

JAGWire is the Official e-Magazine of the Jaguar Club of Florida (JCOF)

"The Funnest Car Club in Florida"

Affiliated with Jaguar Clubs of North America (JCNA)



**THE JAGUAR CLUB OF FLORIDA. EST 1977.
BASED IN ORLANDO**



JAGUAR CLUB OF FLORIDA

THE FUNNEST CAR CLUB IN FLORIDA!



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- CENTRAL FLORIDA -

Under the Bonnet

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2026 JCOF BOARD OF DIRECTORS



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HAPPY NEW YEAR! We already have two whole months in the books for 2026. How are your resolutions coming along? I can't say that mine are going very well. I have a *BIG* problem with procrastination. So much so that I never got around to making my list of resolutions. But, I did do a whole bunch of other really neat things!



Whatever your resolutions are, I hope spending more quality time with JCOF in your Jaguar is chief among them! We have a really exciting year planned ahead, and have had two terrific back-to-back events in January and February.

Read on to find out all about them!



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The Villages, FL 32162

FAMILY OWNED &
OPERATED
IN CENTRAL FL SINCE
2009!



YOUR
FRIENDS
HAVE JCOF
MERCH.
DO YOU?

Show Your Club Pride!

Our team is always available to
help you custom order your club
apparel!

Hats Starting at \$19.99

Polos Starting at \$28.99

Select Sample Sizes Available In Store!

Email Ordering & Shipping Available!

Give Us A Holler!

villagesapparel@yahoo.com

Visit our
website to
order your
JCOF Custom
Apparel.

JANUARY



The first meeting of 2026 was held at Ski Beach Bar and Grill, in Leesburg, FL. Mild weather encouraged attendance by new and returning members, who were fortunate to hear guest speakers Tony and Sue Rufrano, of "Last Ride."

Sue and Tony thanked JCOF for our 2025 donation to Last Ride and shared inspirational stories of how they put our money to work. Last Ride started with the mission of providing a dignified burial, with full military honors in a national cemetery, to indigent veterans. However, that became challenging with modern privacy laws. While they still continue with that mission as much as possible, they have

added a second mission: helping injured Veterans and Law Enforcement Officers get back on a bike. They have now teamed up with Combat Hero Bike Build (CHBB), and together they provide specially adapted motorcycles to Vets and LE Officers, who previously rode but were no longer able due to their injuries, so they can ride again.



Mark your calendar for **27 September 2026**. You can witness the results of their work and your donation firsthand at the Nam Knights Clubhouse, 17450 Tuscanooga Rd, Groveland, FL. There, a retired Army veteran will be presented with a custom-built motorcycle. If you happen to be a biker, in addition to a Jag driver, consider joining CHBB's American Hero Honor Ride, which starts on the 28th. [Visit their website for details.](#)



Jaguar Club of Florida



JCOF EVENT CALENDAR



Jaguar Club of Florida
38th Annual
Concours d'Elegance

March 20 - 21, 2026

Sat Mar 21st 9:00am - 3:00pm

JCOF 38th ANNUAL
CONCOURS d'
ELEGANCE

JCOF's 38th ANNUAL
CONCOURS d' ELEGANCE is
open for registration! SEE
details here and CLICK the
image to go to our

**2091 Alaqua Drive
Longwood, FL 32779**

**Thu Mar 5th 3:00pm -
Sun 8th 3:00pm**

**THE AMELIA -
Concours d'Elegance**

The Amelia offers a full
schedule of events for car
buffs, beginning Thursday
with Reverie. The Concours
is held on Saturday, the

41ST ANNUAL
ALL BRITISH
CAR & BIKE SHOW

APRIL
11TH

LOTUS
EMIRA
ARMSTRONG MITCHELL
ARIEL SQUARE FOUR

BRITISH CAR CLUB OF CENTRAL FL
212 West 1st Street, Sanford FL

HENRY'S DEPOT

SEMINOLE
HIGH
SCHOOL
ALTERNATIVE
EDUCATION

Sat Apr 11th 8:00am - 3:00pm

**ALL BRITISH Car &
Bike Show**

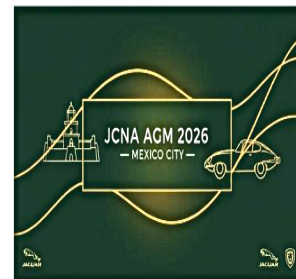
SAVE THE DATE For THE
41st ANNUAL ALL BRITISH
CAR & BIKE SHOW - the
largest All British Show in
Florida. Online registration



