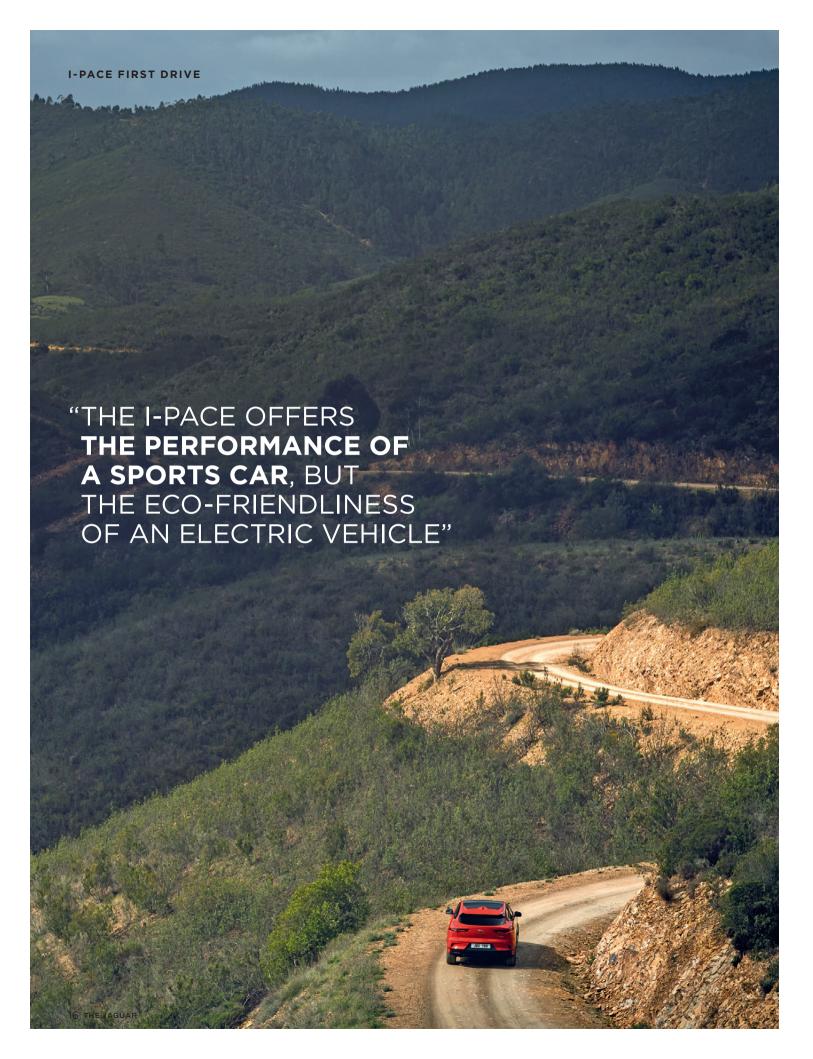
#### **DETERMINED TO SUCCEED**

Jaguar is all about celebrating the extraordinary, and the winner of the Jaguar Award for exceptional performance, determination and dedication embodies all those qualities in abundance. When Royal Marine Mark Ormrod lost three of his limbs after kneeling on an improvised explosive device in Afghanistan, it seemed unlikely that he'd survive, let alone excel in sport. Yet after waking up in hospital in Birmingham several days later, he decided he didn't want to spend his life in a wheelchair. His determination and dedication has since resulted in four medals at the Invictus Games: two silvers in the indoor men's rowing and two bronze medals in the men's ISA 100-metre and 50-metre freestyle swimming events. A truly extraordinary achievement, proving that if you put your mind to it, there really is no limit to how far you can go.











On a full charge, the I-PACE's 90kWh battery offers up to 292 miles of range<sup>2</sup> - more than enough to discover this thriving region twice over



1: Model shown is a Jaguar I-PACE First Edition in Photon Red, with 22" 5 spoke 'Style 5069' alloy wheels in Gloss Black with Diamond Turned finish and carbon inserts which are available as an option. Photon Red is exclusive to First Edition for the first model year only. All features described as exclusive to I-PACE First Edition may become available as options in future model years. Contact your local Jaguar Land Rover retailer for more information.

2: Range: 470km (292miles). EV range figures are based upon a production vehicle over a standardised route. Range achieved will vary dependent on vehicle and battery condition, actual route and environment and driving style.

e're driving the new all-electric Jaguar I-PACE, resplendent in Photon Red paintwork, through the Portuguese Algarve<sup>1</sup>. It's fair to say this performance SUV - revealed just a few months before at the 2018 Geneva Motor Show - stands out for all the right reasons. As an I-PACE First Edition, this particular model is only available for purchase for the first year of production and comes with a host of special First Edition features like Windsor Leather Seats, First Edition Treadplates, Fixed Panoramic Roof and Matrix LED Headlights. Street-level crowd reaction is certainly strong and excitable. A group of local teenage boys sidle up and strike up conversation; a middle-aged couple snap away like paparazzi, before explaining the reason: their daughter has already ordered an I-PACE so they're keen to take photos as evidence that they've seen it on the road before her. Everywhere it goes on our journey - from bustling coastal resorts to remote mountain villages - onlookers react the same way: they all recognise the famous Jaguar badge but haven't seen this type of Jaquar before.

This Jaguar, the I-PACE, offers the performance of a sports car - 0-60mph in 4.5 seconds and a 124mph top speed - but the eco-friendliness of an electric vehicle, with zero CO2 tailpipe emissions in use. Its 90kWh battery ensures up to 292 miles of range on a full charge<sup>2</sup>, allowing exploration of the beautiful Portuguese countryside with a clean conscience and without a hint of range anxiety.



Its Jaguar DNA instantly strikes you when you first get a chance to put a foot to the throttle: power builds progressively, almost like a combustion-engined car. It's an unusual sensation for an electric vehicle – many EVs offer a rather blunt burst of torque. While the I-PACE's twin electric motors' combined 400PS can dispatch 60mph in a blistering 4.5 seconds from a standing start, it is different from other EVs in the way it handles, too. Some are very 'digital' in their steering – just quick, but with little feel. But I-PACE's electrically-assisted steering has the heft of a hydraulic system. You can feel the weight of the wheels turning, which allows better control.

The Autódromo Internacional do Algarve race circuit is an ideal first stop on our route, to discover what the cutting-edge I-PACE technology has to offer once it is let loose – especially as I-PACEs will also soon be seen racing in the forthcoming I-PACE eTROPHY series (see page 39).

sitting at the foot of the Serra de Monchique mountains, just 15 miles northwest from the port city of Portimão, the 4,684-metre long track can accommodate 100,000 spectators and hosts rounds of the European Le Mans and Superbike World Championship series. Four solar panel farms are used to generate electricity, producing more power than the circuit consumes even on a race weekend, making it an appropriate place, in every sense, to evaluate the I-PACE.

# "EXHILARATING RAPID BUT REASSURINGLY SAFE IN DYNAMIC MODE, THE I-PACE PASSES ITS FIRST TEST WITH FLYING COLOURS"

Once out on the circuit, we activate Dynamic mode by pressing one of the two buttons on the 'floating' centre console, and the I-PACE immediately wears its game face: the steering weights up, suspension becomes firmer and the car feels planted on the road with very little body roll through corners. Exhilaratingly rapid but reassuringly safe in Dynamic mode, the I-PACE passes its first test with flying colours. This truly is a sports SUV, with zero compromise even when pushed.

Racing curiosity sated, we use the buttons to toggle back to 'normal', likely to be most people's default mode 90% of the time – and drive onto public roads. In this mode, Enhanced Brake Regeneration can help maximise your range by recovering braking energy once you lift your foot off the  $\rightarrow$ 









accelerator. But it does so in a way which feels smooth. The level of regenerative braking can also be increased to 'high' via the touchscreen – useful in stop-start traffic – to the point where the car can be controlled almost entirely by the accelerator alone. Driving with just one pedal is surprisingly calming – and something you could get used to very quickly.

The Algarve's characteristic hot, rocky landscape passes us by and the spring sky trails us through the Panoramic Roof as we take it all in. As far as driving roads go, this is about as beautiful as it gets. And as we become increasingly familiar with the I-PACE and its confident handling of the roads beneath us, it becomes clear that this car is built to bring driving experiences like these to life.

Eventually, however, it's time for us to leave the open roads, and we head to Lagos, the second stop on our trip.

egotiating the tight and cobbled streets of Lagos, the I-PACE is incredibly assured. We take the chance to explore the town and can't help noticing the abundance of high quality modern street art adorning the traditional buildings. Considered an illegal activity in many places, the issue has been turned on its head in Portugal, which has focused on local artists' talent and skill by allowing their creativity to set the agenda and quite literally brighten up city life.

We take a moment to admire our travel companion, glowing red in the afternoon sun against the colourful city walls. With its smooth and uninterrupted surfaces, made possible by flush-to-the-body door handles that only present themselves when pressed, the I-PACE looks even more striking against the ruggedness of the cityscape.

Opening the doors reveals an interior as modern as the powertrain. With no need for the engineers to find room to house a large combustion engine up front, the I-PACE's wheelbase is longer and the windscreen pushed forward to create its spacious cabin.

The refined feel of the dashboard and door materials are smartly accentuated with touches of aluminium and special Gloss Charcoal Ash First Edition veneer. In the cabin's centre sits the high definition Touch Pro Duo 10" touchscreen integrated into the dashboard and the lower 5" touchscreen with multi-function dynamic dials, where information can be viewed on one screen while interacting with extra features on the other. A 12.3" Interactive Driver Display replaces a conventional instrument cluster and includes full-screen navigation with ultra-clear 3D mapping. There's also an optional Head-Up Display in crystal-clear full-colour graphics to indicate directions and speed so your eyes can spend more time focused on the road. The soundscape is →

second to none, thanks to the clarity of a 825W, 15-speaker Meridian Surround Sound System and connectivity is taken care of as well, with both Apple and Android compatibility through InControl Apps, 4G Wi-Fi, Spotify access and personalised settings aplenty. Refined touches abound within the classy minimalist setting of the cabin, from bright polished buttons and satin-feel tactile materials, to Configurable Ambient Interior Lighting and carpet mats. And the I-PACE doesn't need a conventional gearbox either, which lifts the cabin's ambience even higher.

This knack for detail and smart solutions also applies to how the I-PACE answers that all-encompassing question of charging, Re-charging, of course, is an important - and different - part of an EV owner's life - and the I-PACE is built from the ground up to superbly address this element of future mobility. The I-PACE is equipped with a 7kW single phase AC on-board charger with a plug-in point located conveniently above the front wheel<sup>3</sup>. It can charge via a domestic socket, a Jaguar-approved 7kW wallbox4 or a 50kW DC rapid charger. Using the approved wallbox, an industrial socket or an upgraded domestic socket will give you up to 22 additional miles of range per hour. Public charging is easy, too. Using a typical 50kW DC rapid charger can deliver up to 168 miles of range per hour<sup>5</sup>, meaning that you can add significant range in no time when you are on-the-go. And there's potential for even more, as the I-PACE is future-proofed to take a 100kW DC charger.

Our 140-mile round trip, with all the demands of a full road test, left us with about 40% of our 292-mile range intact – and our hotel's 7kW charger got us back to 90% in about five hours overnight. A surprise-and-delight part of that process – especially at night – is the puddle light that beams the Jaguar logo on to the ground directly below where the charging flap opens. Meanwhile, a series of coloured lights inside the port reassure you that the re-charge has been initiated and switch off when complete.

s an SUV, the I-PACE should have rough-road credentials too. We take the rugged roads down to the Algarve's coast near our final stop, Sagres a city made famous by its sailing school founded by 15th-century explorer Henry the Navigator, and known more recently for its exported beer. On this last part of our trip, we let the Adaptive Dynamics<sup>6</sup> system do its thing and it flattens the terrain, even with the generous 22" wheels optioned on our vehicle.

