



THE 2011 XF COLLECTION

JAGUAR

Jaguar Platinum Coverage on all 2011 Jaguar Cars.

Jaguar has a long-standing tradition of creating beautiful, fast cars – and now we've created an ownership program to match. The passion we put into building our award-winning line-up of vehicles continues long after you drive away in one with a best-in-class ownership program called Jaguar Platinum Coverage. For 5 years/50,000 miles on all 2011 Jaguar cars, Jaguar Platinum Coverage includes complimentary scheduled maintenance, no-cost replacement of wear and tear items, 5/50 new vehicle limited warranty and 24/7 roadside assistance. The only thing that surpasses the beauty of driving a 2011 Jaguar car is the beauty of owning one.

	BEST-IN-CLASS COVERAGE 5 YEARS/50,000 MILES ON ALL 2011 JAGUAR CARS AT NO ADDITIONAL COST
	JAGUAR PLATINUM COVERAGE* INCLUDES: <ul style="list-style-type: none">>> COMPLIMENTARY SCHEDULED MAINTENANCE>> NO-COST REPLACEMENT OF WEAR AND TEAR ITEMS>> 5/50 NEW VEHICLE LIMITED WARRANTY>> 24/7 ROADSIDE ASSISTANCE
SCHEDULED MAINTENANCE: \$0 OIL CHANGES: \$0 FILTERS: \$0 BRAKE PADS: \$0 BRAKE DISCS: \$0 BRAKE FLUID: \$0 WIPER BLADE INSERTS: \$0	

*Jaguar Platinum Coverage includes all factory recommended scheduled maintenance for five years or 50,000 miles, whichever occurs first. Wear and tear items are limited to brake pads, brake discs, brake fluid changes and wiper blade inserts based on factory specified wear limits or intervals. All work must be performed by an authorized Jaguar dealer. For complete details on Jaguar Platinum Coverage, including warranty and maintenance coverage and exclusions, please visit your local Jaguar dealer or JAGUARUSA.COM.







DESIGN

Some cars are built. Some are engineered. A Jaguar is created. A rare blend of art and performance, science and beauty.

You see it in the dynamic face of the XF with its powerful mesh grille and swept-back headlights. You see it in its profile. Just gaze at the dramatic, gorgeous sweep of the roof and the curve of its side window frames highlighting the XF's stunning coupé inspired lines.

At Jaguar, designers and engineers work side-by-side to develop the perfect balance of seductive design and exhilarating performance. As a result, in the XF, design integrates seamlessly with advanced engineering, creating inspired solutions to complex, technical challenges. So, when our designers wanted slim, slender roof pillars to provide the driver with all-around visibility, its engineers crafted the pillars from Boron steel.

When our engineers required a low coefficient of drag and rear downforce, the design team responded with sculpted metal that optimized both high-speed stability and fuel economy. It is that kind of single-minded attention to design detail, the pursuit of engineering excellence that helps the XF set a benchmark in quality and craftsmanship. With the XF, Jaguar is redefining the world's perception of a sports sedan.





CRAFTSMANSHIP

The XF defines sporting luxury. It is the combination of exquisite craftsmanship and luxurious finishes – whether rich wood or aluminum and supple leather – the XF personifies quality that is executed in a fresh and contemporary way.

You see craftsmanship in the twin-needle stitching which extends across the dash top and throughout the entire interior. You see it in the gorgeous wood finishes as well. Whether you choose the traditional, glossy Burl Walnut on the XF or XF Premium or the stunning Dark Oak that comes with the supercharged XFR, the craftsmanship is consistently impressive.

Bringing all these elements together and creating a new pinnacle of craftsmanship and bespoke luxury, is the Portfolio package on the XF Premium. Its long list of luxury features includes Softgrain leather for the seats and doors; contrast color, twin stitched leather for the dash top; warm Suedecloth headlining, Figured Ebony wood trim and premium carpet mats with contrast edging.

And then we find that craftsmanship meets technology as displayed in the cylindrical cast alloy JaguarDrive Selector™, which is refined yet substantial in the driver's hand. The XF is sporting luxury brought to life.





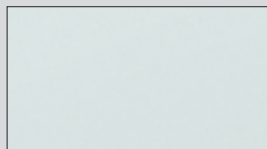
PERFORMANCE

Think of it as power and performance redefined. Three 5.0 Liter V8 engines that deliver an exhilarating drive.