Sun Apr 12th 12:00am

**JCOF MONTHLY
MEETING**

JCOF MEMBER TALKS
ABOUT PERSONAL MILLE
MIGLIA EXPERIENCE IN
ITALY! You will not want to
miss this fascinating



Tue Apr 14th - Sat 18th

JCNA AGM 2026



Sat May 16th 12:00am

**JCOF MONTHLY
MEETING**

SAVE THE DATE for OUR
MAY MONTHLY MEETING
May's meeting will be held
at The Mission Inn, in
Howey-in-the-Hills. Details



Jaguar Club of Florida

The President's Post

GARY BERGLIN - FROM BEHIND THE WHEEL

Welcome JCOF Members!

As your new President, I have huge "shoes to fill," following the tenure of Jay Hixson, and I thank you for the confidence placed in me. As many of you know, Jay takes great pleasure with his position of "RALLYMASTER, EXTRAORDINAIRE." Over the course of the year, Jay will plan two to three driving trips, and will orchestrate them down to a "T". Our February excursion to Solomon's Castle was one such trip. Ten cars (mostly Jaguars) cruised the back roads south of Lakeland to the three-story castle built by artist Howard Solomon, starting in the 1970's, from re-cycled aluminum printing plates (check it out on YouTube). His studio and gallery are chock full of sculptures

made from scrap metal and wood. What an incredible place!! Following a very humorous tour, we enjoyed a fabulous lunch at his famous “Boat in the Moat” restaurant. The weather was absolutely perfect for the drive, and was a great opportunity for dropping our tops (hoods).

For the past few years, our board of directors have sought out interesting venues for rides and having interesting speakers for our monthly general membership meetings. Our goal is to have more than a ‘just a meeting’ at some nondescript location....after all, we are *“THE FUNNEST CAR CLUB IN FLORIDA!”* We strongly encourage member input regarding meeting places, guest speakers, and drives. Future events include our 38th annual Concours d’Elegance, to be held March 21st, which will kick off with the “Meet and Greet” get-together the evening before (March 20th). This is always a great event for socialization. Typically, we have our meetings on each third Saturday of the month, for consistency and planning. But, due to scheduling conflicts, our **April** meeting will be held on **SUNDAY, the 12th**. One of our

members, Geert DeMoor will be speaking about his experience while participating in the original Mille Miglia, a 1,000 mile legendary Italian classic car rally from Brescia to Rome and back. This meeting will be held at the Orange Blossom Hills Golf and Country Club in the Villages...don't miss this opportunity! Our May meeting will be held at the beautiful Mission Inn, located in Howey-In-The-Hills.

In September 2025, we had a really fun Bocce Charity Fundraising Party. As a result, we recently became a "Patron" of the Coventry Foundation (a 501-c-3 tax-exempt organization), whose mission is to perpetuate the heritage of Jaguar Cars in North America. Coventry plans to build a museum that will showcase a wide variety of Jaguar cars, memorabilia, and educational displays, that will preserve the legacy of Jaguars.

Our past Presidents, Jay Hixson and Will Hoehndorf will be representing JCOF at the Jaguar Club of North America's annual general membership meeting in Mexico City in April. During this meeting, delegates from six regions (56 clubs) will gather to report, plan, and discuss

events for the upcoming year. Reportedly, the Gran Concoars at the end of the AGM, hosted by Club Jaguar Mexico, will have about 400 Jaguars and thousands of people in attendance.

It's often said that a club is only as good as its members. Truer words have never been spoken. In my short time as a JCOF member (nine years), I've become acquainted with many people having a profound impact on our club...too many to enumerate here. Kudos to all who have worked selflessly to ensure that our Concoars, Slalom, road trips, and social events are "over the top" events. One person, however, deserves special recognition...Jill Casiple, our JAGWire editor and webmaster, who never ceases to amaze me with her talents. Check out our new website at: jaguarclubfl.com. Jill is always looking for photos of our events and member-articles for future JAGWire magazines, so please send any you have to her (webmaster@jaguarclubfl.com).