# "THE I-PACE IS THE EMBODIMENT OF THE SPIRIT OF INNOVATION"

The climate during our test has been warm and dry. But as we head toward the end of our drive, it now rains which gives us an opportunity to test the all-wheel drive system. The I-PACE feels completely planted, performing like a rear-wheel car with the grip and stability of an all-wheel drive version. It's a great combination. And there's a host of technical wizardry to fall back on if the weather gets worse. In slippery conditions, selecting Low Traction Launch gives you a surer start from standstill. The clever All Surface Progress Control mode, meanwhile, reacts to varied terrain as required to maintain a set steady speed (between 2mph and 18mph). And the Adaptive Surface Response standard on the I-PACE First Edition and optional on all other models - detects conditions and constantly adjusts the motor and brake settings for skid-free, controlled progress.

The I-PACE's practicality extends to its carrying capability. Loadspace under the rear hatch is 656 litres<sup>7</sup>, extending to 1,453 litres<sup>8</sup> with rear seats folded, which was just the ticket when lugging big, bulky kit for a photographer in search of all the right shots on a road trip like ours. There's even an extra 27 litres of storage in the front, beneath the bonnet, perfect for stowing our smaller bags.

Front to back, and top to bottom, then, the I-PACE really has all the bases covered. As a true driver's car with zero compromise, it is the embodiment of the spirit of innovation that marks the dream of a new kind of mobility. As the I-PACE hits roads across the world, Jaguar is now ready to turn that electric dream into reality for us all.

OFFICIAL FUEL CONSUMPTION FIGURES FOR THE I-PACE in I/100km (mpg): 0.0;  $CO_2$  emissions g/km: 0. Official EU test figures. For comparison purposes only. Real world figures may differ.

Visit jaguar.com to learn all about the new I-PACE and to build your own

3: A 7kW electricity supply is available in most countries. 4: Jaguar has authorised charging infrastructure partnerships for all markets in which I-PACE is available. Our infrastructure partners are available to advise of the best solutions for you. Please consult your Jaguar retailer for further information. 5: A DC rapid charger provides large amounts of energy in a short amount of time. The charging rate decreases as the battery reaches full capacity, therefore, in most cases it is quicker to rapid charge up to 80% capacity or for the extended range required. 6: Adaptive Dynamics is only available on cars fitted with Active Air Suspension to function.
7: Loadspace volume is reduced by 18 litres when Active Air Suspension is fitted. 8: As per above, loadspace volume is reduced by 18 litres when Active Air Suspension is fitted and increased by 10 litres with the Panoramic Roof option.



# STAY

### 696NM

The New All-Electric Jaguar I-PACE has a 90kWh battery made of high energy density lithium-ion pouch cells with a thermal management system that supports longevity and periods of sustained maximum power. It also delivers 696Nm of instant torque, allowing the I-PACE to go from 0-60mph in just 4.5 seconds



# CONNECTED

ALLURING DESIGN AND BREATHTAKING PERFORMANCE: DISCOVER WHAT MAKES THE NEW ALL-ELECTRIC JAGUAR I-PACE SO SPECIAL AND FIND OUT MORE ABOUT THE RAPIDLY GROWING ELECTRIC VEHICLE SECTOR





#### READY TO ROLL

An EV like the I-PACE can be charged using a regular domestic socket. This can deliver up to 7 miles of range per charging hour. If you charge eight hours overnight, you will therefore be able to add more than 50 miles of range – more than enough to handle the average daily commute, which is 38 miles



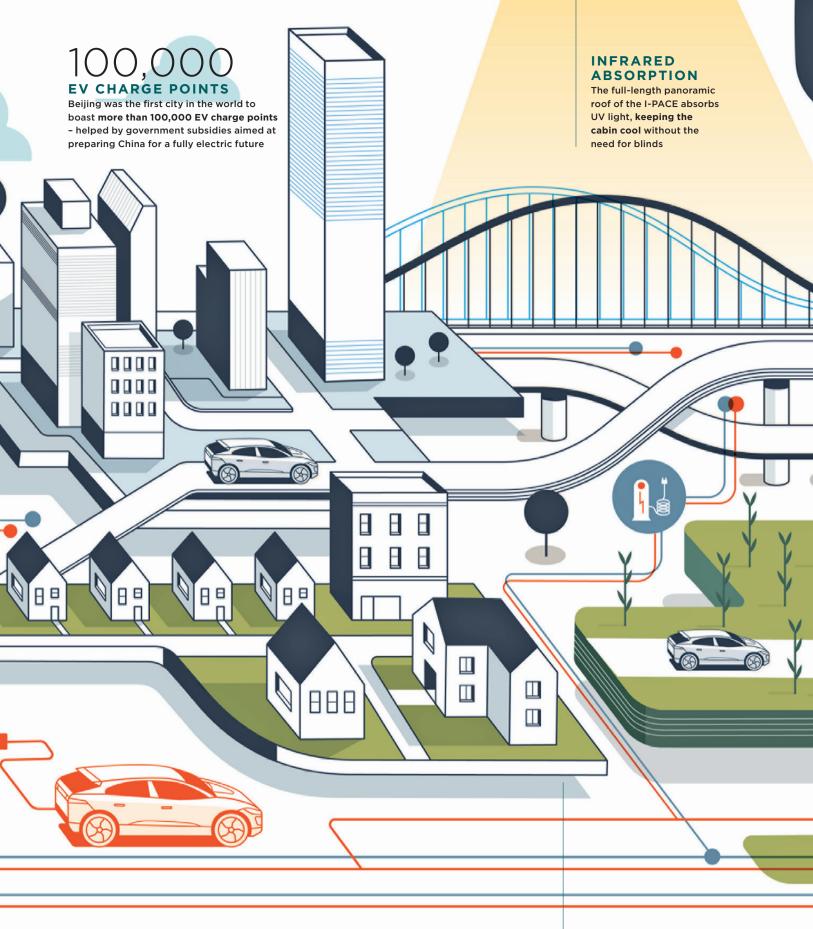
WORDS: Nathaniel Handy

ILLUSTRATION: Harry Campbell

#### WALLBOX CHARGING

If you install a wallbox charger at home or have access to an industrial socket, **charging times are shortened significantly**. An approved Jaguar wallbox, for example, will deliver up to 22 miles of range per hour – or about 80% of a full charge overnight. 80% is the recommended charge for optimal battery life and performance

SOPHISTICATED TECHNOLOGY,

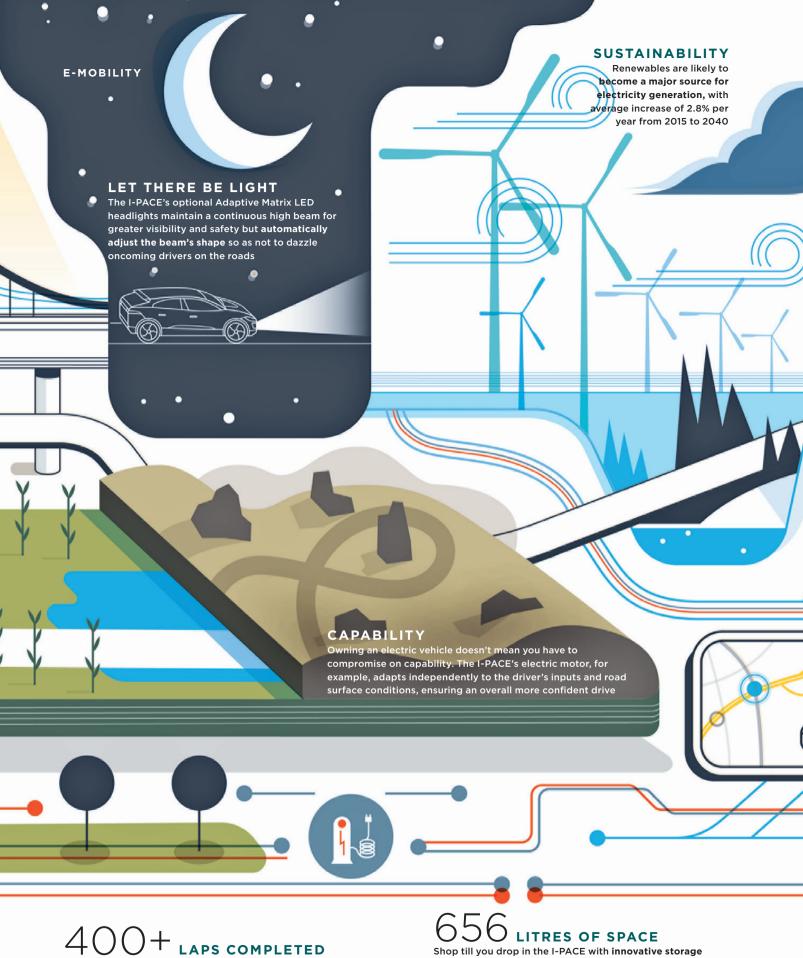


#### **PUBLIC CHARGING**

Public charging infrastructure is in development all across the world. Planned around anything from hotels to shopping centres, these fast charge stations will typically offer 50kW of charging power, meaning that you would be able to add almost 200 miles of range in just an hour. Or, if you are in a hurry, around 65 miles of range in 20 minutes – about the time it takes to order and drink a cup of coffee

#### **SMART CHARGING**

The I-PACE features Timed Charging that allows you to preset home charging times to take advantage of off-peak electricity tariffs



 $400+_{\text{LAPS COMPLETED}}$ 

400+ laps of Nardò Ring and Nürburgring testing, plus 1.5 million miles driven across North America, Asia and Europe over more than 11,000 hours has proven the Jaguar I-PACE's durability

and up to 656 litres of rear load space (depending on chosen specifications). And if you need more, this can even be increased to 1,453 litres when the rear seats are folded



### -40

#### **DEGREE TESTING**

Leading up to its launch, Jaguar carried out extensive testing of the I-PACE at the Jaguar Land Rover cold weather testing facility in Arjeplog in Northern Sweden. This included tests to confirm impeccable performance – even at temperatures down to -40 degrees Celsius

#### 500 MM WADING DEPTH

The new Jaguar I-PACE has an approved wade depth of 500mm, matching the figures of many SUVs on the market

### $90\%_{\text{covered}}$

A new charging network proposed by the National Grid would place 90% of all UK drivers within 50 miles of a charging station at all times. The new grid would offer extra powerful charging options to ensure significantly reduced charging times for a range of EV models

#### 292 miles range

The range of a fully charged I-PACE is up to 292 miles\*. But even at less you'll be covered, too: if you use an approved Jaguar wallbox\*\*, a single overnight charge of eight hours will give you up to 176 miles of range – more than enough to handle most everyday trips

**OFFICIAL FUEL CONSUMPTION FIGURES FOR I-PACE in I/100km (mpg):** 0.0; CO<sub>2</sub> emissions g/km: 0. Official EU test figures. For comparison purposes only. Real world figures may differ.

\*official WITP figure

Visit jaguar.com to learn more about the awardwinning I-PACE

\*RANGE: 470km (292 miles). EV range figures are based upon a production vehicle over a standardised route. Range achieved will vary dependent on vehicle and battery condition, actual route and environment and driving style.

\*\*Jaguar have authorised charging infrastructure partnerships for all markets in which I-PACE is available. Our infrastructure partners are available to advise the best solution for you. Please consult your Jaguar retailer for further information.