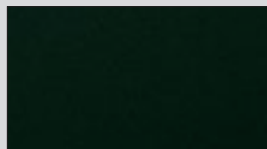
The XF offers the choice of three advanced, direct-injection V8 engines: a highly acclaimed naturally aspirated 5.0 Liter and two versions of Jaguar's outstanding supercharged 5.0 Liter. The 385HP 5.0 Liter naturally aspirated V8 delivers 0-60mph in 5.5 seconds. It features Variable Camshaft Timing and Camshaft Profile Switching to optimize efficiency at low and high speeds as well as delivering strong low speed torque.

The luxurious XF Supercharged model is powered by the 470HP 5.0 Liter V8 supercharged. As well as achieving 0-60mph in 4.9 seconds, this powerful and refined engine offers outstanding mid-range acceleration and excellent driveability. Exclusive to the XFR, the 510HP 5.0 Liter V8 supercharged launches the vehicle from 0-60mph in a mere 4.7 seconds and provides truly exhilarating performance. And with its semi-active exhaust, the XFR produces the kind of pulse-racing growl to match its stellar pace.

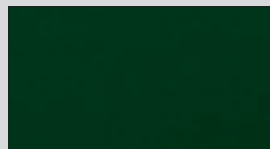
EXTERIOR COLORS



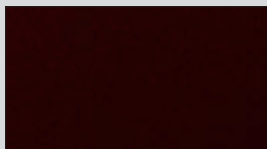
Polaris White



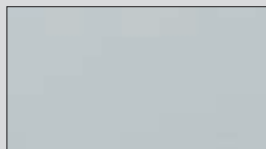
Ebony



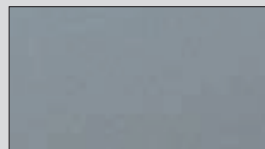
Botanical Green*



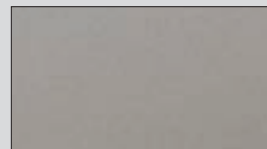
Caviar*



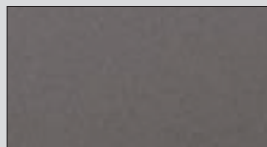
Liquid Silver*



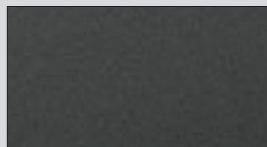
Lunar Grey*



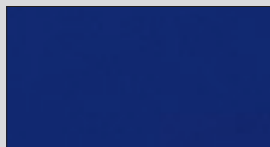
Vapour Grey*



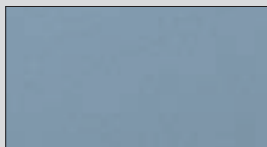
Pearl Grey*
Available until mid 2010



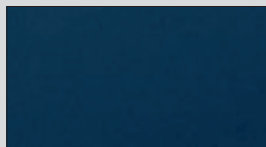
Stratus Grey*
Available from mid 2010



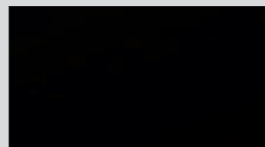
Spectrum Blue*



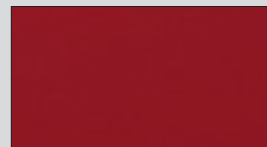
Frost Blue*



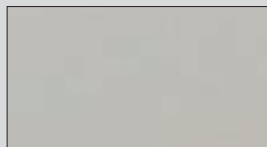
Indigo*