Now, for a bit about myself....I've loved Jaguars since my high school days. After graduation from undergrad, I was drafted into the US

Army, serving 14 months in Vietnam, in an air mobile artillery unit. I then spent a year hitting the books before my acceptance into Marquette University School of Dentistry in Milwaukee, Wisconsin, graduating in 1975. Shortly thereafter, I discovered a 1968 E-Type for sale, which I drove until our kids could no longer be crammed in the area behind the seats. With a new practice and growing family, the Jaguar had to go, buying a second family car. For decades, I regretted that sale until nine years ago. After much searching, I bought my 1970 E-Type. In 2004, I moved to Clermont with my very understanding and patient wife (Dee) of 60 years, where we still live today.

Happy Trails!

Gary M Berglin
JCOF President
352-243-2976
gberglin@gmail.com

Jaguar Club of Florida 38th Annual Concours d'Elegance



March 20 - 21, 2026

FRIDAY NIGHT

MEET & GREET

PICKLES DELI

5:30

1891 W State Rd 434
Longwood, FL

Special Guest Rate

MARRIOTT

at Lake Mary

SATURDAY

Arrive - 08:30- 09:00
All cars parked - 09:30
Owner's Mtg - 10:00
Awards Dinner - 6:00

DEADLINE TO REGISTER

10 March 2026

1st Car - \$80

2ND CAR - \$55

Display Only - \$50

**AFTER
10 March 2026
ADD \$20.00**

Go to: jaguarclubfl.com to

REGISTER online

or

DOWNLOAD a registration form
to pay by check.

Alaqua Country Club
2091 Alaqua Drive, Longwood, FL 32779



WELCOME TO JCOF

Membership Chair, Alan Winer
membership.jcof@gmail.com

We have had a flurry of new members this winter!

Please extend a warm welcome to the following people who joined JCOF for the 2026 membership year:



Gary & Randee
Schneid
Vernon & Michelle
Knoll
Edward Spiers
Jorge Perez
Harry & Nishoomis
Aves
John Harrison
Norman & CJ
Baillie
Malcom Jones
Jameson Cooper
John Silvestri
Chris & Edward
Hausknecht
Lisa McClung
Andrew & Shelley
Sullivan

Remember, you must have an active (paid) JCNA membership in order to participate in club events. If you are a JCOF member who has not yet renewed your membership, please do so as soon as possible. If you're not yet a member but are within driving distance, what are you waiting for?! We have an exciting event calendar planned this year that you will not want to miss!



ANDY ATKINSON
JAGUAR CONSULTANT

407.257.6145

ANDYATKINSON@HOTMAIL.COM

WWW.THEJAGUARDOCTOR.COM

2931 FORSYTH RD, SUITE 102, WINTER PARK, 32792

The Doctor is In!



Andy Atkinson, **The Jaguar Doctor**, and his team have been caring for Jaguars in the Orlando area for more than two decades. Whether your baby needs a check-up and routine maintenance or extensive rehab, **The Jaguar Doctor** is here for you.

KEEPING JAGUARS, 1998 AND YOUNGER, HEALTHY

The Jaguar Doctor is proud to sponsor
JCOF's 2026 Concours d'Elegance.



Jaguar Club of Florida



Jaguar Club of Florida has a brand new website! Our URL address is still the same, so there is no need to change your bookmarks.

Our new site is light, refreshing, and fun, representative of Central Florida and the *FUNNEST CAR CLUB IN FLORIDA*. It maintains all the functions with which our users are familiar, but turns an eye toward modern design.

If you have not already seen our new look, [take a moment to check it out!](#)

Now, you will also find that all of our club communications and forms mirror the website colors and images. This creates an easily recognizable “brand” for JCOF. Branding sets us apart from the many other car clubs and helps JCOF be more memorable for people who visit our site.

SOME ASSEMBLY REQUIRED - FINAL ASSEMBLY

POSTED BY NEWHILLGARAGE □ FEBRUARY 2, 2025

HARVEY FERRIS, CAROLINA JAGUAR CLUB

When I started the restoration of my 1963 E-type FHC "in boxes" over 4 years ago, I could only imagine conceptually the phrase "Final Assembly". I was so far from Final Assembly that it was just a dream. Recently, after doing "Shake Down", I had been able to list remaining items to be done, as a somewhat revolving list of about 10 items. Eventually my list would fit on the fingers of one hand. That was very exciting to tell my friends and family and, most importantly, myself!