#### **PRECONDITIONING**

Preconditioning the cabin of your EV helps make the best possible use of the power you have charged. You typically do this by using an app to remotely heat or cool the interior while the vehicle is still plugged in so you don't have to use any unnecessary battery power while driving. Preconditioning in this way not only gives you the perfect temperature before you set off - it also gives you the longest range possible, regardless of weather conditions

THE NEW ALL-ELECTRIC JAGUAR I-PACE

#### IT'S ALWAYS THE QUIET ONES YOU NEED TO WATCH.



The new I-PACE. Jaguar's first all-electric performance SUV. 470km (292 mile) range.\* Up to 80% charge in under 40 minutes.\*\* Groundbreaking, aerodynamic design. AWD. And 400PS offering 0-100km/h (0-60mph) in 4.8 (4.5) seconds with zero tailpipe emissions. Electric, but a Jaguar through and through. jaguar.com

#### THE ART OF PERFORMANCE

\*EV Range up to 470km (292 miles). Fuel consumption: N/A. CO<sub>2</sub> Emissions: 0 (g/km). EV range figures are based upon production vehicle over a standardised route. Range achieved will vary dependent on vehicle and battery condition, actual route and environment and driving style. \*\*Using 150kW DC fast charger. Actual charge times may vary according to environment and battery condition and available charging installation.





# EWBEUTION



# ENERGISEB

The I-PACE heralds the start of an all-new electric future for Jaguar. Four key players behind its development reveal the excitement, inspiration and challenges involved in developing this truly revolutionary vehicle

WORDS: Luke Ponsford
PHOTOGRAPHY: Greg White

JAGUAR



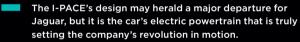
#### IAN CALLUM DIRECTOR OF DESIGN

"The freedom to design something so different for Jaguar and the potential that came along with that was hugely exciting," says Ian Callum about starting work on the I-PACE in 2014. "I was determined from the very beginning that this would be a very different-looking car, which reflected its electric powertrain. You can become so entrenched in a motor car regarding how it's built up and made – but electrification offers this opportunity to create something new, without those constraints. It was a first principle, ground-up notion that could, by its nature, dictate how the future of the electric vehicle might look – and not just for Jaguar."

Callum and his design team followed the principles of a mid-engine sports car design that visually threw the mass of the I-PACE forward. It creates an exciting form that is inspired by Callum's Jaguar C-X75 hybrid supercar concept of 2010.

"It's clearly a very defined and different profile than you would expect of an SUV. We wanted to emphasise that an SUV doesn't have to look static," Callum explains. "The I-PACE doesn't give the impression of being a typical SUV, which is good, because I didn't want people to define it in any specific way. I wanted to design a car that came naturally from its underpinnings, combined with the inherent exaggeration and excitement of a Jaguar. But what's nice about the I-PACE is that it's designed with complete integrity. It's not contrived: it's a very honest car."





Thermal Engineer Maria Ximena Odio has been part of the Jaguar team leading the charge, working to ensure the I-PACE's 36 battery modules – each containing 12 cells – work efficiently together and deliver the needed battery life. No easy task, as Ximena Odio explains.

"We began by creating something called an electrothermal battery model. This is basically a prediction
model that we use to develop the essential cooling
strategy for the car's batteries," she explains. "With the
model, we were able to see how the battery cells would
generate heat and how the modules would then take this
heat into the cooling system. It required a huge number
of measurements to predict just how the batteries would
react to a large variety of driving conditions. But it gave
us what we needed."

This may sound complicated – and that's because it is. But the temperature of the batteries in the I-PACE electric powertrain is key to the car's range, performance and charging time, so getting everything just right was crucial. The reward, in turn, was substantial.

"There have been so many factors to deal with in the development of the I-PACE powertrain, but when you go to school to become an engineer you can only dream of this type of job. To me, the I-PACE is pure engineering come to life."

And the dream is likely to continue for the foreseeable future, according to the Costa Rican engineer.

"There's going to be constant change from now on. With batteries, we're just getting started."  $\rightarrow$ 



# THERE'S GOING TO BE CONSTANT CHANGE FROM NOW ON. WITH BATTERIES, WE'RE JUST GETTING STARTED

MARIA XIMENA ODIO



OFFICIAL FUEL CONSUMPTION FIGURES FOR THE I-PACE in I/100km (mpg): 0.0; CO<sub>2</sub> emissions g/km: 0. Official EU test figures. For comparison purposes only. Real world figures may differ. RANGE: 470km (292miles). EV range figures are based upon a production vehicle over a standardised route. Range achieved will vary dependent on vehicle and battery condition, actual route and environment and driving style.









#### STEPHEN BOULTER VEHICLE INTEGRATION MANAGER

To say that the development of the I-PACE has been a complex process would be putting it mildly. Just ask Stephen Boulter. His job is to make sure the finished vehicle meets customer expectations, from performance to how it will make drivers feel. To do this, his team monitors the car's entire development journey closely, providing engineers with the information they need to actually produce the vehicle.

"We take a description of the car in customer terms and convert that into a precise engineering specification," he says. "Essentially, my team is in the middle of a very complicated jigsaw puzzle."

The challenge, he says, is to always ensure the vehicle's engineering teams are working toward the same ultimate goal: Are they meeting the right customer expectations? Are they heading towards the range and performance targets? What solutions could they come up with to meet the car's ever-evolving changes? Big questions, but also an opportunity, as Boulter explains.

"The I-PACE being a blank canvas actually made everything easier as we had more freedom."

And it is undoubtedly this aspect of the job - the freedom to create - that has made the I-PACE project such a draw for the cream of Jaguar's engineering talent.

"I've always wanted to work in electric vehicles. When I was at school I made an electric bike for my GCSE design project and then made it even better for my A-level project. At university, I made an electric trike. With the I-PACE I've finally got to make a cutting-edge electric car."

#### SAM ALLEN SENIOR PRODUCT MANAGER

The entry-level I-PACE comes, as standard, with a host of features like park assist, traffic sign recognition, lane keep assist, and connected navigation. This may all seem very appropriate for a vehicle of the I-PACE's calibre, but behind the technology lies careful consideration – and endless hours of research. Senior Product Manager Sam Allen has played a vital role in this process. Working closely with advanced engineering and research departments, his team has helped define and deliver the features that give the I-PACE the right overall driving experience.

"The team focused on connectivity, driver assistance, high levels of performance and everyday versatility," he explains. Allen is often asked about the charging time and range of the 400PS dual electric motors. His answer is clear: "I understand those concerns. But they're quickly mitigated when you spend time driving and living with an I-PACE. I plug in when I get home and then just get on with my life. As for range anxiety – imagine if you started every day with a full tank of fuel? When was the last time you filled up twice a day?"

His reply hints at the ongoing work his team has invested to push the message that an electric vehicle can be a real consumer choice vehicle.

"Obviously, there are other electric cars on the market, but with our heritage in producing premium vehicles, Jaguar is creating something truly unique. Eighty years of design, engineering and manufacturing experience count for an awful lot," he says, gesturing to the I-PACE. "I really see this car as a new hero for a new era of Jaguar."

Visit jaguar.com to learn more about the new I-PACE

Formula One, NASCAR, Le Mans - **Nelson Piquet Jr.** has done it all. But nothing quite compares to the unique thrill of Formula E, says the Panasonic Jaguar Racing driver

WORDS: Jason Barlow

# CHARGING AHEAD



"IF I HAVE A
WEEKEND OFF I
OFTEN DRIVE
TO ITALY AND
GO KARTING. I'M
A RACER AND
THAT MEANS I
WANT TO RACE"

elson Piquet Jr. might deny it, but his presence in the ABB FIA Formula E championship at its inaugural round in Beijing in late 2014 was core to the new race series' credibility. Piquet Jr. was one of a handful of drivers on the grid who had won most of the key titles on his way up to and beyond Formula One. Not to mention that surname – instantly recognisable among racing fans who remember his father's magic during F1's first turbo era in the 1980s.

Piquet Jr. went on to win the title in that first season. Now, four years on, Formula E is thriving, with more big names recognising its role as a vital addition to the off-track race in extending electric power to the world's roads. Currently contesting its second season, the Jaguar Panasonic Racing team is making rapid progress too, aided by Piquet Jr.'s vast experience.

"Jaguar has such a strong history in motorsport and it's an exciting time to be a part of the team," Piquet Jr. says as *The Jaguar* catches him for an update on his experience so far. "Our results this season have been really strong and there really is a lot of potential for podiums. To be a part of this and see just how committed Jaguar is to being at the very forefront of electric motorsport is really inspiring."

F1, Le Mans, World Rallycross, NASCAR - the Brazilian has competed in all of them. But the buzz around Formula E is something special, he says. "What Formula E have done to put together this championship is amazing. I don't think critics can deny that the championship format is working really well. To me, the series is exactly where it needs to be."

Piquet Jr.'s own path to the top follows a familiar pattern, but it's no less impressive for that. Born in Germany, he relocated to Brazil aged eight, where his father immediately took him karting. "I would leave school, go to the kart track and stay until it was dark, hanging with the mechanics and just soaking up as much as I could," he recalls.

After racing in South American F3, aged 17, Piquet Jr. swapped Brazil for Britain, the home of Piquet Sports on its charge to the prestigious and career-making British F3 championship. Six race wins gave him the 2004 title, before moving to GP2, where he raced Nico Rosberg and Lewis Hamilton in 2006, finishing second overall behind the Briton. F1 followed, but politics and personality clashes derailed Piquet Jr.'s best-laid plans. A doggedness reminiscent of his father and the insatiable urge to compete helped him through some of the most frustrating times.

Indeed, like drivers used to do, his racing activities now span different formats, a testament to his versatility. Does this require a conscious shift in mind-set?

"I honestly don't have a problem switching from one to another and I love the diversity," he says. "There was a period a couple of years back when I tested an IndyCar and raced in rallycross and Formula E in the space of a week – it was brilliant! I love the challenge and competition in Formula E, I'm really enjoying racing in stock cars in Brazil this year and I would do events like the Le Mans 24 Hours every year if I could. If I have a weekend off I often drive to Italy and go karting. I'm a racer and that means I want to race."

Formula E certainly fulfils that urge. While it does offer a different audible drama than for example Formula One, it certainly isn't missing anything in high-intensity, wheel-to-wheel competitiveness. And managing the car's electric power is a unique challenge, as Piquet Jr. explains.

"The car handles much like other open-wheel racing cars, but it is essentially powered by a large battery. A key strategy is how we manage the energy levels. That's a skillset that I have been focusing on since season one and, often in the present Formula E format, I've been able to pit later than everybody else for the car change, which then gives more usable energy for the second stint, allowing you to push a bit more than some of your competitors."

Next season's car will last the whole race. However, in place of a car change, drivers will have two different power modes. "I think that's important," Piquet Jr. says. "Variables make racing interesting."

Piquet Jr. is proud of Formula E's progress. "Look at the final in London in season one – there were 60,000 people there over the weekend, it was completely packed. Also, the achievement of getting races in the city centres of places like Paris, Rome, New York and Hong Kong is incredible."

Above all, one mantra keeps him thoroughly motivated. "I put all my effort into everything that I do. Formula One was a part of my life for a few years but I have done a huge amount since then and I'm loving what I'm doing now with Panasonic Jaguar Racing."