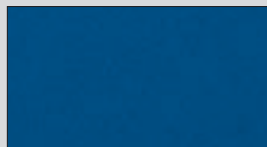
Ultimate Black*



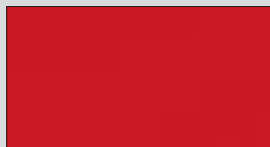
Claret*



Cashmere*



Kyanite Blue*
Unique to XFR



Salsa
Unique to XFR

LEATHER AND TRIMS



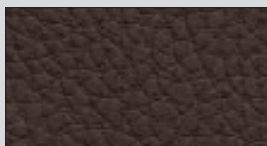
Warm Charcoal Bond Grain



Dove Bond Grain



Barley Bond Grain



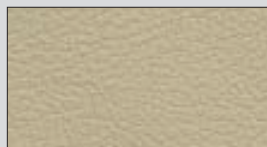
Truffle Bond Grain¹



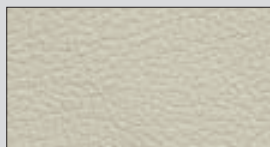
Warm Charcoal Softgrain



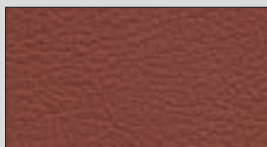
Dove Softgrain



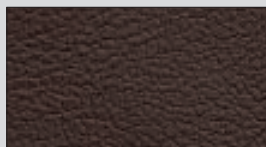
Barley Softgrain



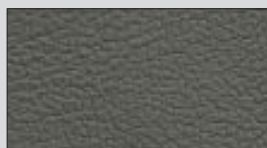
Ivory Softgrain



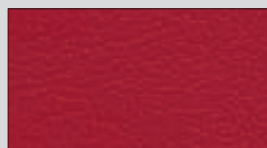
Spice Softgrain



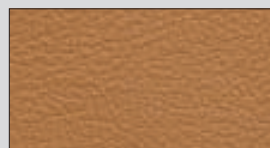
Truffle Softgrain¹



Oyster Softgrain¹

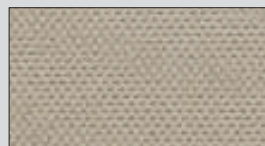


Red Zone Softgrain
Unique to XFR

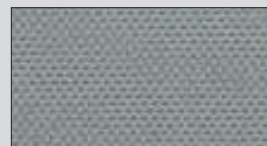


London Tan Softgrain
Unique to XFR

HEADLININGS



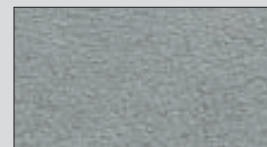
Canvas



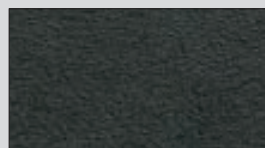
Dove



Canvas Jaguar Suedecloth Premium



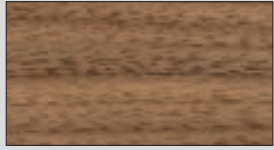
Dove Jaguar Suedecloth Premium



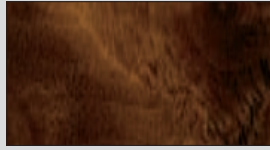
Jet Jaguar Suedecloth Premium

*Metallic paint ¹Instrument panel upper and door top rolls only For availability by derivative and details of interior/exterior combinations see table on facing page. Actual colors may vary from images shown.

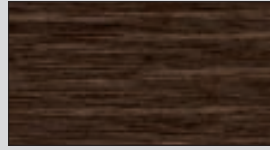
VENEERS AND FINISHERS



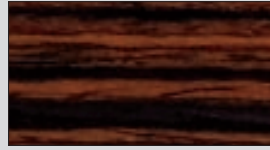
Satin American Walnut



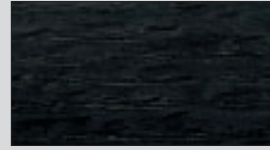
Burl Walnut



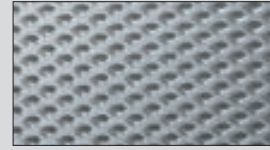
Rich Oak
Unique to XF Supercharged



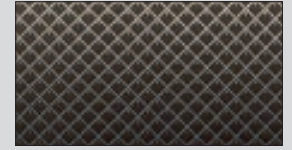
Figured Ebony
Unique to Portfolio Package



