



## Atlanta British Car Fayre September 9th Downtown Norcross

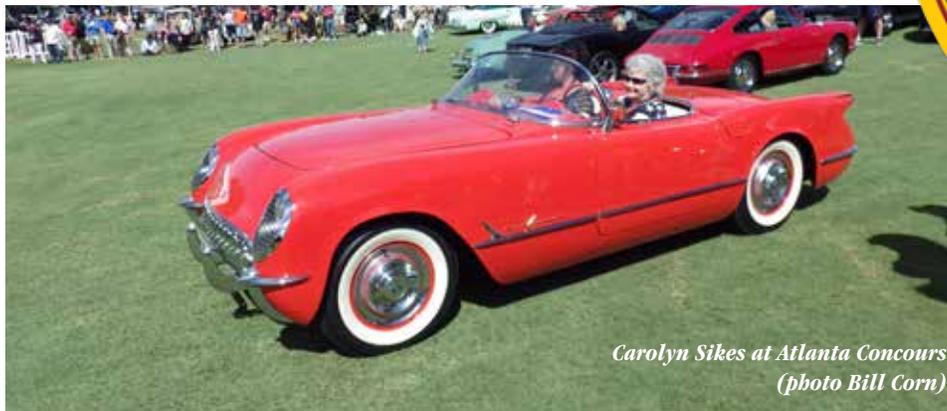
Submitted by  
John Hoffman

Jaguar was well represented at this year's British Car Fayre in Norcross. Well over 40 Jaguars were on display, not only by club members, but also by those who are not. I always lobby those who are not members to join. One comment I got was they think our club is just for the classic Jaguar's. I tried to assure them that is not the case as we have several new cars in the club, including at least two F-Pace's, several XJ's and XF's, at least two F-Type's and one XE. When talking to someone about our club be sure to mention this.

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### Welcome new members

Bruce and Sue Ellen Thomas of Calhoun and David and Sandra Baell of Athens



Carolyn Sikes at Atlanta Concours (photo Bill Corn)

## Cadillac Named Honored Marque for 2017 Hilton Head Island Motoring Festival

American marque to be showcased at 2017 Festival with several rare examples headlined by iconic concept car, the Cyclone

The Hilton Head Island Motoring Festival & Concours d'Elegance, one of the nation's largest and fastest-growing automotive and motorsports enthusiast events announced exciting additions to this year's Festival with Cadillac as the Honored Marque for its 16th annual event. The 2017 Hilton Head Island Motoring Festival (HHIMF) will pay homage to the "Standard of the World" throughout the Hilton Head Island weekend of the Festival (November 3 – 5, 2017). With the 2017 events scheduled for Oct. 27 – Nov. 5, the HHIMF is one of only a few national automotive gatherings to combine collecting and racing with enthusiast and lifestyle activities in a single, action-packed week.

The Concours d'Elegance, held the final day of the Festival (Sunday, November 5), will have three classes dedicated to Cadillac to include Classics 1916 to 1948, Production 1949 – 1962 and Production (1963 – 1973). The vehicles competing within these classes, as well as other notable vehicles on display in other events within the Festival, will showcase one of the most iconic American-made marques and its many contributions to the automobile industry – replacing hand cranks with the introduction of electric starter and electric lights

(1912), the first mass-produced V-8 engine (1915), the iconic tail fins (1948) and the introduction of high-compression overhead valve V-8 engines (1949) – as well as its unique design attributes – tall, thin taillights, vertical headlights, and the egg crate grill. "Americans have had a love affair with Cadillac for generations. The name is synonymous for success, luxury and prestige," said the Festival's President, Carolyn Vanagel.

"Cadillac has a long history of exceptional design. Vehicles with dramatic proportions and elegant execution," said Ed Welburn, GM's Former Global Design Chief, who will be in attendance Saturday and Sunday, November 4 & 5. Welburn will be one of the featured designers at Autoweek's Design Among the Stars Saturday (November 4) evening at the South Carolina Yacht Club at Windmill Harbour and will be judging the Cadillac classes during Sunday's (November 5) Concours d'Elegance at the Port Royal Golf Club. Additionally, Welburn will be, in advance of the event, judging Beaufort County high school students in Michelin's first-ever Junior Challenge Design.