#### NEXT UP: THE I-PACE eTROPHY ALL-ELECTRIC RACING SERIES

History will be made when the Jaguar I-PACE eTROPHY series debut coincides with the start of season five of Formula E, scheduled for later in 2018. The world's first international race series for a production battery electric car, the eTROPHY series will be the main support championship to the FIA Formula E race series. In it, up to 20 Jaguar I-PACEs, all with the same specifications, will be pitted against each other in 10 races across the globe. Specially designed, engineered and built by the Jaguar Land Rover Special Vehicles Operations team, the all-electric I-PACE eTROPHY race cars will combine the high performance of race-ready cars with the same adaptability, excellence and smooth drive of the I-PACE. With the introduction of the I-PACE eTROPHY, a full portfolio of electrified performance racing will make its way to fans and drivers, powered by the Jaguar brand and its mission to lead all-electric racing all across the world. For more info, please search: Jaguar I-PACE eTROPHY



#### ZERO COMPROMISE

The most beautiful car ever - remade

n 25 July 1965, Bob Dylan took the stage at the Newport Folk Festival. Instead of his usual acoustic guitar, he shocked the audience by carrying a Fender Stratocaster for the first time. A global icon had gone electric.

It's for this very reason that the Jaguar Classic team dubbed the E-Type Concept Zero 'Project Dylan' during its development. The incredible creation is based on a 1968 Series 1.5 model of the iconic E-Type Roadster and is almost completely original in specification, with one major but fundamental difference: in place of the old XK six-cylinder engine is a 220 kW electric powertrain.

The E-Type Concept Zero drives, handles, rides and brakes like an original E-Type. In fact, at around 40kg lighter, the new incarnation is actually quicker, capable of 0-60mph in only 5.5 seconds. The unique combination of the renowned E-Type experience with electric propulsion creates a breathtaking, zero-emission driving sensation.

"Our aim with Concept Zero is to give Classic Jaguars a sustainable future in changing environmental and economic conditions," explains Tim Hannig, Director of Jaguar Land Rover Classic. By integrating it into the existing E-Type structure, the new electric powertrain, which uses some technology from the new all-electric Jaguar I-PACE, could be used to transform any XK-Engine Jaguar, spanning a range of models from 1948 to 1992. And because of its seamless integration, a conventional internal combustion engine could be reinstalled at any point.

The E-Type was once famously described by Enzo Ferrari as 'the most beautiful car ever made'. With Concept Zero, Jaguar Classic has undoubtedly created the most beautiful electric car ever made.

Follow Jaguar on social media for more updates on Concept Zero











#### TURNBULL & ASSER

MADE IN ENGLAND

LONDON 71-72 JERMYN STREET | 4 DAVIES STREET | 23 BURY STREET NEW YORK 50 EAST  $57^{\text{TH}}$  STREET

TURNBULLANDASSER.COM

# TAKING OVER

# EHUMANS

Smart home technology is creating not just a more connected living space, but a more connected humanity. And the individual is being handed control like never before

WORDS: Nathaniel Handy



ome, they say, is where the heart is. It is also fast becoming a place of intuitive, intelligent technology that blends seamlessly with our everyday lives. In the smart homes of tomorrow, the machines have come to stay.

"Our newest devices are able to talk with us in a way that is akin to the way we talk to each other," says robotics engineer Daniel H Wilson. A New York Times bestselling author on robotics and society, he understands better than most just what this means. For smart tech to thrive in our most intimate spaces, he says, it has to feel "natural".

"Instead of tailoring our behaviour for the machines the way we used to in the past – by twiddling knobs, tapping keys, or flipping switches – the next generation of home technology will integrate organically into natural human modes of living and communicating."

The key to this are products that are designed from the bottom up to make our lives easier. Take the TV, that most classic of 20th-century interfaces and perhaps the most central device of all in our homes today.

"Our ambition is that the TV is not just a passive object but an interactive one," says Benedict Doepfer, a smart home specialist at Japanese electronics company Panasonic.

"You'll use it for steering and monitoring your home and even connecting with others on other media platforms," Doepfer says. And it will be done by talking straight to – or perhaps better – with the screen. Not by flicking



Above: The central control hub will be a common sight in the smart homes of tomorrow. Right: Concepts like Foster + Partners' South Sea Pearl Eco-Island in China show how technology can organise entire communities and create highly personalised living

switches or pushing buttons. For tech to be truly smart, it has to be as easy as a simple "hello".

"Personal assistant devices like the Amazon Echo have established a beachhead in our homes," adds Wilson. "I see them as the harbingers of a new wave of easy-to-control connected devices that can handle anything from security to communication."

And the list goes on: a simple smart watch can today control Internet of Things devices such as smart LED lights and thermostats, before we even unlock the front door. The front door itself can be unlocked with voice activation and, in the not-too-distant future, this will be done with intelligent face recognition software.

Typically, everything will be connected to a central device, for example the smart TV, which in turn can generate data insights and even "THE BEST CONNECTED TECHNOLOGIES WILL BE MORE OR LESS INVISIBLE.

#### YOU WON'T KNOW THEY'RE THERE"

autonomise everyday tasks with simple commands or gestures.

What makes these things smart is AI, or artificial intelligence. While that may instil fears about loss of control to the robots, "Seamless solutions will only be seamless if they work with humans, not against them," Wilson says.

A quick look at the smart devices currently making their ways into our homes shows just how fundamental this shift really is. At the 2018 CES – the world's biggest consumer electronics fair and the centre stage for all things gadgety – robotic, Al-powered home appliances were everywhere to be seen and not least talked to.

LG's CLOi robot, for example, will, according to its developers, be able to help out in the smart home by managing tasks like washing and drying and even turning on your oven – all through human-machine voice interaction. Other products, on the other hand, may still need more time. Kohler's revolutionary Numi smart toilet may be intelligent thanks to its automated seat heater and mood lighting, but is perhaps an example of smart home living that can still be handled without Al or robotic assistance. At least for now.

Finally, on a larger scale, the dawn of smart tech will also impact the very way smart homes are organised. Beyond the smart home itself lies a



grander idea of something even more impactful: the smart community.

Chris Trott is the Head of Sustainability and a partner at architects Foster + Partners. He believes that technology will radically change the way communities are built, too. "The design of the home is changing profoundly. Once upon a time, people strove to own more things. Now they want to own experiences." That is: it's far more about the services offered than the actual gadgets. Technology itself is becoming ever more integrated with the millennia-old habits of humans, tailored to naturally form part of our digitally connected lives.

"The best connected technologies will be more or less invisible," Trott says. "You won't actually know they're there. Instead, they'll simply make our lives easier."

Early experiments like Future Living Berlin, where real people are living real lives in prototype smart communities already exist to prove his point. And on Foster + Partners' drawing boards are concepts like the South Sea Pearl Eco-Island in Hainan, China, a large, city-wide master plan of an entire community, built around intelligent solutions to basic human needs such as commuting, energy consumption and waste management.

Most of that technology, however, is already with us, neatly fitted into our living room walls or sitting on our wrists. And it will keep listening and working with us – not against us – as we weave it into our everyday lives, one "Hey, Google!" at a time.

"It's amazing how quickly and naturally home assistant devices have made themselves useful," says Wilson. "Just remember to be polite!" ■



According to experts, robotic home assistants like LG's CLOi (above) will soon be solving everyday tasks around the home, even organising and managing other smart devices



amara Kajah and Mirko Lahti look exhausted. It's 7am on a freezing February morning in Swedish Lapland and the sun is yet to appear.

After a hard weekend of racing in Marseilles, the two ice cross downhill skaters spent the previous day taking numerous flights to reach the small town of Arjeplog. Now, after just a few hours' sleep, they're on their way to the Jaguar Land Rover Ice Academy. So at home on the thrilling, high-speed tracks of the Red Bull Crashed Ice world championship, how will the young athletes

handle the challenge of driving the latest Jaguar cars across a frozen lake?

At the Ice Academy lodge, they step out into the -15 °C cold. Tamara and Mirko walk past a fleet of F-TYPEs and F-PACEs and look out across the vast snow-covered expanse of Lake Hornavan, which is covered by 70 cm of ice. In the distance, a Jaguar engineer speeds around one of the specially prepared tracks that crisscross the lake's surface, throwing up clouds of snow as he drifts around the sweeping corners. The two skaters glance at each other with a grin. Their tiredness vanishes and Mirko claps his hands. "This is going to be fun!"

The 21-year-old Finn is a rising star in ice cross downhill, already a two-time junior world champion, while 26-year-old Canadian Tamara is one of the sport's top female competitors. "The fastest sport on skates" sees athletes race to the bottom of an ice track dotted with tight turns, jumps and vertical drops at up to 80km/h. Its popularity has soared in recent years, with thousands attending the action-packed world championship races at a range of dramatic locations, from ski resorts to city centres.

It's a far cry from the serenity of the Arjeplog wilderness. Home to Jaguar Land Rover's cold-weather testing facilities for a number of years, the Academy was set up in 2016 to enable visitors to experience the thrill of ice driving under the guidance of expert instructors. Ready to put Tamara and

Mirko's ice skills to an entirely new test on a range of specially prepared tracks are Andre D'Cruze, motorsport racing veteran and movie stunt driver, and Jan Wouters, race team owner and expert drifter.

On the ice, a red F-TYPE SVR and white F-PACE Portfolio await, each fitted with studded snow tyres. The instructors offer a quick rundown of what to expect from the two cars: short and muscular, the all-wheel drive F-TYPE is lightning fast and highly responsive; its larger cousin, the F-PACE, combines sports car DNA with comfort and optimum handling on every road.  $\rightarrow$ 



"It was such a buzz, although it seems much easier from the sidelines than it is behind the wheel," says Tamara Kajah after her first taste of ice driving in the F-TYPE SVR



#### TAMARA KAJAH

BORN: 14 OCTOBER 1991, CANADA

A self-confessed speed junkie, Tamara started skiing when she was three. She honed her skills playing ice hockey before discovering the thrill of downhill ice cross. After her first race in 2014, she was hooked and has been a regular podium finisher ever since

#### F-TYPE SVR

Jaguar's most powerful F-TYPE boasts of a formidable 5.0 litre V8 engine that propels it from 0-60mph in 3.5 seconds. Agile and dynamic, the All Wheel Drive technology ensures maximum traction and confident handling, even on snow and ice

#### THE SKATERS

THE CARS

#### MIRKO LAHTI

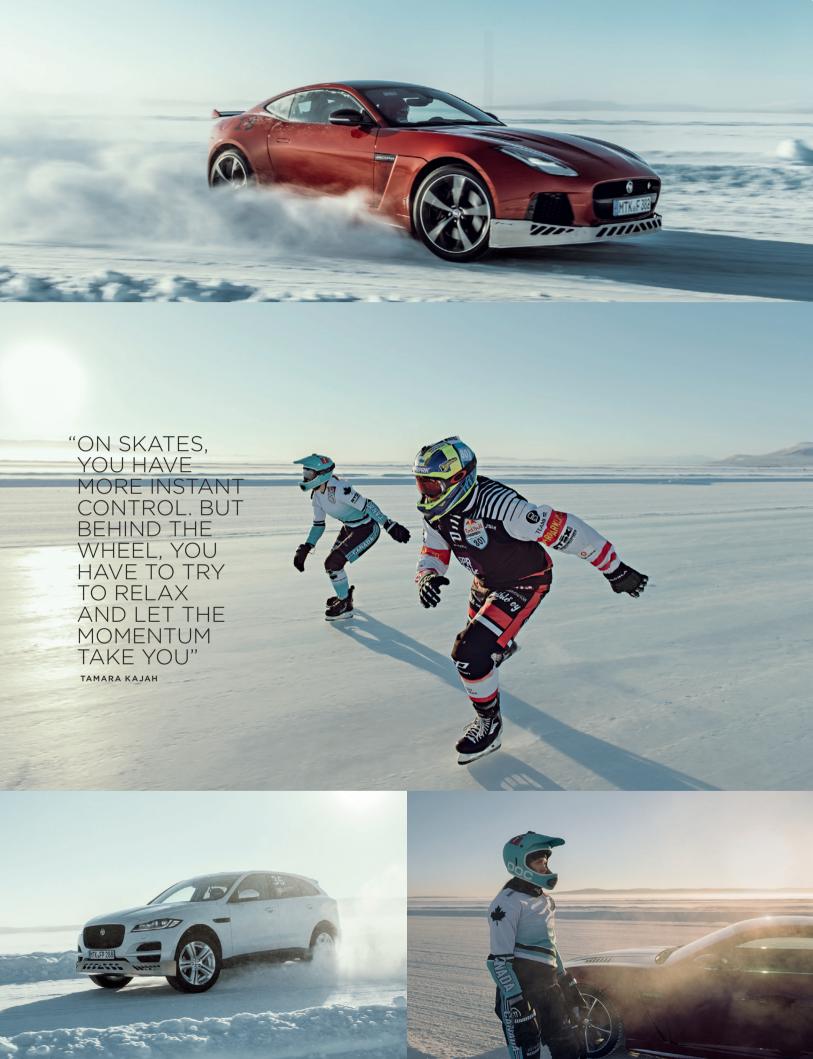
BORN: 11 OCTOBER 1996, FINLAND

Mirko got his first motocross bike at just four years old and, like many Finns, he was a keen skier and ice hockey player as a child: the ideal foundations for ice cross downhill. A two-time junior world champion, he now has his sights set on dominating the men's competition