Dark Oak
Unique to XFR



Knurled Aluminum Finisher

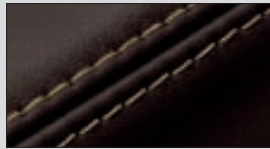


Dark Mesh Aluminum Finisher
Unique to XFR

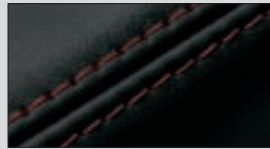
CONTRAST STITCH



Warm Charcoal and Ivory
contrast stitch



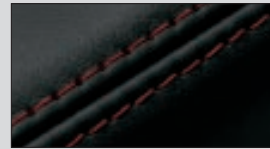
Truffle and Barley contrast stitch



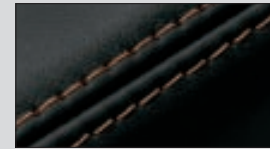
Warm Charcoal and Spice
contrast stitch



Oyster and Ivory contrast stitch



Warm Charcoal and Red Zone
contrast stitch



Warm Charcoal and London Tan
contrast stitch

	XF			XF PREMIUM				XF PREMIUM WITH PORTFOLIO PACKAGE				XF SUPERCHARGED				XFR				
SEATS/TRIM/STITCH	Barley/Truffle	Warm Charcoal/ Warm Charcoal	Dove/ Warm Charcoal	Barley/Truffle	Warm Charcoal/ Warm Charcoal	Dove/ Warm Charcoal	Ivory/Oyster	Barley/Truffle/ Barley	Warm Charcoal/ Warm Charcoal/ Ivory	Ivory/Oyster/ Ivory	Spice/Warm Charcoal/Spice	Barley/Truffle/ Barley	Warm Charcoal/ Warm Charcoal/ Ivory	Ivory/Truffle/ Ivory	Spice/Warm Charcoal/Spice	Warm Charcoal/ Warm Charcoal	Red Zone and Warm Charcoal/ Red Zone	London Tan and Warm Charcoal/ London Tan	Ivory/ Warm Charcoal/ Ivory	
EXTERIOR COLORS																				
Botanical Green*	●	○	○	●	○	○	●	●	○	○	●	○	●	○	●	○	○	○	○	○
Cashmere*	●	○	○	●	○	○	○	●	○	○	●	○	●	○	●	○	○	○	○	○
Caviar*	-	-	-	●	○	○	○	●	○	○	●	○	●	○	●	○	○	○	○	○
Claret*	●	○	○	●	○	○	●	●	○	○	●	○	●	○	●	○	○	○	○	○
Ebony	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	○	○	○
Frost Blue*	○	●	●	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indigo*	●	○	●	●	○	●	●	●	○	○	●	○	●	○	○	○	○	○	○	○
Kyanite Blue*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	○	○	○
Liquid Silver*	○	●	●	○	●	●	○	○	●	●	○	○	●	●	○	○	○	○	○	○
Lunar Grey*	-	-	-	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Pearl Grey*	-	-	-	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Polaris White	●	○	○	●	○	○	●	○	○	○	●	○	○	○	●	○	○	○	○	○
Salsa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	○	○	○
Spectrum Blue*	-	-	-	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Stratus Grey*	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Ultimate Black*	-	-	-	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Vapour Grey*	○	●	●	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○

● Designer Choice ○ Special order option - Not available
* Pearl Grey is replaced by Stratus Grey in June 2010 * Metallic



STANDARD FEATURES

POWERTRAIN AND DRIVING DYNAMICS

6-speed electronic automatic transmission with Jaguar Sequential Shift™
JaguarDrive Selector™
JaguarDrive Control™ with Winter and Dynamic Modes
Servotronic Steering
Cruise Control with Automatic Speed Limiter (ASL)
Electric Parking Brake (EPB)
Vented Disc Brakes, front and rear
DSC (Dynamic Stability Control) with Trac DSC mode
Traction Control

EXTERIOR FEATURES

Heated, auto dimming, exterior mirrors with electric adjustment, side repeaters and approach lamps with dip in reverse on passenger side
LED tail lamps
Rain sensing windshield wipers
Bright side window surrounds
Chrome grille surround
Electric glass sunroof with tilt/slide one touch operation
Rear Parking aid (includes Touch-screen visual indicator)

SAFETY AND SECURITY

Airbags, front and side (driver and front passenger)
Side curtain airbags
Anti-lock Braking System (ABS)
Front seat whiplash reduction system
Front seat belt pre-tensioners
ISOFIX anchor points for rear child seat
High level rear stop lamp
Cornering Brake Control (CBC)
Emergency Brake Assist (EBA)
Tire Pressure Monitoring System (TPMS)
Security system with volumetric and perimeter sensing alarm and vehicle immobilizer
Remote control central locking with deadlocking and drive-away locking function
Valet mode