One big final item was installation of all of the chrome. The chrome "drip rails" had been hung up at the chrome platers for many months but they eventually arrived in December. I carefully installed these, as they are quite delicate. I had actually cracked the chrome on a previous installation attempt. Once these were installed and the silicone adhesive had cured for several days, I was able to install the final chrome piece for this car, which was the cosmetic piece on the windscreen A pillar. This piece has no screws and is held in with adhesive. And just like that, all the chrome was installed on the car!

Another final item was installation of authentic porcelain coated exhaust manifolds. These are apparently delicate and sensitive to rapid temperature changes. I had initially installed a pair of very used manifolds, painted with black high heat spray paint. This allowed for me to concentrate on engine initial start and shake down without worrying about extremes of heat on the manifolds. Now that I am comfortable with the operating parameters of the engine, I have installed my beautiful porcelain manifolds with their striking brass hardware.

Yet another final item was the installation of the "mud shields" in the engine compartment. I had held off on these because access to work on "stuff" in the engine compartment becomes very restricted with these shields in place. As is typical with this project, the reproduction shields I had to purchase fit pretty well but required some "fettling". Just figuring out where and how they were attached was a research project. An internet query turned up discussion on fitment on Jag-Lovers, with useful diagrams. Regardless, installation is tricky as you are boxing yourself in as you go. Removing the air filter on one side and the battery on the other side was necessary to allow access.

I will confess that while spending a week with my daughter and grandchildren in Boston, I stole a few hours to review on-line documents, searching for Authenticity items that I might have missed. The first document I reviewed was the JCNA Series 1 E-Type Judges Guide. This is the one that you really want to pay attention to, as it is the basis for many of the Authenticity decisions that judges will make when scoring your car in a JCNA concours. I have of course been following this document all along but indeed, while reviewing it, I came up with a short list of items to double check when I got back to my car. Two examples that popped up were:

RACK BELLOWS

Retained to rack with hose clamp on right side, tie wire on left (J30 – Pg. 141 & J37 – Pg. 125)

WINDSHIELD WASHER

Glass bottle, black bracket up to: 1E10753, 1E1164, 1E30824, 1E20370

“Lucas Screen Jet” sticker on bracket with 2-black rubber sleeves on bracket to protect bottle

Regarding the steering rack bellows, I had used a hose clamp on both sides. But sure enough,

a look at page 141 of J30 showed a tire wire on one side. When I got home to the car, I fabricated one from some suitable wire and made the change.

Regarding the windshield washer bottle, I was indeed missing the Lucas Screen Jet sticker. I found a fellow in Delaware who sold reproduction stickers. Once I received the sticker, it was a quick fix to apply the sticker.

Another “document” that I reviewed was the E-type UK Forum, specifically their Factory Fit 3.8 section. This forum contains a wealth of detail regarding how these cars were built. It goes well beyond the JCNA judging guide with respect to detail and historical basis. In particular, a British gentleman, David Jones, has posted a vast treasure trove of information and historical background. It is well worth checking out, even if you are not trying to build a 100 point car. My review of the Factory Fit section revealed, for instance, that the lense/cover over my front parking lights was incorrect. It is a small detail but the “usuals” sell a version of the lense that came into use only after March of 1965. I was able to obtain the correct version from a guy in the UK, who went to a lot of trouble and expense to have exact replicas made up.

Another “find” from the UK forum was that the spark plug caps that I had installed were not

correct. What I have now is the plug cap with the word Champion in a bow-tie shaped pattern, with white lettering. Apparently, what I need is the “oval” shaped plug, with Champion molded into the plastic as black, not white. I am still trying to find these for sale, although SNG has promised me that they can get them.

And so it goes. The car is about 99.9% done, in terms of all the work that has occurred to date. Yet, my list of things to do never seem to go quite to zero. But I am getting very close. I plan to take the car to its first show in March.



[To read more of Harvey's articles, visit NewHillGarage.com](http://NewHillGarage.com)

CLASSIFIEDS

Have a Jaguar to sell? Place your ad in JCOF's JAGWire Jr. We have readers around the corner and around the country!



Visit our website and complete the **"Sell Your Car"** form to place your ad. All advertisements are emailed to our entire readership, included in the JAGWire Jr for three editions (6 months), and posted on our website **classified page**.

JCOF members advertise for free.

Please inform the webmaster when your vehicle sells.