Highlights of significant vehicles that will be included in the celebration include:

Continued on page 6

### LETTER FROM THE PRESIDENT

Well it has been a harrowing August and September for many of the residents in the Caribbean, Atlantic and Gulf waters. I don't remember a time when we have had two storms of this magnitude, one right after the other and damaging the same areas.

I know several of our club members' lives have been touched by one or both storms. Personally, I have family on Vieques, one of the Puerto Rico islands. One has a business and is a permanent resident while the other has a 2nd home. Everyone is okay, no property damage on the 2nd home except trees. However, the sea side business owned by my cousin on the Caribbean side of the island will have to be rebuilt.

As many of you know Ivan and Myrna Ruis have family on Puerto Rico. I have word that they are okay and have little property damage.

Continued on page 2

## Certified Pre-owned Jaguars Available from Hennessy Jaguar

Please contact Wil Harrington, Sales Manager, Hennessy Jaguar/Land Rover Gwinnett at 770-680-5000.

		JAGUAR XJ							
JG2836	16	XJL	CELESTIAL BLACK / IVORY	4,100	G8V92941	2.29.2016	CERTIFIED,PORT,WLS,JHL,BLINDS,PKA,PAINT,PRO		\$69,893
<b>JAGUAR XF</b>									
JG2841	16	XF PRESTIGE	AMMONITE GREY / JET	7,620	GCY15831	2.29.2016	CERTIFIED,DAS,CONV,VIS,PAINT,PRO,LOCK		\$49,980
JG2842	16	XF PRESTIGE	POLARIS WHITE / LATTE	4,770	GCY07928	2.27.2016	CERTIFIED,BURL,WAL,DAS,HEADS,WIFI,CONV,VIS		\$49,980
<b>JAGUAR XE</b>									
JG2847	17	XE	POLARIS WHITE / LATTE	2,650	HA959843	11.30.2016	CERTIFIED,25t,DAS,CAMERA,NAV,CCP,LOCK		\$35,520
JG2851	17	XE PREMIUM	POLARIS WHITE / LATTE	2,150	HA963195	11.30.2016	CERTIFIED,25t,DAS,NAV,VIS,CCP,LOCK		\$39,520
JG2850	17	XE PREMIUM	ODYSSEY RED / OYSTER	2,970	HA964858	11.30.2016	CERTIFIED,25t,DAS,18" WHL,NAV,VIS,CCP,PAINT,PRO		\$41,610
JG2849	17	XE PREMIUM	POLARIS WHITE / JET	3,270	HA958210	11.30.2016	CERTIFIED,35t,DAS,NAV,VIS,CCP,LOCK		\$43,860
JG2844	17	XE PRESTIGE	GLACIER WHITE / JET	3,700	HA948223	10.31.2016	CERTIFIED,25t,DAS,CONV,VIS,PAINT,LOCK		\$45,410
JG2848	17	XE PRESTIGE	ULTIMATE BLACK / JET	3,160	HA957093	11.30.2016	CERTIFIED,25t,ALU,DAS,19" WHL,CONV,VIS,PAINT,LOCK		\$45,730

They have water, but no electricity. This is an issue as Myrna writes, "The big problem is finding propane gas tanks for my parents' generator to keep all of my mom's medical equipment working. It has been hard; but so far, so good."

Let's remember to keep all those affected by Irma and Maria in our thoughts and prayers.

At this writing we are two weeks away from the start of the JCNA International Jaguar Festival. I can't believe it is almost upon us. All our planning seems to have worked and we are beginning to feel some relief that this will go off with only the usual minor glitches.

We still need a few volunteers. One or two to help on Thursday morning with the Slalom and several to assist as runners (you don't really need to run) delivering the judges score sheets to the scoring area.

It is not too late to sign up for many of the events, just go to [www.jacnijf.com](http://www.jacnijf.com) to register.

See below the geographic map of attendees.

I am going to kept this short this month. There will be full reports on the JCNA IJF next month.



### For Sale Wheels



Off dads 92' XJ6 Vaden Plas with good Pirelli 15"Have 16" Jag Mags to replace; so these (4) are surplus & can deliver ! Contact Mark Schwartz [mfs3d@hotmail.com](mailto:mfs3d@hotmail.com)

I displayed a poster of the JCNA IJF at my car and saw many people taking down the information. Also, as seen in the accompanying picture, I got the pipes to play in front of the poster. They can be seen in full glory at the opening ceremonies in October.