WHEELS

Alloy space saver spare wheel

INTERIOR FEATURES

Automatic climate control with air filtration and dual zone temperature control for driver and passenger
Steering column with electric adjustment for height and reach with entry and exit tilt-away
Leather steering wheel with shift paddles
Front center console storage compartment
Twin front and single rear cupholders
Two front and one rear auxiliary power sockets
Front and rear electric windows with one-touch open/close and anti-trap
Auto-dimming interior rear view mirror
Garage door opener
Driver information center with dual function trip computer
Phosphor blue halo illumination and interior mood lighting
Jaguar Smart Key System™ with Keyless start

INTERIOR TRIM

Folding 60/40 split rear seats

MULTIMEDIA

3.5mm stereo auxiliary input socket
Bluetooth® telephone connectivity
7" full color Touch-screen display
Navigation system
Windows Media Audio (WMA) and MP3 compatibility
SIRIUS™ Satellite Radio†
Portable Audio Interface

OPTIONAL FEATURES

	XF	PREMIUM	SUPERCHARGED	XFR
POWERTRAIN AND DRIVING DYNAMICS				
5.0 Liter V8 Engine	●	●	-	-
5.0 Liter V8 Engine Supercharged (470 HP)	-	-	●	-
5.0 Liter V8 510 HP Engine Supercharged (510 HP)	-	-	-	●
Adaptive Dynamics	-	-	●	●
Active Differential Control	-	-	●	●
Adaptive Cruise Control (ACC) with Advanced Emergency Brake Assist	-	○	○	○
EXTERIOR FEATURES				
Heated windshield	P	○	○	○
Blind Spot Monitor	P	●	●	●
Halogen headlights with automatic on/off	●	-	-	-
Xenon headlights with headlight washers and automatic leveling	-	●	●	●
Rear spoiler	A	A	A	●
Hood louvers	-	-	-	●
R Exterior Theme	-	-	-	●
Front parking aid with rear camera	P	●	●	●
Bright mesh grille	●	●	●	-
Black mesh grille	-	-	-	●
R Performance red brake callipers	-	-	-	○
Metallic Paint	NCO	NCO	NCO	NCO
WHEELS				
18" wheels	●	-	-	-
19" wheels	○	●	-	-
20" wheels	-	P	●	●
INTERIOR FEATURES				
Electric rear window sunblind	○	○	●	●
Jaguar Smart Key System™ with Keyless entry	-	●	●	●

	XF	PREMIUM	SUPERCHARGED	XFR
INTERIOR TRIM				
Bond Grain seats with leather seat facings (10/10 way) and memory function	●	-	-	-
Softgrain leather seats (10/10 way) and memory function	-	●	-	-
Softgrain leather seats (16/12 way) and memory function	-	P	●	-
'R' Softgrain leather seats (18/14 way) and memory function	-	-	-	●
Heated front seats	●	-	-	-
Active ventilated front seats - three-stage heated/cooled	-	●	●	●
Bond Grain stitched and tailored instrument panel and door top rolls	●	-	-	-
Softgrain leather stitched and tailored instrument panel and door top rolls	-	●	-	-
Softgrain leather stitched and tailored instrument panel and door top rolls with contrast stitching	-	P	●	●*
Heated steering wheel	P	○	●	●
Front and rear carpet mat set	●	●	-	-
Front and rear premium carpet mat set with contrast edge binding	-	P	●	●
Jaguar Suedecloth Premium Headlining	-	P	●	●
Jet Jaguar Suedecloth Premium Headlining	-	†	†	○
INTERIOR THEMES				
R Interior theme	-	-	-	●
MULTIMEDIA				
Jaguar 320W premium sound system with CD player	●	●	-	-
Bowers & Wilkins 440W surround sound system with in-dash 6 disc CD player and HD Radio	○	○	●	●
JaguarVoice™	●	●	●	●
PACKS				
Cold Climate Pack	○	-	-	-
Vision Pack	○	●	●	●
Portfolio Package	-	○	-	-

Please consult your local dealer for details

● Standard ○ Option P Option as part of Pack NCO No Cost Option A Accessory fit - Not available

▲ Only available with Artura 8.5J x 19 inch alloy wheel. Please consult your Jaguar dealer for availability.