CLASSIFIEDS

2004 XKR, CONVERTIBLE

EXTERIOR COLOR: QUARTZ

INTERIOR COLOR: DOVE GRAY

CONDITION: EXCELLENT

DRIVEN MILES: 29,733

ASKING PRICE: \$27,500

ADDITIONAL INFO: I purchased this car from an agent of the original owners with all original delivery paperwork from sold tag, window sticker, to most maintenance documents as well.

Car also comes with a Jaguar Heritage Certificate.

CONTACT: Norm Sted - ph 954.258.5460

email normsted@msn.com



CLASSIFIEDS

1956 Jaguar XK140MC FHC

Offered for sale is a highly desirable 1956 Jaguar XK140 MC Fixed Head Coupe with a clean Florida title. This car was purchased over 40 years ago for restoration. The engine (C-type head) and transmission have already been professionally rebuilt.

During disassembly, a comprehensive restoration log was created documenting every part removed, inspected, tagged, and stored, including notes on condition and reinstallation instructions. Many components were refurbished or replaced with new parts prior to longterm storage.

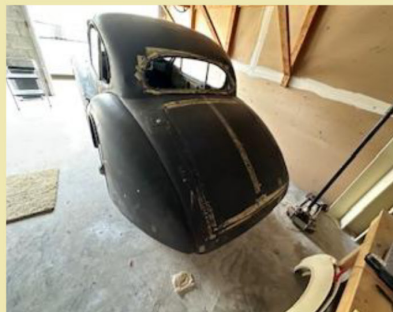
The car has been in storage for over 35 years and is non-running, making it an ideal candidate for proper restoration. All parts are believed to be present. This is a rare opportunity to acquire a well-documented XK140 MC project with exceptional provenance.

Located in Indian Harbour Beach, Florida. Clean Florida title.

321-372-8658, jeharrison02@outlook.com

Serious inquires only:

Price: \$19,500.



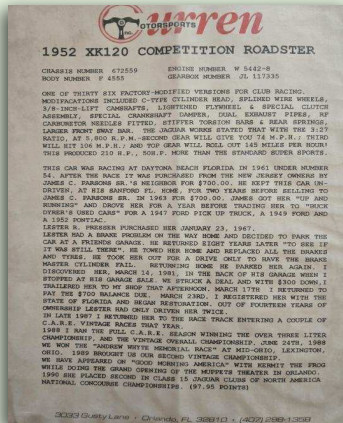
CLASSIFIEDS

1952 Jaguar XK120, modified C-type, OTS.
Longwood, FL

\$95,000

Miles: n/a Price: \$125,000 USD

REDUCED



RED w/ BLACK INTERIOR

- This 1952 Jaguar XK 120 modified C-type comes with extensive race history.
- Open two seater.
- New slave cylinder.
- New brake cylinders.
- Contact Delilah Davis at featherations@gmail.com or visit our [website](http://www.featherations.com) for info.

CLASSIFIEDS

2004 Jaguar XKR, DHC - Port St. Lucie, FL

QUARTZ WITH DOVE GRAY INTERIOR

- Two-owner vehicle
- All original documents and Jaguar Heritage Certificate included
- CONTACT: Norm Sted - ph 954.258.5460
email normsted@msn.com
- Visit our [website](#) for more info and pictures.

Miles: 29,733

Condition: EXCELLENT

Asking: \$27,500



CLASSIFIEDS

Part(s) For Sale

ORIGINAL 1974 XKE OTS Radiator (condition unknown) available for anyone who wants it... located in Palm City, FL - Contact Louis Nacamuli - aliceland@att.net

Visit our website to see more Classified items:

Cars For Sale

SELL YOUR CAR HERE

Place your classified ad in JAGWire Jr. It's free for members! Simply complete and download a SELL YOUR CAR form from our website and email it with four pictures to:

webmaster@jaguarclubfl.com

Non-member Pricing

Standard Ad = \$75/3 issues
Premium Ad = \$125/3 issues

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2/3 Page	\$100
1/2 Page	\$75
1/3 Page	\$50
1/4 Page	\$25
Business Card Size	\$20

ALL SUBMISSIONS TO JAGWIRE MUST BE IN A FORMAT SUITABLE FOR REPRINT:

PHOTOGRAPH - HIGH RESOLUTION .JPG OR .PNG

ILLUSTRATION - .EPS, .TIFF, .GIF, OR .PNG

A HIGH QUALITY .PDF FILE MAY BE SUBMITTED.