As always in was a great show and very comfortable weather.



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# 2017 NGJC Calendar

Submitted by Dave Kirkman

# 2nd Practice Rally

Submitted by John Baxa

## NGJC EVENTS: October

M	T	W	T	F	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## NGJC EVENTS: November

M	T	W	T	F	SAT	SUN
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Club Event  
 Other Event  
 Holiday

### JANUARY

Saturday, Jan. 21 – NGJC Board Meeting & IJF Board Meeting, 10AM Hilton Garden Inn, Alpharetta. Sponsor: J. Hoffman

Saturday, Jan. 28th - Dick Peden Collection and Horse Stable Tour. Alpharetta, GA - Sponsor: P. Carroll

### FEBRUARY

Saturday, Feb 18 Valentine Lunch Sponsor: B. Hernan

February 10-12 Boca Raton Concours d'Elegance Boca Raton, FL

### MARCH

March 10-12 Amelia Island Concours d'Elegance Amelia Island, FL

Saturday, Mar. 18 Spring Drive – Sponsor - D. Kirkman/J. Hoffman

### APRIL

Saturday, April 22: Southside Spring Drive. Sponsor Doug

& Sandy Utt

Sunday, Apr. 30 British Motorcar Day Roswell, GA.

### MAY

May 6 Pinhurst Concours d'Elegance Pinhurst, NC

Sunday, May 21st - Spring Drive to the Mountains, sponsor: D. Kirkman

### JUNE

June 8th to 11th – Highlands Motoring Festival

Saturday, June 17 Spring Picnic. Yates Residence, Canton, GA Sponsor: B. Hernan/J. Yates

### JULY

Saturday – Sunday, July 15 – 16 - Carolina Jaguar Club Concours d'Elegance, Little Switzerland, NC

Saturday, July 22 - Spring drive to Booth Western Art Museum Sponsor: J. Hoffman

### AUGUST

Saturday, August 19. Judge's Training at Dick Maury's Garage. Sponsor: Craig Kerins. Contact Dick Maury rcmaury@bellsouth.net for

directions.

Saturday, August 26 – Monte Carlo Rally, Hoschton, GA Sponsor: D. Kirkman

### SEPTEMBER

Sep 9 Atlanta British Car Fayre Norcross, GA

Sunday, September 17 Fall drive to Brasstown Valley Resort, Young Harris, GA Sponsor: D. Kirkman

Saturday, September 23 2nd Practice Rally, Lula, GA Sponsor: D. Kirkman

### OCTOBER

Oct. 12, 13 +14 JCNA/IJF Lake Lanier Lodge to include tour to Panoz Museum and more...

### NOVEMBER

November 3-5 - Hilton Head Concours

Saturday, Nov. 18 Annual Business Meeting - Sponsor: J. Hoffman

### DECEMBER

Sunday, Dec. 17 - Holiday Party at Naylor Hall, Roswell, GA - Sponsor: J. Hoffman

Only a few members came out Saturday, September 23, but it served the purpose well to get the kinks out of the second leg of the club's Rally for the International Jaguar Festival. Peter and Janell Helman, Neff and Jane Jenkins, Brian and Marie Ulrich along with Bill Corn with Dave and Beverly Kirkman rounded out the field. The Jenkins turned in the most accurate time result before proceeding to The Attic in Clarksville for lunch.



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# The Road From High-Octane To High-Tech Is Dangerous. Father Of ‘Tesla-Beater’ Jaguar Says Why

Bertel Schmitt, Forbes contributor

At a recent conference in Taipei, covering the fringes of cars and high-tech, a bespectacled, white-shirted man climbed on stage, and announced that his car “is not a Tesla fighter. It is a Tesla beater.” Of course, my interest was piqued. I grabbed Dr. Wolfgang Ziebart, father of the upcoming Jaguar I-Pace electric car, and in a backroom of a place called “Woolloomooloo Out West,” he talked about the beautiful I-Pace, fab-less automakers, why OEMs can’t wait for OTA and why they don’t dare to use it, and why horizontal is the new vertical.