#### F-PACE PORTFOLIO

An SUV with true sporting character, the F-PACE Portfolio 3.0 litre V6 twin turbocharged diesel goes from 0-60mph in 6.2 seconds. Innovative handling technologies provide the optimum balance between performance and comfort, whatever the surface





#### DOWNHILL ICE CROSS RACING

THE FASTEST SPORT ON SKATES EXPLAINED Athletes must race against each other to the bottom of an ice track featuring hairpin turns. iumps and vertical drops at speeds of up to 50mph. What began as a few one-off events has now grown into the Red Bull Crashed Ice world tour, which stops at locations around the globe and draws thousands of spectators, all eager to find out who will become world champion in the men's, women's and junior competitions.

## The F-TYPE SVR (top) and F-PACE Portfolio (bottom left) each provide different experiences on the ice: the former is fast and aggressive around corners; the latter strikes more of a balance between speed and comfort

#### TRACK 1: THE SLALOM

First up, Jan and Andre show their pupils how it's done. Mirko sits in the passenger seat of the F-PACE as Jan effortlessly manoeuvres the car between the cones of a 300-metre slalom track. "Power, lift off, turn, then correct and on the gas again," he explains. Seems easy.

But, as Mirko soon discovers, it's anything but. He wrestles with the steering wheel as the car slides left and right on the ice – "Two hands!" Jan reminds him on several occasions. After a few laps, though, he improves quickly and is soon confidently speeding through the cones.

Watching on, Tamara is impressed. "Now the pressure's on," she remarks. Is that the athletic pride speaking? "Definitely. I hate not being good at something." Initially more cautious than Mirko, she too proves a very fast learner. "Totally exhilarating!" she exclaims with a grin as she pulls the car to a halt after a couple of laps. Asked if her expertise on ice is a help behind the wheel, Tamara thinks for a few seconds before replying: "On skates, you have much more instant control on the ice. But behind the wheel you have to try to relax and let the momentum take you at certain points." It may sound obvious, but driving on ice is very different from normal conditions, as Andre explains: "It requires a lot less steering and more control via the accelerator and brake pedals."

#### TRACK 2: THE LARGE CIRCLE

Having gained a feel for how the Jaguars handle sharp turns and changes of pace, we head to the large circle – a 200-metre diameter oval designed purely for drifting. Again, the two instructors lead the way, kicking up snow behind them as they smoothly propel the cars at an almost 90-degree angle around the track in an impressive display of controlled speed.

Despite some initial spins, Tamara and Mirko are quick to adapt. "I'm very impressed, but not too surprised," says Jan as he watches Tamara master the oval track. "Athletes usually have very good hand-eye coordination and are adept at applying new skills. Although, maybe I just cursed her...!" he adds as she drifts into a snow bank – a reminder of how fine the margins are and something to dwell on as dusk falls across the lake, bringing day one of their two-day course to a close.

#### TRACK 3: PUTTING IT ALL TOGETHER

Day two begins in glorious conditions. The ice glistens in the sun, beautifully framed by a deep blue sky and snow-covered hills. But at -25 °C, it's bitterly cold. As my pen soon falls victim to the arctic weather, I join Mirko and Jan in the F-PACE as they set out around the third track. Compact and winding with a mix of tight and sweeping corners, it forces the drivers to put into practice the different elements they learned the day before. This is a test of concentration and patience as much as skill: precision steering, combined with just the right amount of throttle and the ability to pick the right line into bends. Moments of hesitation and over- or understeering remain, but it's clear that Mirko and  $\rightarrow$ 



Tamara have made fine progress in a short period of time. They're driving confidently, unafraid to pick up speed – and the smiles show they're clearly having the time of their lives.

#### VICTORY LAP: THE ICE PULL

Having shown what they're capable of behind the wheel, the two skaters are eager to get onto the lake one last time and take their experience to the next level. They ask if they can be towed behind the Jaguars, and after a bit of convincing and repeated reassurances, the instructors agree. With the sun setting, they stand poised in full race gear at the end of a specially prepared 300-metre stretch of polished ice. "I've always wanted to skate in such stunning natural surroundings," Tamara says, before tearing off into the distance – skates carving across the ice, arms and legs flowing in unison.

After a few warm-up laps, the pair are ready. The F-TYPE sits waiting at the side of the ice, a long tow rope attached to the back. Mirko takes hold of the opposite end of the rope, crouches down and signals to Andre. As the car picks up speed, the Finn is pulled along behind. It's like an icy version of wakeboarding. "That was 45mph," says Andre over the radio as they reach the end of the track. "Okay, let's do 50, then," Tamara responds, her competitive instincts kicking in. And by the time she skates back, Mirko is already in position to go again – he wants to try 60mph. They both make it look easy, reluctantly conceding that the track is too short to go any faster. "Wait till the guys on tour hear about this!" Mirko says excitedly, adding: "If we come back next year, can you make the track longer?"

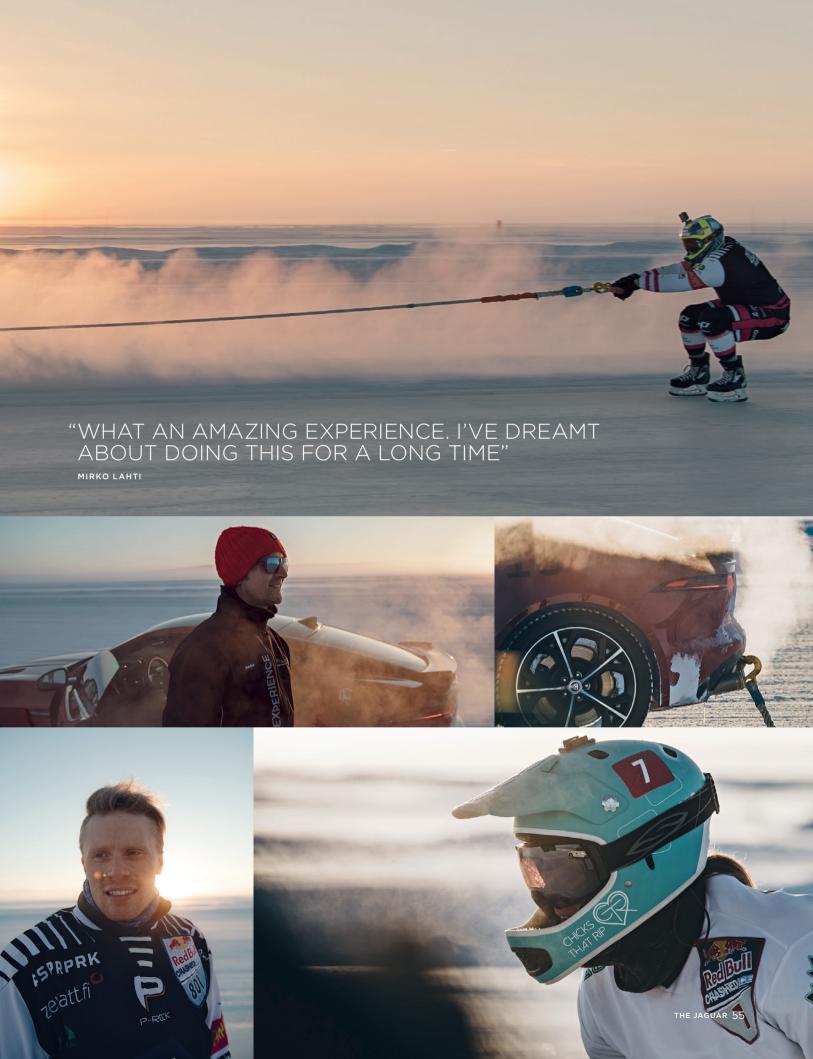
Closed courses and specially prepared tracks. Professional drivers and athletes.

All activities under the guidance and supervision of trained instructors and experts.

#### JAGUAR LAND ROVER

Located at the edge of the Swedish Arctic Circle, the frozen lakes of Arjeplog provide the ideal location to sample the thrill of driving on snow and ice. Under the guidance of the Ice Academy's expert instructors, visitors learn a range of skills on different tracks - from high-speed drifting to precision steering in testing conditions, behind the wheel of some of the world's most capable vehicles. But it isn't all about the driving: the area has some stunning natural scenery, including sweeping snow-covered vistas, enchanting woodlands and the spectacular phenomenon of the aurora borealis - better known as the northern lights. Take a drive to the Arctic Circle, get off the beaten track on a snowmobile tour or experience the wonder of a husky sled tour through silent forests. Alternatively, learn more about the local Sami reindeer herders by visiting Arjeplog's Silvermuseet museum or the Båtsuoi Sami centre. All activities can be organised through the Jaguar Land Rover Experience Centre.

To find out more and book your experience, please search Jaguar Ice Academy



### THE WORLD

AS

WE

SEE

IT





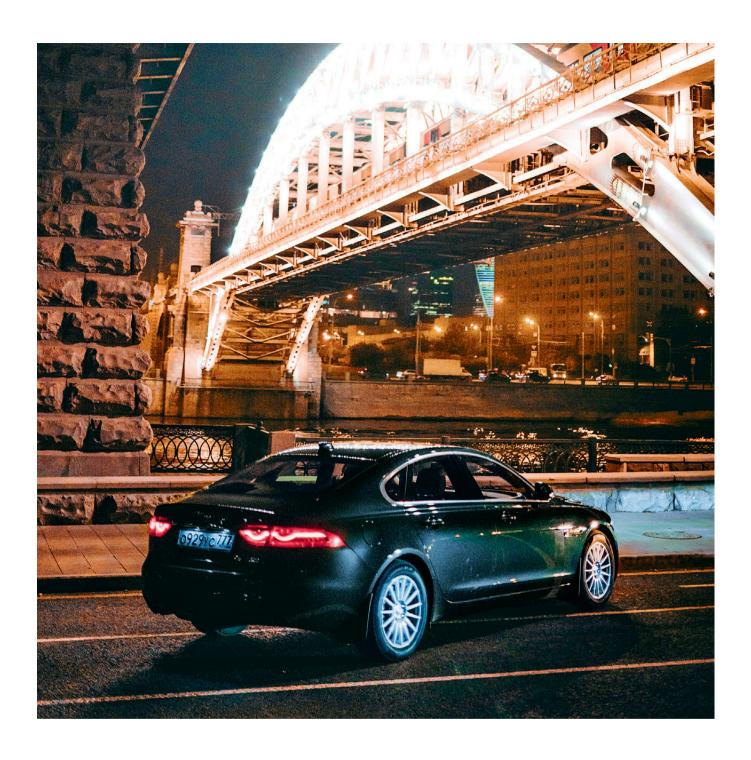












CAR PHOTOGRAPHY IS BOOMING ON THE WORLD'S LARGEST PHOTO SHARING PLATFORM, INSTAGRAM.