JCOF Member benefit = Free

WHAT ARE OTHER CATS DOING?

Click a block to visit their site.

**The Amelia -
Concours d'Elegance,
March 5-8, Amelia
Island, FL**



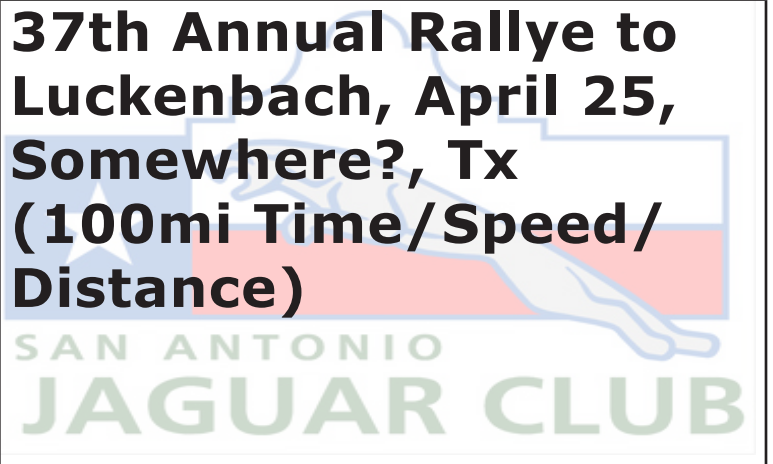
**52nd Annual Concours-
Jaguar Club of Southern
Arizona, April 4, Tuscon
AZ**



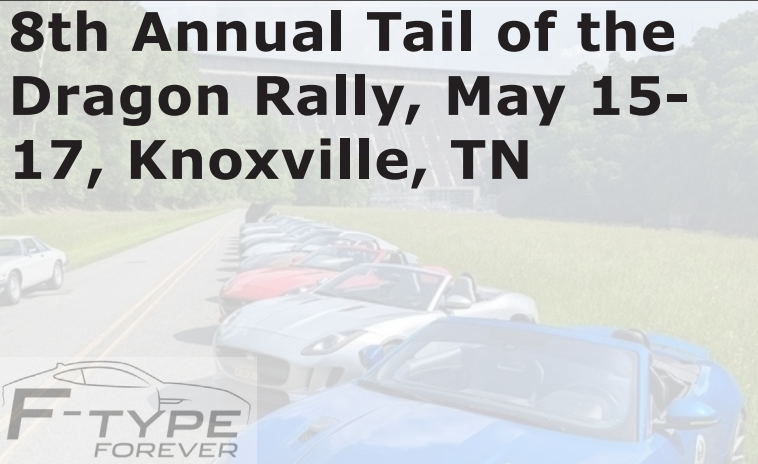
**AGM & 38th Annual
Gran Concours - Club
Jaguar Mexico, April
14-19, Mexico City,
Mexico**



**37th Annual Rallye to
Luckenbach, April 25,
Somewhere?, Tx
(100mi Time/Speed/
Distance)**



**8th Annual Tail of the
Dragon Rally, May 15-
17, Knoxville, TN**



**Great Scot! British Car
Show, May 23, Green-
ville, SC**





Jaguar Club of Florida



Congratulations and thank you to all who attended our JCNA Judges Training on 24 January. We had a really strong turn out, including new members and members of other clubs.

The JCOF Concours is just under a month away. Final preparations are being locked down.

If you have not already registered for the concours, do so now. The price goes up on **11 March**.

Attendees

-Jay Hixson
Juan Sierra
Robert Lewis
Tom Wright
Ron Redpath
Barry Ratchford
Tom Foglia
Vernon Knoll

REGISTER

>Chief Judge Ian Crawford



Photos by Ron Redpath



Craig Kerins
Janet Tillman
Barry McManus
Michael DeMelf
Robert Cotherman





Jaguar Club Of Florida (JCOF)

Membership Application/Renewal for 2026 Calendar Year



2026 dues for JCOF and JCNA *combined* are \$91*
per member, for a whole year of *FUN!* + \$10 per
Co-member (\$101 for two)

If you are a member of another JCNA affiliate club, you can double your fun and be a Dual Member in JCOF for just \$38/member + \$10/Co-Member + your JCNA #.