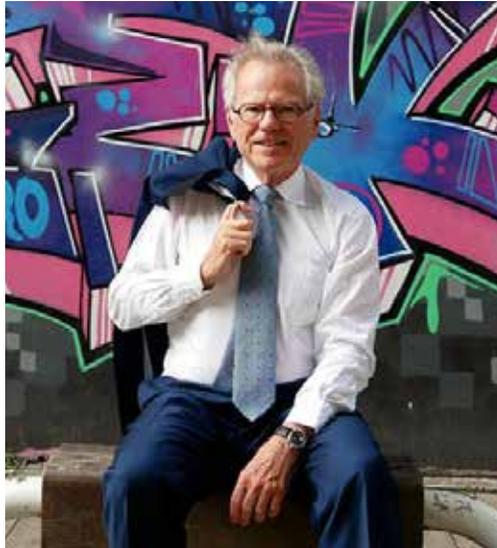
Who is Ziebart? “I am not a petrol-head,” claimed Ziebart. “I am a technology head.” He is a bit of both. Remember the now classic BMW “e46” BMW Dreier? That was Ziebart’s baby. Ziebart was chief of BMW’s R&D, and later CEO of the German chip giant Infineon. Ziebart became Engineering Director of Jaguar Land Rover in summer of 2013, when Tesla had barely begun selling its Model S in earnest, and when most automakers looked on in a mixture of amusement and disdain. Only a few months later, the I-Pace was conceived, over Dover sole.

“It was at a dinner with our CEO Ralph Speth,” Ziebart remembered. (The two Germans share a history at BMW). “We talked about the future, and we quickly decided to build an electric Jaguar, despite the fact that it was not clear at all when EV would achieve momentum.”

Jaguar shows its first-ever electric car - the I-Pace Concept - at MILK Studios in Los Angeles (Photo: Jaguar Land Rover via Getty Images)

Jaguar Land Rover had gone through troubled times. During carmageddon, former JLR owner Ford sold everything it could to stay afloat. JLR was bought by India’s Tata Motors for a fire-sale “net consideration of US \$2.3 billion.” At the dinner, the

two gentlemen had something else to celebrate: JLR had found its footing, it created jobs and money. It clearly was time to look into the future, and they resolved that the future is electric, never mind that “we were completely in the fog whether that part of the business would pick up speed within an appreciable time frame.”



Except for building hybrid concept vehicles, like the Jaguar CX 75, the team had not much experience with EVs, Ziebart said. “But then, 70% of an EV is just a car. The doors must close, the seals must seal.” From scratch, the team developed what would become a sleek cross-over SUV. Because there is no engine compartment in the usual sense, the EV could afford a shorter front, with lots of lot of space inside. The battery was put flat under the floor, where it is safest, and where it can achieve a low center of gravity.

“It was clear that the vehicle needed two motors, one in the front, one in the back,” said Ziebart. “This gives you all the freedom to define the driving dynamics, a much better setup than in an ICE car with only one engine.”

For the motor, Ziebart’s initial intention was to buy it from a supplier, because after all, JLR “had no electric motor department.” It turns out, it did. JLR engineer Dr. Alex Michaelides “developed an ingenious concentric electric motor. It’s not the cheapest, but it is the lightest, most compact motor

you can imagine,” Ziebart said. The battery cells come from LG Chem. The 90 kWh battery itself also was developed at JLR.

Despite falling battery prices, some 40% of the car’s cost is in the battery, Ziebart told me. Its true value however sits in a black box, the battery management system. “The development of our own battery management system, and especially its software, was very important to us” he said. “We did that completely in-house. The core know-



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how of an EV is the battery management system, and we keep that to ourselves.”

For a 90kWh battery good for 500km (310 miles) and its attendant power electronics, JLR had to gamble. For most of the time, they had to develop the SUV for batteries and power electronics that did not exist - yet.

Ziebart explained:

“Technological progress around EVs is much faster than with traditional vehicles. You must get a clear idea of your technological roadmap, you need to predict what is possible four years down the road. Then you need to develop for that, even if you don’t have it. We did not have the battery technology in early 2014. We had to have faith that by 2018, the battery technology and power electronics with our specs would be available.” They arrived at these specs on a spreadsheet: “In the past 10 years, energy density of batteries improved by 6 or 7 percent each year, and all you can do is hope that it will continue.”

As the auto industry sheds its wheels and pulleys, and goes from high-octane to high-tech, the life of the average automaker is becoming increasingly riskier, Ziebart explained, drawing on his experiences in charge of the making of both chips and autos. What if your spreadsheet is off by a column, and the strategic component happens to be not available when you want to go into mass production?

