

XF 4.2L Competitive Comparison (as of 7/22/09)

	2010 MY Jaguar XF 4.2L	2009 MY M-B E350 Sedan	2010 MY M-B E350 Sedan	2009 MY BMW 535i	2010 MY BMW 535i	Comments
Base MSRP excl D&D	\$51,150	\$53,200	\$48,600	\$51,100	\$51,100	
Destination and Delivery	850	875	875	825	825	
Base MSRP Incl D&D	\$52,000	\$54,075	\$49,475	\$51,925	\$51,925	
Engine and Chassis						
Engine	4.2L V8 6 speed	3.5L V6 7 speed	3.5L V6 7 speed	3.0L I6 6 speed	3.0L I6 6 speed	
Fuel * / 0-60s (auto trans)	16/25 - 6.2s	18/26 - 6.5s	18/26 - 6.5s	17/26 - 5.7s	17/26 - 5.7s	
Paddle Shifters	Standard	Included with NCO Sport Package	Unavailable	\$3,400	\$3,400	At 2010MY paddle shift is only available with the M-B E350 Coupe (not available on Sedan while BMW 535i requires \$2,900 Sport Package in order to select the \$500 paddle shift Option
Wheels size						
Wheel size	18" Standard	17" Standard 18" upgrade with NCO Sport Package	17" Standard 18" upgrade with NCO Sport Package	17" Standard 18" upgrade with \$2,900 Sport Package	17" Standard 18" upgrade with \$2,900 Sport Package	BMW sport pack adds active suspension, 4 way-lumber support and 2-way power headrest.
Interior Trim Features						
Leather seating surfaces	Standard	\$1,590	\$1,590	\$1,450	\$1,450 offset by Value Package	At 2010MY, BMW offers a "Value Package" offsetting the cost of the feature.
Heated front seats	Standard	P1	P1	\$500	\$500	On E350, Heated front seats can be ordered as stand-alone option \$740
Active Ventilated Heated and Cooled Seats	Unavailable	Unavailable	Unavailable	unavailable	Unavailable	
Split-Folding Rear Seats	Standard	\$420	\$430	\$475	\$475	
Auto Dim mirrors + Garage door opener	Standard	Standard	Standard	See note	\$900	at 09MY, BMW requires Premium Pack \$2,200 + leather trim \$1,450 to get both features
Technology						
Rear Camera	Optional (VP)	Unavailable	P1	Unavailable	Unavailable	XF 4.2L - Vision pack \$1,000
Blind Spot Monitor	Optional (VP)	Unavailable	Package	Unavailable	Unavailable	Mercedes Benz packages blind spot monitor in the Driver Assistance Pack (\$2,900) with ACC & lane keep assist
Front Park Control	Optional (VP)	Optional	Optional	Optional	Optional	
Xenon Headlamps	Unavailable	P2	P2	Standard	Standard	
SIRIUS Satellite Radio	Standard	P1	P1	\$595	\$595	
HD Radio	Optional w/B&W	P1	P1	\$350	\$350	XF 4.2L Bowers & Wilkins + HD Radio \$1,875
Navigation	Standard	P1	P1	\$1,900	\$1,900	BMW requires HD Radio when ordering Navigation
Voice Control	Standard	Standard	Standard	Unavailable	Unavailable	
iPod® Connectivity	Standard	P1	P1	\$400	\$400 offset by Value Package	
Keyless Start	Standard	Unavailable	Unavailable	Unavailable	Unavailable	BMW offers keyless entry/start at \$1,000
Bluetooth® Wireless Technology**	Standard	Standard	Standard	Standard	Standard	
M-B P1 Package		\$2,700	\$3,950			Mercedes-Benz P1 package also includes Harman/Kardon LOGIC7 12speaker 450W sound system.
Options						
Heated steering wheel	\$300	Unavailable	Unavailable	\$250	\$250	
Metallic Paint	NCO	\$720	\$720	NCO	NCO	Mercedes-Benz only competitor in class to charge for metallic paint.
Total Showroom Equipped MSRP	\$52,300	\$59,505	\$56,165	\$61,245	\$60,295	

Jaguar Comparable MSRP	\$52,300	\$52,300	\$52,300	\$52,300
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Jaguar Showroom Equipped Advantage:	\$7,205	\$3,865	\$8,945	\$7,995
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Competitive pricing and product source: 2010MY Mercedes-Benz public website www.mercedes-benz.com and BMW public website www.bmw.com.as of 7/21/09.

2009MY Demunds & JATO. Information is subject to change and is not guaranteed for accuracy.

