

Jaguar Land Rover Special Operations Launches Jaguar Heritage Driving Experience

IN BRIEF

- For the first time, Jaguar fans from all over the world will have the opportunity to drive models from a unique collection of Jaguar heritage vehicles
- The programme launches in November at the Fen End test facility, near the home of Jaguar Land Rover in the West Midlands
- A variety of experiences will be available, from one-hour drives to half-day Le Mans 24 Hours race-themed specials and a full-hospitality 'Grace and Pace' driving programme

IN DETAIL

(Whitley, Coventry – 16 October 2014). Jaguar Land Rover Special Operations today announces the launch of the Jaguar Heritage Driving Experience. This range of exciting driving experiences gives participants the unique opportunity to take the wheel of cars including Le Mans-racing legend Jaguar D-type, legendary E-type and Jaguar's most potent sports car ever, the F-TYPE R Coupé. Details of the new Jaguar Heritage Driving Experience may be reviewed at: www.jaguarheritagedriving.com

From November 2014 the Jaguar Heritage Driving Experience opens at an established 200-acre testing facility, Fen End, in Warwickshire, where visitors will be offered the chance to drive some of the icons of Jaguar's rich product history.

Many of the vehicles in the collection will be driven by members of the public for the very first time, having been prepared for high octane test action following Jaguar's recent purchase of over 500 outstanding British heritage cars from a private collector.

Jaguar Land Rover Special Operations Managing Director, John Edwards, said: *"This is the first experiential offering from our new division and is the first time in Jaguar's history that we have made a collection of vehicles of this caliber available for 'arrive and drive' experiences. It's an extremely exciting new project that underscores the very essence of what Special Operations is all about – celebrating heritage with our eyes firmly on the future."*

The collection includes many iconic Jaguars, charting over 100 years of beautiful fast cars, from pre- and post-war road racers and Le Mans champions, to later sporting saloons and grand tourers. A variety of drive packages will be available, allowing visitors to experience a particular era or to journey through Jaguar's history right up to present day heroes such as the F-TYPE Coupé R.

Example packages include:

Jaguar Experience (ranging from £95 to £250):

From passenger rides to driving alongside a seasoned professional (including some recognizable faces from the world of motorsport), visitors can choose from individual models – including an XK150 or MKII saloon – or selected pairings such as the Series 1 and Series 3 E-type. There's also the option to drive heritage cars alongside their modern counterparts, such as an E-type with a factory-fresh F-TYPE.

Le Mans Experience (£750):

Re-live the experiences of legends such as Mike Hawthorn and Duncan Hamilton for half a day, with drives in the iconic C and D-types that dominated the world famous 24-hour endurance race in the 1950s. This package will also include drives in the XKSS and F-TYPE R Coupé and lunch.

Grace and Pace Experience (£2,000):

A full day of driving Jaguar Heritage legends, from post-war racers to sports saloons, coupés, roadsters and much more, including the new XFR and F-TYPE R Coupé models. The Grace and Pace day will also feature opportunities to drive creations from the company's Special Vehicle Operations division, and includes lunch and chauffeur-driven transfers in classic Jaguar saloons.

Visitors to Jaguar's Heritage Experience days will be invited to exclusive guided viewings of the 'Perfect 10' exhibition, newly installed at Fen End following its recent launch at the Jaguar XE reveal at Earls Court, London. The 'Perfect 10' is made up of iconic Jaguars selected by a distinguished panel including design director Ian Callum, Lord March of Goodwood Estate and AC/DC front man and Brian Johnson. The selection includes the ultra-rare SS100 and the one-of-a-kind and priceless XJ13. More on the creation of the Jaguar 'Perfect 10' can be seen in this short film: <http://www.youtube.com/watch?v=Evq7wcq09H0>