“For the traditional carmaker, if a product is a year late for whatever reason, the result is a certain drop in profit contribution. With a high-tech product, it can be deadly. After one year, the state of the art will be a new one and the product might be outdated. The high tech industry is used to this. The auto industry, not at all.”



The design of the SUV was done by legendary Jaguar chief designer Ian Callum, and he “quickly realized how much freedom he received from designing an EV. He truly combined the Jaguar with the EV. From all sides, you immediately notice that it’s a Jaguar, but not the Jaguar you are used to,” Ziebart said, and he added: “Sometimes you see EVs with a huge hood, that’s sad.”

In late 2016, JLR showed the I-Pace concept at the LA Autoshow, and the media loved it. The Verge did not mince words: “The all-electric Jaguar I-Pace is aimed right at the Model X.” In keeping with the militaristic theme, Arstechnica wrote that “Jaguar fired a cannon across its competitors’ bows.”

The SUV should arrive in summer of 2018 at an undisclosed price, which most likely is 15% above that of a JLR F-Pace. The I-Pace reaches a market that has woken up to electric, but also a market that shuns sedans and loves SUVs.



Why the wait? If working prototypes have been shown for half a year, why do we have to wait into 2018 for the car?

“O.K., so you finally have that new car with all the bits it is supposed to be produced with. You also have

*Continued on page 7*

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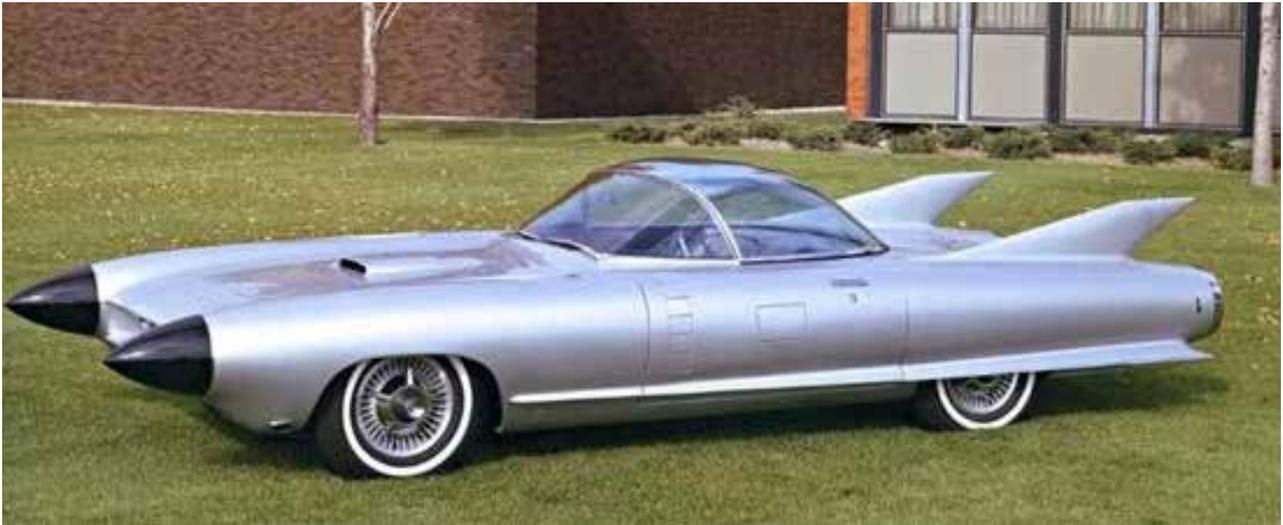
## Cadillac Named Honored Marque for 2017 Hilton Head Island Motoring Festival

### *The Cadillac Cyclone*

Built in 1959 by Cadillac, the Cyclone was never mass-produced as a production model. It was one of the last cars designed by the legendary Harley Earl and was the vehicle that inspired the career of GM's Former Global Design Chief, Ed Welburn. The Cyclone's design was heavily inspired by the aviation and rocket designs of the 1950s. The Cyclone will be on display Saturday and Sunday, November 4 & 5 at the Port Royal Golf Club as part of the Pinnacle Collector exhibit honoring Ken Gross.

