

JAG. DRIV. MAY 99

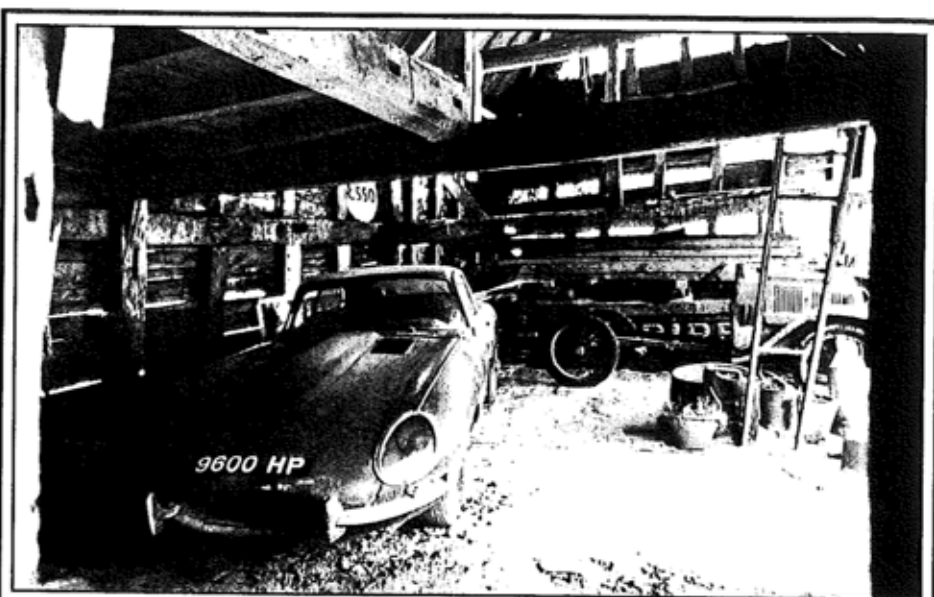
Lord Mayor issued some sort of communiqué to the local population to fanfare our arrival. If that weren't enough to make people aware of our presence, Jaguar France commissioned the bus company to cover the coach transporting journalists to and from the airport in a very visible picture of an S-type. They are actually decals applied to the bus exterior, plus details of the event - the time, the date and the venue. I'm sure there are very few people in Biarritz who don't know we are here.

"We're getting a lot of people waving. I was out on the route parked up and someone had obviously been following us in a BMW 3 Series and tracked us down to a lay-by, just to confirm that what they had seen was a new Jaguar and to ask for some details. So the word had got around and was causing a bit of stir with the drivers of competitor cars."

## Jaguar - The Future

CAN'T HELP feeling the next couple of years could be absolutely crucial for Jaguar. On the one hand everything seems very exciting and positive, but will it necessarily all work out that way? The pluses are that the company is no longer dependent on virtually one model, as it precariously was for so long, there is no doubt that quality and reliability are now genuine rather than the mere hype of the Egan era and there are more products on the way.

However, I think it prudent, rather than negative, to look at a less rosy scenario, if only to be aware of the possibility. The S-type is scheduled to be produced at a rate of 50,000 plus cars a year. That is an enormous jump for Jaguar. Not everyone is crazy about the styling. If the S-type does achieve its targets what will



I WILL LET READERS OF THE JAGUAR DRIVER INTO A SECRET. OUR OLD BARN DOES NOT NORMALLY HAVE ALL THIS JUNK ( I AM NOT REFERRING TO 9600 HP) LYING AROUND. IT IS DESIGNER JUNK AND WAS REQUESTED BY ONE OF THE MANY MAGAZINE PHOTOGRAPHERS TO CREATE WHAT HE CONSIDERED TO BE THE RIGHT ATMOSPHERE.

## 9600 HP

WE HAD a Press launch for the 9600 HP restoration project at home a few days ago (see Page 22) and one of those who attended was Jim Patten of Jaguar World magazine. He was saying how incredibly popular E-types are with readers. The amount of interest in 9600 HP has staggered me. We had not one, but four television companies at the launch, including the BBC and Central. Carlton TV want to do an eight minute slot in their motoring programme every fortnight, and a television production com-

pany is talking about a six-part series.

Both The Daily Telegraph and Classic & Sportscar jumped at the offer of exclusives in their fields and will be following the restoration every few months. I find that one of the advantages of writing for the Telegraph is that you get interesting people contacting you with good stories. I once had a communication from a gentleman who had shared a study with John Lyons at public school and had photos of styling models built by Sir William's son.