Click the JOIN/RENEW Tab at www.jaguarclubfl.com to pay online (Highly Recommended), OR complete a fillable form, print it, and mail it with your check to: Alan Winer, 8311, County Rd 208, St. Augustine, FL 32092. If you have any questions, contact Alan Winer at alanwiner1@gmail.com

Primary Member: _____

New Member ☐
Renewal ☐

Affiliate ☐

Primary Member's Email: _____

JCNA # _____

Primary Member's Address: _____

City: _____, State: _____ Zip: _____

Cell Phone: _____

Please wear a name tag to all events; we like knowing who we are talking to and about!

A Name Tag will be provided to each new member and co-member. Returning members and Co-members who need a replacement name tag, please purchase one via our website.

Co-Member's Name: _____

Co-Member's Email: _____

Co-Member's Cell Phone: _____

NEW MEMBERS joining after September 30 may purchase a 15-month membership to carry through the end of **the next year**.

Jaguars Owned:

Year: _____, Model: _____, Color: _____

Year: _____, Model: _____, Color: _____

How did you learn about "The Funnest Car Club In Florida?" _____

Signature: _____ Date: _____



Print, Sign & Mail

98% of members paid
online in 2025. Let's
make it 100% this
year!

ARTICLES FROM THE INFORMATION SUPER HIGHWAY

JAGUAR DEALER SOUNDS THE ALARM: 'THERE IS NO BUSINESS CASE FOR THE BRAND'

While some dealers remain optimistic, others are worried about the future.

By: Adrian Padeanu; [Motor1.com](https://www.motor1.com) Jan 19, at 3:48am ET



Photo by: Jaguar

Jaguar wants to step out of BMW's shadow and chase Bentley by moving upmarket through a bold rebranding. It's waving goodbye to combustion engines once and for all, putting all of its eggs in the EV basket. We were supposed to see the first production model of this new era before the end of 2025, but its reveal has been pushed back to later this year.

Before Jaguar reinvents itself as a super-luxury brand, some dealers are predictably concerned about how the new direction will unfold. German business newspaper [Automobilwoche](#) cites a sales representative who spoke under the protection of anonymity about the uncertainty surrounding Jag's future:

If we are honest, there is currently no business case for the brand. We have signed that we want to continue with Jaguar in the future. However, whether we will fulfill this declaration of intent will only become clear once we know Jaguar's future strategy. Then we can decide whether it suits us or not.'



Photo by: Jaguar

But it's not all doom and gloom. Andreas Everschneider, CEO of the Association of German Jaguar and Land Rover Dealers, is far more optimistic, yet remains cautious: "The new start is an opportunity. But we don't know what to expect, how big the market is, or which customers will buy the vehicle."

Similarly, Salvatore Colangelo, managing director of Glinicke British Cars, hypes the forthcoming products but is uncertain about the target market: "Brand, design, and technology – the new Jaguar models are something special. This is a new path. The question remains: Who are our future Jaguar customers?"

Jaguar Won't Sell Cars. Only Lease Them? Everschneider told Automobilwoche that [Jaguar](#) won't sell the new electric grand tourer, but rather lease it. We've reached out for confirmation and will update the article once we hear back. Meanwhile, the decision to embrace a lease-only strategy reportedly stems from the company's desire to control the used car market. Should too many vehicles change hands, it would lower residual values and hurt Jaguar's aspirations to become a true Bentley competitor.

Everschneider also pointed out that Jaguar must not fall into Mercedes' trap of making too many cars. The

German luxury brand has been criticized for pumping out volume-oriented products like the A-Class, which have hampered its premium positioning. Then again, all rivals have been doing the same, including BMW with the 1 Series. Audi has even gone a step lower by tackling the subcompact segment with the [A1 and Q2](#).

Jaguar Type 00 Prototype Testing



Photo by: Jaguar

Jaguar Won't Chase Volume

Dealers cited by [Automobilwoche](#) claim the new strategy at Jaguar calls for annual production of only 10,000 units. It's a far cry from 2018, when the Tata Motors-owned company peaked at 181,500 sales. By comparison, BMW sold 2,169,761 cars last year, when Mercedes moved 1,800,800 vehicles, while Audi delivered 1.6 million units.

Since Jaguar is now chasing [Bentley](#), it makes more sense to look at Crewe's sales figures. Last year's numbers aren't out yet, but it's worth reminding you that the British automaker delivered 10,643 vehicles in 2024 and 13,560 in 2023. Its best year ever was 2022, when it sold 15,174 cars.