THE JAGUAR SPOKE TO TWO YOUNG PHOTOGRAPHERS ABOUT PHOTOGRAPHING THE JAGUAR XE AND XF - AND WHAT IT TAKES TO STAND OUT FROM THE CROWDS

WORDS: David Barnwell
PHOTOGRAPHS: @otradnv / @sashalevin





hat I like most about the XF is its design.
It's honest. You see right away that it's
a Jaguar." Gleb Otradnov knows what he is
talking about. In fact, he may know better
than most what makes the XF stand out from the crowds.
Hailing from Kaluga near Moscow, the 25-year-old Russian
is part of a growing number of young photographers who
have fallen in love with car photography on the social
network and photo sharing platform Instagram over the
past couple of years. Today, he has more than 30,000
followers, and the number keeps climbing for every new
upload. It's not unusual for him to get several thousand
likes – per photo.

Having started his career early, Otradnov's work has seen him pen deals with major brands like adidas, Red Bull and G-SHOCK, who have all come to him for his dynamic style of photography. Photographing and experiencing the Jaguar XF up close, however, was an eye-opening experience for the young artist.

"Driving the XF, you notice how attractive a vehicle it is," he says.

"Its design is almost provocatively beautiful; perfect lines, dazzling curves and details that make you look twice. You feel right at home in the cabin because it is at once comfortable and very luxurious. Everything just feels... special. And you get noticed when you drive it. It's not unusual for people to stop and take photos of the car and ask questions. To me, this is what driving a Jaguar is all about. You stand out."

Otradnov's photos stand out, too. Admitting that he is still young and still somewhat developing his personal style, his work with lighting, reflections and mirrors has a distinct urban feel. This is no coincidence, as his first car photography work came to life on the streets of Moscow. Since then, photographing cars in city nightscapes has become a favourite, he admits.

"I love playing around with cars and their form, how lights and reflections bounce off their surfaces so you see the elements that make them special. This way, you bring them to life. Most of all, I like to shoot at night in the city. I feel like I can then really bring my ideas across – especially when it's a model with a lot of pure energy like the XF."

Anyone following the fast-moving and characteristically stylish world of Instagram car photography will know that this – a talented photographer unafraid to pursue a bold style and a good-looking car working as his canvas – is a winning recipe.

These followers will also know the Jaguar XE has become an Instagrammers' subject of choice, too. Like the XF, the XE offers the very best in design and performance in a modern saloon. Both are built on Jaguar's aluminium-intensive body structure, ensuring unrivaled agility and allowing for an assertiveness and instantly recognisable dynamism that is a natural hit with photographers. Each model can be configurated and delivered with enough power for even experienced thrill-seekers to lose their breath. The most powerful XEs and XFs, for example, come with the same 3.0 litre V6 Supercharged engine also used in →



GLEB aka Gleb Otradnov's style of photography plays heavily on the city's patterns of reflections and different light sources, both man-made and natural. His work with the Jaguar XF is no exception, captured here (above and left) in the streets of his native Moscow

# "IT'S ALL ABOUT IGNORING THE RULES. DO THINGS YOUR WAY AND STICK TO IT"



#### @OTRADNV

NAME: Gleb Otradnov

**AGE**: 25

INSTAGRAM HANDLE: @otradnv

FOLLOWERS: 35,000 EQUIPMENT: Sony

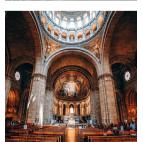
Gleb Otradnov - or "GLEB" as he is known to his fans - represents the fast-growing scene of young Russian photographers who aren't afraid to challenge traditional notions of photography. At 25, his career is only now taking off, but with a steadily growing follower count to his name, his Instagram account is one to keep an eye on in the future.





























#### @SASHALEVIN

NAME: Sasha Levin

**AGE:** 3

INSTAGRAM HANDLE: @sashalevin

FOLLOWERS: 120,000 EQUIPMENT: Olympus

Born in northeastern
Russia, Sasha Levin has
built a career as one of
Russia's most in-demand
Instagram photographers,
working for a number
of major brands. When
he isn't travelling around
the world for work,
he today resides in
Moscow, exploring the
Russian capital's hidden
back alleys and rooftops
in search of the next
epic shot.



the Jaguar F-TYPE, offering you a full 380PS under the hood. This will take you from 0-60mph in just 4.8 seconds if you are driving a top-tier XE, while an XF will do so in 5 seconds flat.

"The XE is a driver's car. That's what I like about it. It's beautifully proportioned and is as refined a saloon as they come – but it performs like a racer. It's unapologetically a Jaguar and that makes it so attractive," says 31-year-old Sasha Levin from South Yakutia in north-east Russia. Like Otradnov, Levin has built a promising career on the back of his Instagram feed, which is followed daily by a whopping 120,000 followers. His style emphasises light, form, symmetry and a certain raw beauty that he is proud to call his own. "I always try to listen to my instincts," he says. "I am not afraid of experimenting, and even though I do monitor photographic trends and try to always develop, what I do is mine and that's good enough for me."

have always been into cars, ever since childhood. They are a natural part of my life," he continues. "But the XE is special. It has so much character. It has a lot of details, but nothing seems to look the same twice, even with small adjustments to angles or lighting. So, I can really experiment and do what I love: express myself in my work. Even on a damp, misty day in Moscow, it looks like a powerful animal that was just aching to be let loose."

While Levin's feed proves that his skills can be applied to a number of subjects, photographing cars remains special, he says. "When you photograph humans, things like mood

Sasha Levin's eye for the drama of urban lifestyle – applied to anything from cityscapes to the Jaguar XE (below and right) – has earned him a massive fan base from all across the world









and skills of the model can make or break a great photo. But a car always gives you 100% if you know how to treat it right. And even though it's an object, it always finds new ways to come alive; change the angle half a degree, find a new reflection, or focus on a tiny shade cast across the bonnet and suddenly you get a completely new interpretation of volume and form. It really is very unique. But this is also the best tool you have. It's an opportunity to create your own style of expression and make sure you get to stand out from the rest." With thousands of especially younger photographers making waves on Instagram with car photography, this becomes key. Individual style is everything if you dream of a lifestyle like Otradnov and Levin's, packed with everyday adventures and assignments that allow them to roam the world in search of the next epic shot. So how do you stay unique? What does it take to live this dream?

"Be interesting and try to do something no one else does, and never be afraid of trying out something new," Otradnov says, revealing that he has plans to launch both a website and a video channel for fans to follow his work more closely. "I for sure won't rest on my laurels. My goal is to continue doing what I love."

"Ignore the rules," Levin adds. He too has grand plans: over the next few months he will head to South Africa, Botswana, Namibia, Brazil, Uruguay, Bolivia and Portugal, all for work. When he returns he plans to open a store where fans can buy high-quality prints of his best work.

"It's all about ignoring the rules. Do things your way and stick to it. You will see that this is what it takes. It's all about showing people the world as you see it."

Visit jaguar.com and discover the many ways to configure your XE or XF and make it your own





# MIND GAME

INCREDIBLE HIGHS AND LOWS HAVE MARKED
JAGUAR BRAND AMBASSADOR **JOHANNA KONTA'S**JOURNEY TO THE TOP OF THE TENNIS WORLD. IN THIS
EXCLUSIVE INTERVIEW WITH *THE JAGUAR*, SHE
REFLECTS ON HOW MENTAL STRENGTH AND AN
UNCOMPROMISING DESIRE TO WIN HAVE HELPED
MAXIMISE HER UNIQUE SPORTING TALENT

WORDS: Geoff Poulton

As she admits, it's been a journey of incredible highs, lonely lows and constant challenges. Born in Sydney, Australia to Hungarian parents, Konta's childhood was far from conventional: aged 12 she was home-tutored by her parents so she could focus on tennis and at 14 she left for Spain to spend a year at the Sánchez-Casal Academy, where compatriot Andy Murray had trained several years earlier. She then moved to England with her family, eventually settling in the southern coastal town of Eastbourne, and became a British citizen in 2012.

Konta showed promise as a junior player, but she wasn't even ranked in the top 300 in Australia when she was chosen for a national talent programme for just 24 players. Pete McCraw, who selected her for the group, said she stood out due to her meticulous, motivated approach. She was comfortable standing out from the others and soon overtook them.

As a young pro, Konta won several small tournaments and while she notched up wins against more illustrious opponents, she struggled for consistency. In 2014, she broke into the world's top 100, but ended the year at 150. Few outside her closest circle would have expected the rise that was to follow.

At the end of that season, Konta began working with sports psychologist Juan Coto on the recommendation of her coach. While she may not like to pinpoint pivotal moments in her development, it's a move that is hard to overlook. Together with the Spaniard, she worked on

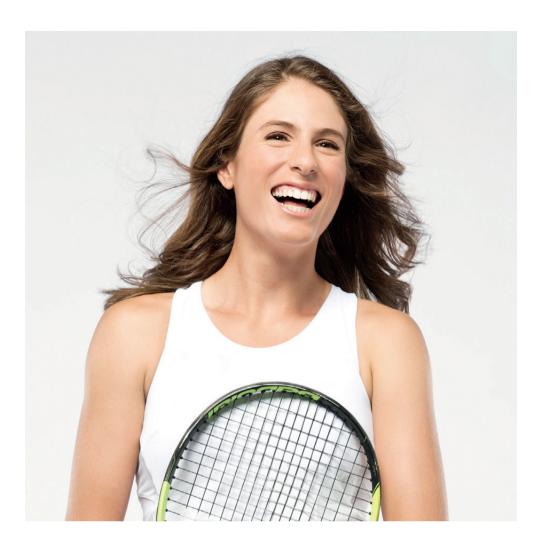
"I JUST WANT
TO BE ABLE TO
LOOK BACK AND
SAY THAT I GAVE
ABSOLUTELY
EVERYTHING.
IT'S THE MOST
YOU CAN ASK
OF YOURSELF"



handling pressure, staying positive mentally and training her mind. She says his input helped her change her outlook on tennis and life in general. "I eventually made a conscious decision to become happy with what I have and what I was achieving. As a professional athlete, it's easy to get bogged down and focus on defeats or setbacks. Everything can seem purely results-oriented."

One method Konta references regularly is "being present". The practice is a common one in meditation and mindfulness and can help bring clarity and focus, especially at moments in which raw emotions tend to take over. "There was a stage in my development where it was a real challenge to relax. That certainly affected my results," she admits. Watch Konta now and that's hard to imagine. Calm, composed and focused on court, it's no surprise to hear that her idol growing up was the icy cool Steffi Graf. A lover of routines, any analysis of her own performances or approach will usually see Konta reference 'processes' and the importance of 'staying in a bubble'. It might sound a little like generic self-help talk, but the results speak for themselves.

In the summer of 2015, Konta's new approach began to pay off and she qualified for the US Open in good form. Despite previously only ever winning one match in the



Konta says a conscious decision to be happier on and off the tennis court has been a key factor in becoming one of the world's best players

main draw of a grand slam, she won three to make it through to the last 16, beating several top 20 players along the way.