* EPA estimates - Actual may vary

XF PREMIUM Competitive Comparison (as of 7/22/09)

	2010 MY Jaguar XF Premium	2010 MY Jaguar XF Prem w/Portfolio	2009 MY M-B E550 Sedan	2010 MY M-B E550 Sedan	2009 MY BMW 550i	2010 MY BMW 550i	Comments
Base MSRP excl D&D	\$56,150	\$60,150	\$61,700	\$56,300	\$60,400	\$60,400	
Destination and Delivery	850	850	875	875	825	825	
Base MSRP Incl D&D	\$57,000	\$61,000	\$62,575	\$57,175	\$61,225	\$61,225	
Engine and Chassis							
Engine	5.0L V8 6 speed	5.0L V8 6 speed	5.5L V8 7 speed	5.5L V8 7 speed	4.8L V8 6 speed	4.8L V8 6 speed	
Fuel * / 0-60s (auto trans)	16/23 - 5.5s	16/23 - 5.5s	16/24 - 5.2s	16/24 - 5.2s	15/23 - 5.5s	15/23 - 5.5s	
Paddle Shifters	Standard	Standard	Unavailable	Unavailable	\$5,200	\$4,500	At 2010MY paddle shift is only available with the M-B E350 Coupe (not available on Sedan while BMW 550i requires sport Pack in order to select the \$500 paddle shift Option
Wheels and Tires							
Wheels size	19" Standard	20" Standard	17" Standard	17" Standard 18" upgrade with NCO Sport Package	18" Standard 19" upgrade with Sport Package	17" Standard 18" upgrade with Sport Package	XF Premium is the only vehicle in its class with standard 19" wheels. BMW sport pack is \$2,900
Interior Trim Features							
Soft-Grain Leather Trim	Standard	Standard	Standard	Standard	Standard	Standard	
Heated front seats	Incl.	Incl.	Incl. w/P1	Incl. w/P1	\$500	\$500	
Active Ventilated Heated and Cooled Seats	Standard	Standard	P1	P1	Unavailable	Unavailable	
Split-Folding Rear Seats	Standard	Standard	\$430	\$430	\$475	\$475	
Rear window sunblind	\$450	Standard	P1	P1	\$575	\$575	
Auto Dim mirrors + Garage door opener	Standard	Standard	Standard	Standard	Standard	Standard	
Technology							
Rear Camera	Standard	Standard	Unavailable	P1	Unavailable	Unavailable	
Blind Spot Monitor	Standard	Standard	Unavailable	Package	Unavailable	Unavailable	Mercedes Benz packages blind spot monitor in the Driver Assistance Pack (\$2,900) with ACC & lane keep assist
Front Park Control	Standard	Standard	\$1,450	\$950	Standard	Standard	
Xenon Headlamps	Standard	Standard	P2	P2	Standard	Standard	Mercedes-Benz P2 package also includes Electronic trunk closer, adaptative highbeam, LED daytime running lights and heated headlamp washing system.
SIRIUS Satellite Radio	Standard	Standard	P1	P1	\$595	\$595	Mercedes-Benz offers 6 month free subscription
HD Radio	Standard	Standard	P1	P1	\$350	\$350 offset by Value Package	
Navigation	Standard	Standard	P1	P1	\$1,900	\$1,900 offset by Value Package	BMW requires HD Radio when ordering Navigation
Voice Control	Standard	Standard	Standard	Standard	Unavailable	Unavailable	
iPod® Connectivity	Standard	Standard	P1	P1	\$400	\$400 offset by Value Package	
Keyless Entry/Start	Standard	Standard	P2	P2	\$1,000	\$1,000	
Bluetooth® Wireless Technology**	Standard	Standard	Standard	Standard	Standard	Standard	
M-B P2 Package (incl P1)			\$3,150	\$6,800			Mercedes-Benz P2 package also includes Harman/Kardon LOGIC7 12speaker 450W sound system, Electronic trunk closer, adaptative highbeam, LED daytime running lights and heated headlamp washing system.
Options							
Heated steering wheel	\$300	Standard	Unavailable	Unavailable	\$250	\$250	
Metallic Paint	NCO	NCO	\$720	\$720	NCO	NCO	Mercedes-Benz only competitor in class to charge for metallic paint.
Total Showroom Equipped MSRP	\$57,750	\$61,000	\$68,325	\$66,075	\$72,470	\$69,120	

Jaguar Showroom Equipped Advantage:						
- XF Premium			\$10,575	\$8,325	\$14,720	\$11,370
- XF Premium with Portfolio Pack			\$7,325	\$5,075	\$11,470	\$8,120

Competitive pricing and product source: Mercedes-Benz public website www.mercedes-benz.com. Details correct as of 7/21/09.
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