Jaguar dealers have yet to receive the necessary training to lure in customers, but the process is starting this month. Order books are reportedly opening in either March or April for those willing to pay at least \$130,000. Jaguar has made it clear that the production-ready Type 00 will be available strictly as an EV.



Photo by: Jaguar

Motor1's Take: The old Jaguar ways didn't work, so it was time for a change. Whether such a drastic shift to low-volume, high-margin models will pay off remains to be seen. Going all in on EVs will certainly limit its appeal, since wealthy buyers still want combustion engines. Case in point, Mercedes is committing to

Maybach's V12, and BMW continues to back the [twelve-cylinder](#) powerhouse found in Rolls-Royce models.

Jaguar knows it'll lose most of its clientele, acknowledging that [85 percent of current buyers won't return](#). However, it believes dramatic styling and a bespoke EV platform can convince deep-pocketed customers to take the plunge. To increase its chances of carving out a niche, an SUV will follow the long-hood GT.

EVs are notorious for their slim profit margins, if any, so it'll be interesting to see whether Jaguar can generate sufficient returns while pursuing such a drastically lower annual sales target.

Motor1 Source: Automobilwoche

FEBRUARY

ROAD TRIP!



Add another feather to the cap of Rally Master Extraordinaire, Jay Hixson! He planned and executed another phenomenal road trip for JCOF members, this time to Solomon's Castle in Ona Florida. Solomon's Castle is one of Florida's many hidden gems that frequently get passed over by the "locals"- although Robert 'Mac' Ballard wrote in saying he had just visited the castle a few months ago. Thankfully for us, Jay has a knack for finding these gems and designing exciting scenic, back road drives to get to them.

Solomon's Castle is a 3-story, 12,000 square foot architectural wonder, made of old aluminum newspaper printing plates. The inside of the castle is just as whimsical as the out, with over 90 handcrafted stained glass windows, and hundreds of statues and figurines. Everything in the castle galleries (including the castle) is recycled and many sculptures are made from "found objects", aka junk, such as discarded nuts and bolts, beer cans, sea shells, oil drums, sheet metal and wood. As Mike Miller, of FloridaBackRoadsTravel.com, put it: "[He] created art from this unlikely collection [of junk] by using several skills including welding, painting, carpentry, wood turning, and a great sense of humor." The creator of all of this is artist Howard Solomon. He began in 1972 with the purchase of 40-acres of swamp land and a dream. He continued building and creating his marvelous estate, and was active in the day-to-day-operations until he passed, in 2016. Today, the grounds encompass 90-acres and include a Lighthouse, a Boat-in-the Moat Restaurant, a Bed & Breakfast, and a nature preserve.

Solomon's Castle tops the list of "Places you may never have been but will certainly want to go again!" If you didn't make the trip with the

club, GO! If you did go with the club, GO AGAIN;
Solomon's Castle is always building and growing!



Photo by Steven Miller



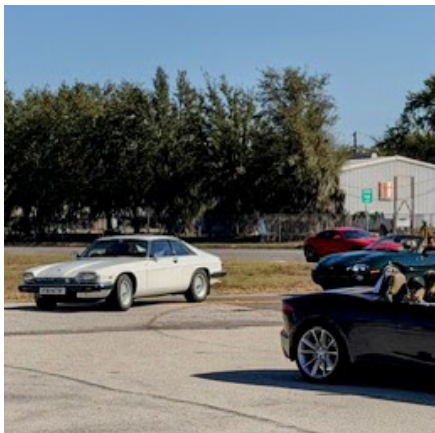
Photo by Gary Berglin



Photo by Gary Berglin



Photo by Steven Miller



Photos by Ron Redpath



Did You Know?

Did you know that our website can be a valuable source of information? In addition to our [EVENT CALENDAR](#) that provides information about activities to do with your Jaguar and Jaguar friends, we have a tab for [JAGUAR RESOURCES](#), a tab to [SHOP](#) for JCOF swag and classifieds, and of course, tabs for our [FUN PHOTOS](#) and [JAGWires](#). We even have a tab to help you [ADVERTISE](#) your business or sale item. Our website is frequently updated, so be sure to visit it often!

JCOF

EVENTS

Submit your comments,
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Some men are born to cats, others have cats thrust upon them.
-Gilbert Millstein (1915-1999)