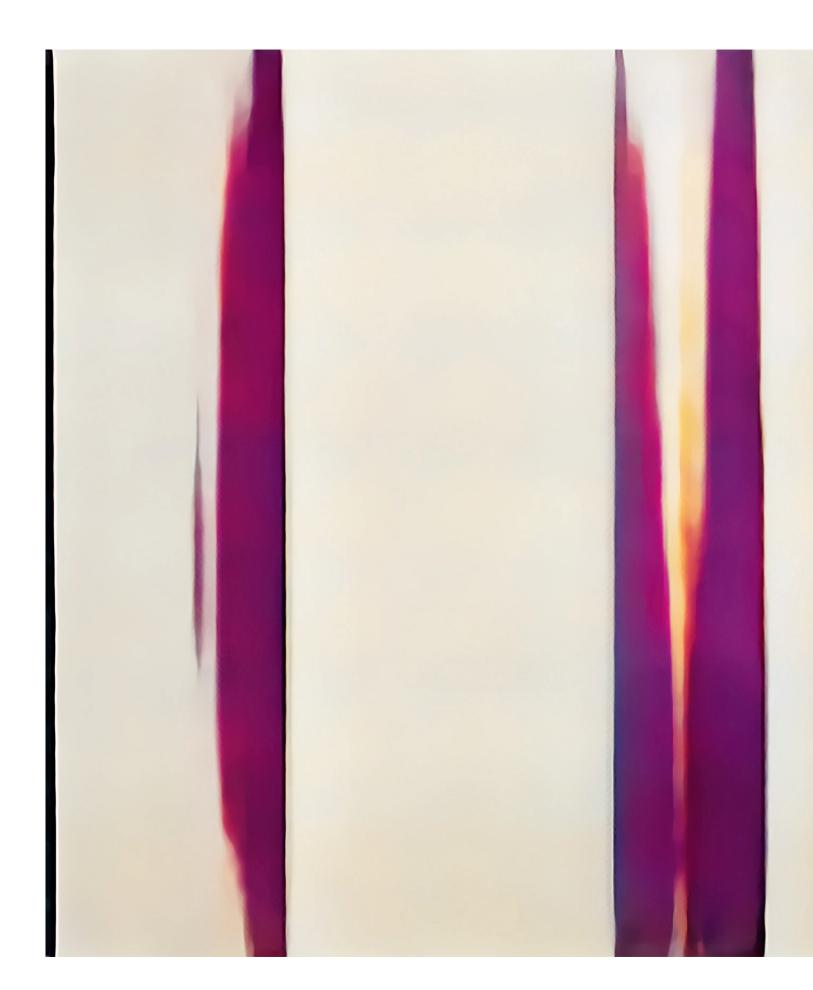
"I still see it as accumulation rather than one specific turning point," she reflects when asked if this was a fork in the road. "Once you get to the top of a sport, there's very little that separates you from the others. It's more about smaller adjustments and incremental improvements." She says she and her team, which includes a coach, fitness trainer, physio, doctor and mental trainer, are currently looking to exploit the mountain of data harvested from her training and matches. "We'll use it to adjust my training load and nutrition, analyse my ability to recover. Anything to gain an extra edge."

fter her breakthrough season in 2015, Konta ended the year ranked 47 and was nominated for the Women's Tennis Association's 'Most Improved Player' award. Any speculation that her rise had been a flash in the pan was quickly dispelled at the 2016 Australian Open in January. A first-round draw against Venus Williams, whom she had admired growing up, may have daunted her in previous seasons, but Konta won in straight sets. From there, she shocked the tennis world by powering through

to the semi-final. During the course of the season, her ranking soared and Konta claimed her first WTA level title to finish the year at number 10 in the world. This time, she claimed the Most Improved award by a landslide.

Having announced herself as a leading player, Konta consolidated her position in early 2017, reaching the Australian Open quarter final and winning two major tournaments, including defeating a world-class field in the Miami Open for the biggest title of her career. She arrived in the UK as one of the favourites for Wimbledon – could Konta kick-start a national celebration? As she made her way through the rounds, it seemed she just might, before the experience of Venus Williams eventually stopped her in the semi-final. Konta's success saw her reach fourth in the rankings and she has since consolidated her position as an elite player over the following year, moving a step closer to her childhood dream of becoming the best in the world.

Not that that is how Konta defines success. "When I get to the end of my career, I just want to be able to look back and say that I gave absolutely everything. It's the most you can ask of yourself. This is only a sport, after all, and we should enjoy every opportunity. It would be a pretty bad existence if you only looked back at what you wish you had done, rather than appreciating what you have."



Simple yet powerful: *The Negative Way* is one of several artworks created entirely by machines at the Art and Artificial Intelligence Laboratory at Rutgers University in New Jersey



#### **ARTISTIC INTELLIGENCE**

THE USE OF ARTIFICIAL INTELLIGENCE COULD
REVOLUTIONISE HOW WE CREATE AND ENJOY ART, UNLEASHING
A NEW ERA OF DARING EXPERIMENTATION

WORDS: Chris Stokel-Walker



Left: Firenze, a piece created by Google's DeepDream project, perhaps the most famous Al-powered artwork generator in the world. Opposite: The artworks created by Rutgers University's Al Lab are often indistinguishable from those created by the machines' human counterparts

hmed Elgammal loves art. The professor of Computer Science at Rutgers University in New Jersey has a number of artworks hanging on the wall of his university office and home. His tastes are conventional and modern.

"I'm a visual person," he explains, "so I like more abstract art." Among his favourite pieces are those with bright, vibrant colours streaking across the canvas.

But ask Elgammal who created the works on his walls and he can't tell you – it's more a question of *what* created them, as the "artist" behind all these pieces is artificial intelligence, or simply "AI".

Elgammal created the Art and Artificial Intelligence Laboratory at Rutgers five years ago, combining his passion for art with his career in technology. It was also his way of putting a marker in the sand for the advancement of technology. "Looking at art is considered among the most complicated things a human being can do," he says. "It's the ultimate goal for Al."

Walk up to any painting, sketch or sculpture in an art gallery and a number of things will likely run through your mind. Some of them are uniquely human – emotional responses, perhaps the dredging up of memories. But some of the reactions are more fact-based.

"You don't only recognise colours and composition, but objects, people and scenes and subject matter," says

Elgammal. "You also make connections with what's gone before, and how this work of art relates to others."

Computers are also capable of some of these responses. What's the internet, after all, but a huge database of the world's history, making connections between past and present events? And what are computers but vast machines, rapidly calculating and categorising information? So Elgammal set out to create AI that could understand and appreciate art. And he succeeded. The machine he created could identify any piece put before it, establishing which era it belonged to.

"Understanding art history is one side of the coin," Elgammal explains. "But if you can do that, why not actually generate art too?" To do this, he created another AI, trained by looking at five centuries of art. It was then asked to generate works of its own, which were shown to subjects in experimental conditions. They couldn't tell whether these pieces had been created by a human artist or a machine. "It has massive implications for all sorts of different areas," says Elgammal. "Not least our own understanding of art."

And it's not just in the visual arts that AI advancements are opening up new possibilities. Musicians are also starting to harness its power.

Taryn Southern is one of them. After reading a story about the use of AI programmes to create background music - the sort of instantly forgettable tune that has







traditionally still required a human mind for its creation – she thought that if AI was capable of that, there was no reason it couldn't help formulate more memorable pop tracks. Soon after, in May 2017, she released the world's first album fully composed using AI. It follows the release of another album, the melodies of which were composed by AI coded by Sony's CSL Research Laboratory. In fact, artificial intelligence is breaking new ground in all areas of art: poetry bots on Twitter create hauntingly intimate verse, while an AI-written novel was shortlisted for a literary competition in Japan. Film-makers have also experimented with AI-produced screenplays, focusing on sci-fi movies.

But what happens to the value of art when it's churned out at the press of a button, rather than the result of months or years of human labour and creativity? Nothing, say both Southern and Elgammal.

"A lot of the time, art is simply the story that's fed to us," says Southern. She did have doubts when first experimenting with AI to create her art, but they were soon dispelled.

"I was equally conflicted and excited about the opportunities and the larger philosophical questions of using this technology. But I can say now, I feel it's sparked a new level of creativity in me that I didn't know existed."

She's been able to be more daring with the kinds of tracks she's recorded, knowing that the cost of their creation is far less than it would be if she had to contract musicians to lay down a backing track. "I can feed the AI music from the 1600s or 1700s and have it learn from that, then place it into a pop structure and see what happens," she says. This kind of daring experimentation bodes well for the future of art. Rather than being fearful of the change AI brings, artists and art lovers alike should be hopeful.



"I FEEL IT'S SPARKED A NEW LEVEL OF CREATIVITY IN ME THAT I DIDN'T KNOW EXISTED" TARYN SOUTHERN

"It's hard to tell what will come in the future. Traditional art may change," admits Elgammal, "but artists are always willing to explore new technologies."

And based on the pieces hanging on his wall, art enthusiasts will continue to enjoy the merits of great art, regardless of who, or what, is behind its creation.



FROM 1968 TO TODAY, THE **XJ SALOON SERIES** HAS STEERED AN ELEGANT PATH EPITOMISING JAGUAR'S LONG-HELD VALUES OF LUXURY, BEAUTY AND POWER. WE TAKE A LOOK AT ITS KEY MODELS BY WAY OF SOME OF THE GREAT INVENTIONS AND INNOVATIONS THAT HELPED MAKE EACH RELEASE YEAR SPECIAL

WORDS: GUY BIRD





**1968** SERIES 1

1968 was a year of political and societal change, with people worldwide seeking greater freedom of deed and thought, summed up well culturally by The Beatles' "White Album" double LP, which featured thought-provoking songs like Revolution 1 and While My Guitar Gently Weeps. Written at an Indian retreat for transcendental meditation, the music and the hippy lifestyle of the musicians became the trademark style reference of an entire generation and was reflected in the psychedelic colours and organic shapes of everything from furniture design to contemporary art. Meanwhile, in the late sixties Jaguar made its own quantum leap with the introduction of the XJ Series 1. The XJ shape was another Sir William Lyons masterpiece and Jaguar Chief Vehicle Engineer Bob Knight's work on development set new standards for ride and refinement. The 1968 XJ Series 1's excellent proportions and engineering execution was thus perfect for its equally successful and forwardlooking (but probably less hairy) clientele. A few years later, a 5.3 litre V12 engine was offered from 1972 in the follow-up XJ12. The XJ12 was Lyons' crowning achievement; Jaguar could now claim to have the fastest production four-seater in the world with a maximum speed just short of 140mph.





"A SHAPELY TWO-DOOR COUPÉ WENT ON SALE IN 1975 AND HAS SINCE BECOME A COLLECTOR'S ITEM"

1973

SERIES 2





ALTAIR 8800 COMPL



The Series 3, launched in 1979, was a superb evolution of the breed and involved the input of renowned Italian design house Pininfarina. Key detail differentiators beyond subtle proportional changes were flusher 'letterbox-style' door handles, the deletion of quarter-light windows (the triangular bits of glass just behind the A-pillar on older cars) and injection-moulded black bumpers with integrated indicator lights.

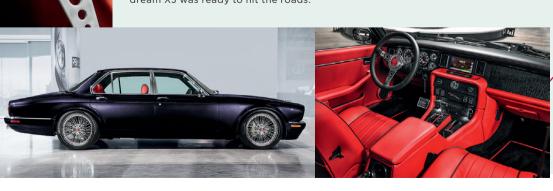
Such was its success, the Series 3 remained in production for 13 years, overlapping with its XJ40 successor. Also in 1979, Sony commercialised a product that allowed people to listen to music wherever they went by miniaturising a cassette player so it could easily fit on a belt or inside a pocket. Light and shock-proof – so ideal for joggers – the Walkman sold 200 million units in cassette form and paved the way for CD and digital music services that continue the portable music trend to this day.