*Contrast stitching not available if Warm Charcoal with Warm Charcoal interior selected.

†Available on selected interior trims.



TECHNICAL SPECIFICATIONS

ENGINES		5.0 Liter V8 AJ-V8 GEN III	5.0 Liter V8 Supercharged 470 HP AJ-V8 GEN III	5.0 Liter V8 Supercharged 510 HP AJ-V8 GEN III R
Cylinders/Valves per Cylinder		8/4	8/4	8/4
Bore	in. (mm)	3.64 (92.5)	3.64 (92.5)	3.64 (92.5)
Stroke	in.(mm)	3.66 (93.0)	3.66 (93.0)	3.66 (93.0)
Capacity	cu. in. (cc)	305.1 (5,000)	305.1 (5,000)	305.1 (5,000)
Maximum power	HP-SAE	385	470	510
@rev/min		6,500	6,000-6,500	6,000-6,500
Maximum torque	lb.ft.	380	424	461
@rev/min		3,500	2,500-5,500	2,500-5,500
Compression ratio:1		11.5	9.5	9.5
Transmission		6-speed automatic	6-speed automatic	6-speed automatic
PERFORMANCE				
Acceleration	0-60 mph	5.5	4.9	4.7
Top speed	mph	121 (limited)	155 (limited)	155 (limited)
FUEL CONSUMPTION⁽¹⁾				
City	mpg	16	15	15
Highway	mpg	23	21	21
Combined	mpg	19	17	17
Tank capacity	gals approx.	18.4	18.4	18.4
WEIGHT⁽²⁾				
Weight	lbs.	4,067	4,306	4,306
Gross vehicle weight	lbs.	5,071	5,225	5,225

Turning circle - 37.68 ft. (11.48m) Trunk volume with space saver - 17.7 cu. ft. Trunk volume with rear seats folded and space saver - 32.6 cu. ft.

⁽¹⁾ All figures are EPA estimates.

⁽²⁾ Please consult your dealer for details of charges associated with option fitment. Weights reflect vehicles to standard specifications. Optional extras increase weight.



JAGUAR



BY APPOINTMENT TO
HER MAJESTY THE QUEEN ELIZABETH II
MANUFACTURER OF
JAGUAR AND JAGUAR CARS
JAGUAR CARS LIMITED COVENTRY

BY APPOINTMENT TO HER ROYAL
HIGHNESS THE PRINCESS OF WALES
MANUFACTURER OF
JAGUAR AND JAGUAR CARS
JAGUAR CARS LIMITED COVENTRY

PREVIOUS APPOINTMENT TO THE LATE QUEEN ELIZABETH THE QUEEN MOTHER 1964-2007

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Comparisons are based on manufacturer's own data and testing.

ENVIRONMENTAL NOTICE

Jaguar Cars has a vision of being amongst the world's leading companies in demonstrating progress towards sustainability. We aim to do this by contributing to a better quality of life, with corporate citizenship at the very heart of our company, and by reducing our environmental footprint through innovative design and manufacturing, minimizing resource and energy use. Environmental responsibility is a core value in Jaguar, and it is our policy to continually improve our environmental standards in all areas of business activity.

ILLUSTRATIONS

- Cover 2011 XF in Ultimate Black
- Page 3 2011 XF in Liquid Silver
- Page 4 2011 XF in Liquid Silver with 18" Cygnus alloy wheels
- Page 6 2011 XF Supercharged interior with Ivory Softgrain leather seats, Truffle Softgrain leather with Ivory contrast twin-needle stitching on instrument panel and door top rolls and Knurled Aluminum with Rich Oak Veneer
- Page 8 2011 XFR in Ultimate Black with 20" Nevis alloy wheels

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Jaguar Cars
555 MacArthur Blvd.
Mahwah, NJ 07430
jaguarusa.com

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A close-up, low-angle shot of the Jaguar grille. The word "JAGUAR" is embossed in a classic serif font on a polished metal bar that curves across the top of the grille. The lighting is dramatic, highlighting the metallic sheen and the contours of the grille's structure. The background is a soft, out-of-focus light blue.

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