#### "THE SERIES 3 REMAINED IN PRODUCTION FOR 13 YEARS, **OVERLAPPING ITS XJ40 SUCCESSOR**"



#### **HEAVY METAL MOD**

In 2018, Iron Maiden drummer Nicko McBrain commissioned Jaguar Land Rover Classic Works to custom build his "Greatest Hits" Jaguar, based on a 1984 XJ6. The vehicle came to life as a creative collaboration between McBrain, Jaguar engineers and Jaguar Design Studio Director (and professed metal head) Wayne Burgess. It involved more than 3,500 man-hours of work and more than 4,000 parts were refinished, replaced or redesigned. Add to this substantial modifications to the exterior, interior, drivetrain and suspension and McBrain's dream XJ was ready to hit the roads.



WELCOME TO THE WORLD WIDE WEB
WELCOME TO THE WORLD WIDE WEB

WELCOME TO THE WORLD WIDE WEB
WELCOME TO THE WORLD WIDE WEB

> The WorlWideWeb (W3) is a wide-area hypermedia (1) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summaryE23 of the project, Mailing listsE33 , PolicyE43 , November's W3 newsE53

Frequently Asked Questions[b]

■ Help on the browser you are using >

The XJ6 launched in 1986 and was to become known by its internal codename 'XJ40' over time by Jaguar cognoscenti. It was a significant design break from the three previous series of XJs, opting for a more angular exterior approach, however still staying true to the traditional materials used for its interiors.

It was also the first Jaguar interior to receive proper ergonomic study and introduced back-lit dials and digital readouts for some driver information.

A new suspension was added too, after millions of miles of testing done by Bob Knight's successor as Chief Engineer Jim Randle and his team, who had been working on the update since the 1970s. Within its lifecycle, in 1989, Sir Tim Berners-Lee developed something called the World Wide Web which has since allowed the world's knowledge to be stored and accessed by anyone with an internet link and become the world's primary way of finding out information.

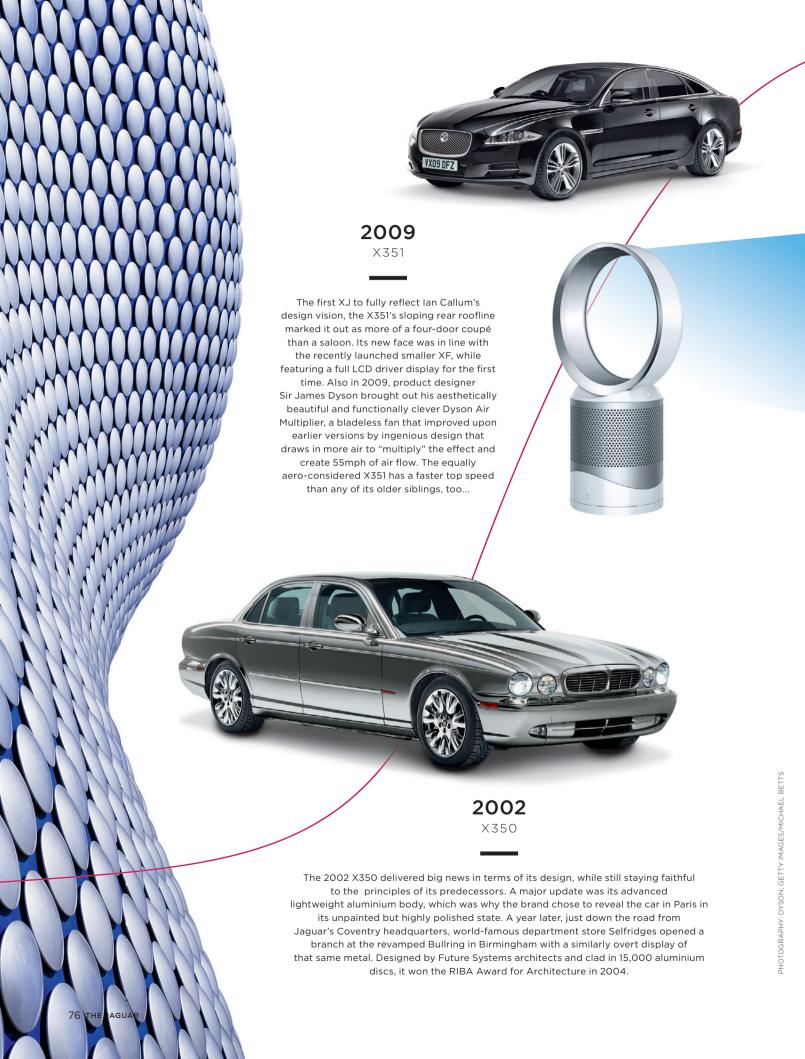


#### 1994

X300

The mid-90s saw the X300 model - the first product programme delivered by Jaguar since its acquisition by Ford in 1990 - return to rounder forms, neater body-coloured bumpers and the introduction of a distinctively mesh-grilled high-performance XJR model. The new 326PS Supercharged 4.0 litre engine, a first for volume production luxury saloons, also ensured that the X300 was a truly exciting ride. In its facelift year of 1997, the world's first plasma TV - the QFTV by Fujitsu - showed the slimmer shape of the televisual future, while acclaimed product designer Ron Arad brought out the unusually organic Fantastic Plastic Elastic chair with clever use of lightweight metals. Arad was no stranger to the world of car design either, having made his early name by re-working a Rover car seat into a lounge chair.







It's perhaps too early to make a call on iconic (non-vehicular) designs from the last 18 months but in the meantime there's plenty to say about the two latest XJ variants. The most powerful XJ ever created, the 2017 XJR575, offers incredible performance - it has 575PS on tap as the name hints - plus outstanding agility, body control and precision handling on its way up to a 186mph top speed. And then, of course, there is the 2018 XJ50 anniversary edition, the latest incarnation of the British craftsmanship, innovation and design that has come to define entire eras of automotive history. Building on this heritage, the milestone XJ50 carries on this fine tradition with its lightweight aluminium architecture for greater driving dynamism and responsiveness, a refined engine and lightning-fast transmission, and of course, flawlessly crafted interior that sublimely reflects the trademark XJ style, comfort and elegance. On the outside, the XJ50 features Autobiography-style front and rear bumpers, new 20" Venom wheels, a black front grille and unique badging to the rear and side vents. The updated cabin features all the benefits of cutting-edge technology, right where you need it, too. The integrated Touch Pro infotainment system with its highly intuitive 10" touchscreen acts as XJ's command centre, reacting to familiar smartphone and tablet gestures, while a 12.3" HD TFT virtual display replaces a conventional instrument cluster. Finally, a built-in 4G Wi-Fi in the front and two optional 10" folding rear screens for second-row passengers make sure a ride in the XJ50 is as entertaining and comfortable as it is thrilling. Available in both long and short wheelbases but keeping the distinctive coupé-like four-door design and 'Double J' signature headlight graphics, there's still nothing quite like it. Much has changed since the original XJ back in 1968 - but both the Series 1 and XJ50 are inextricably linked by their respective interpretations of truly timeless Jaguar values. Luxury, beauty and power indeed.

"THE SERIES 1 AND THE XJ50 ARE INEXTRICABLY LINKED BY THEIR RESPECTIVE INTERPRETATIONS OF TRULY TIMELESS JAGUAR VALUES"

To learn more about the XJ50 and its unique features, please see *jaguar.com* 



#### NO LONGER THE UGLY DUCKLING

HOW GREEN TECHNOLOGY BECAME BEAUTIFUL

WORDS: Olivia Solon

ILLUSTRATION: Mario Wagner

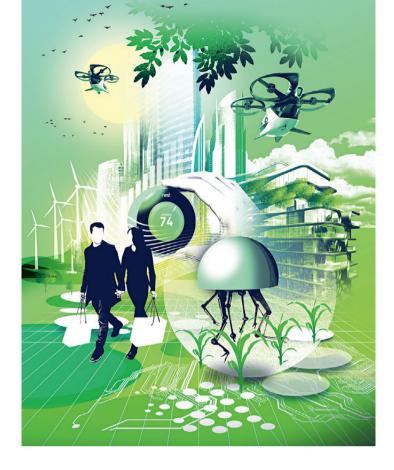
ntil recently, choosing a 'greener' version of a product would mean compromising on usability and design in return for doing your bit for the planet. Putting up with unsightly solar panels, embarrassingly shaped electric cars and early compact fluorescent lightbulbs was a form of self-punishment for the environmentally dedicated – a bit like veganism before it became 'plant-based nutrition' and was endorsed by the likes of Beyoncé.

In the last decade, however, green tech has undergone a swan-like transformation, with designers and creators taking as much care over the final form of products as their function. It might seem frivolous to place so much emphasis on aesthetics, but you're not going to make the masses change their behaviour if it requires sacrificing convenience or installing an eyesore.

Case in point: the thermostat. Once a deeply unsexy beige box with a calculator display, products like Nest and its smart contemporaries have made it a slick, glowing orb you control via smartphone. Not only does it look better, but it performs better, learning from your behaviour around the house to save money on heating bills.

The same has happened elsewhere in the home, thanks to companies like Plumen, whose energy-saving light bulbs come in sculptural shapes that don't need to be hidden behind a lampshade – unlike the functional prongs and spirals of earlier models. On the roof, solar tiles are now designed to be indistinguishable from materials like slate or asphalt, allowing you to reduce your household electricity bills without blighting your period architecture.

Outside the home, electric vehicles have evolved from glorified golf carts into some of the sexiest cars on the road -



capable of turning even the most passionate petrolheads. Take Jaguar's I-PACE, for example, an all-electric luxury crossover that blasts from 0 to 60mph in 4.5 seconds.

For those who prefer two wheels, 2018 will see the debut of the Vespa Elettrica, which retains the retro lines of the iconic Italian scooter, while introducing a completely silent all-electric motor that can travel 62 miles on one charge. Perfect for the modern mod to whom keeping a clean conscience is just as important as getting around in style.

But it's no good buying all these fancy gadgets if we don't do something about how we source our food. Agriculture is mankind's biggest contributor to climate change, accounting for a quarter of all greenhouse gas emissions. As the world becomes more urbanised, it makes sense to produce food locally in indoor vertical farms. These high-tech warehouses can grow crops in a controlled environment without sunlight, soil and pesticides and with minimal environmental impact.

Where green tech truly excels, however, is when it acts as sexy window dressing for deeply unsexy processes. In Copenhagen, for example, architect Bjarke Ingels is close to completing a waste-to-energy power plant in the centre of Copenhagen with a 600-metre-long ski slope on the roof – something he hopes will improve Danes' chances at the next Winter Olympics.

In the UK, a more macabre process has had a green tech makeover, too: excess heat generated by a Worcestershire crematorium - otherwise lost to the atmosphere - is now being put to new use to heat a nearby swimming pool.

But perhaps the best example of green tech being creatively reimagined is the man who has built a contraption that turns dog poop into fuel for a street lamp. Quite the bright idea!

#### JOINT PERFORMANCE





#### **CO-ENGINEERED WITH JAGUAR**

For many years we have worked tirelessly with Castrol to develop engine oils tailored to the performance needs of your Jaguar. Castrol EDGE Professional is the result of our partnership. This uncompromising lubricant is specially formulated by Castrol technologists and Jaguar engineers to improve fuel economy, reduce  $CO_2$  emissions and maximise the performance and life of your Jaguar's engine.

Castrol EDGE Professional is available exclusively from your local Jaguar Retailer.







#### SLEEP BEAUTIFULLY

The world's most comfortable bed, hand made in London

savoirbeds.com

London New York Paris Düsseldorf St Petersburg Moscow Shanghai Hong Kong Seoul Taipei