The Hilton Head Island Motoring Festival & Concours d'Elegance will celebrate its 16th year in the fall of 2017. The Festival kicks off with the Savannah Speed Classic,

Oct. 27 – 29, on the Grand Prize of America road course situated on the property of The Westin Savannah Harbor Golf Resort & Spa in Savannah, Georgia. The festivities continue on Hilton Head Island, South Carolina, Nov. 3 - 5, at the Port Royal Golf Club where the Concours d'Elegance (Nov. 5) takes center stage. Motoring Festival Partners for the 2017 Festival include the Port Royal Golf Club, The Westin Hilton Head Island Resort & Spa, The Westin Savannah Harbor Golf Resort & Spa, BMW, Porsche, Volvo, Lexus, Cadillac, Bryant Heating & Cooling Systems, Cirrus Aircraft, Reliable Carriers, Inc., Hargray, the Hilton Head Island/Bluffton Chamber of Commerce and Visit Savannah.



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# The Road From High-Octane To High-Tech Is Dangerous. Father Of 'Tesla-Beater' Jaguar Says Why

Bertel Schmitt, Forbes contributor

something else: Some 3,000 minor quibbles, all in themselves no show stoppers, but in total, it's not the quality a customer demands. For a truly refined car, you must work through these 3,000 nitpickings. And finally, you also need to be able to replicate it on a production line, which runs at one car every two minutes."

The I-Pace will not be built at one of JLR's factories, Ziebart said. "Our factories do not have any capacity left. People are standing in line for the F-Pace, and many Range Rovers, as well." The SUV will be built at Magna in Graz, Austria, a company that does contract production for BMW, Mini, Daimler, and more.

Erstwhile chipmaker-CEO Ziebart is very comfortable with that arrangement: "The semiconductor industry had the fab-less model for a long time, a very sensible separation between the ability to produce on one side, and the ability to develop, and sell, on the other. Both the fab-less companies and the pure semiconductor foundries typically show much higher margins than the typical integrated device manufacturers."

"Sadly, this revelation has not yet reached the automotive industry to that extent. I find this remarkable, given the fact that the global production capacity of the auto industry is some 150 million units per year, while the total market is some 90 million. It would be very sensible to put all that fallow capacity to use more sensibly. Instead, there is a list of companies that want to create even more production capacity, instead of trying to use what's there. For an automaker, the development of interesting products makes way more sense than adding to the global glut of production capacity."

67 years old, Ziebart handed the top engineering job at Jaguar to his successor Nick Rogers a while ago, to focus on bringing the I-Pace from pregnancy to birth. He also is chairman of Berlin-based Advanced Telematic Systems, a company dedicated to bring over the air upgrades (OTA) to all automakers. Trained by nightly smartphone upgrades, we have long been familiar with the technology. To the auto industry, it had to be first introduced by Tesla. So what does Tesla know, and the rest of the auto industry does not, I asked Ziebart.

"The complexity of OTA in a car is drastically more complex than in a Windows computer, or an iPhone. A vehicle often consists of more than 50 computers, all with different versions of software, the individual cars are all different, the complexity is overwhelming. It has been more prudent in the past to let the dealer do it."

And what about the chatter that OEMs won't implement OTA, just to drive customers into the hands of dealers and their workshops?

"You can assume that OEMs have a massive interest in doing OTA instead of getting the car to the shop each time. In a recall, you won't get 100% of your customers, you have inconvenienced customers and high costs."

And should all that be accomplished, what will a Wolfgang Ziebart do? "Trust me, I won't take up fishing."



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The operation of the plan is simple. First go through the normal purchase procedure at the dealership. Then show your JCNA membership card and dealer will apply the discount. Jaguar will take care of crediting the dealer.

The program is intended to be permanent, but eligible vehicles and amounts will be examined quarterly and adjusted as necessary. This will ensure that as inventory is exhausted and new cars are launched, the program will apply to the Jaguars currently available.

Watch your mailbox. Jaguar will send all eligible JCNA members a letter to announce the program. The letter will include a certificate number denoting your eligibility.

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This program is not transferable and is available only to JCNA members in good standing. Membership verified via prior fiscal year roster (Dec 31). Cannot be combined with A/Z plans.

## Atlanta Concours d'Elegance

Submitted by John Baxa

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Entrants and guests provided extra style and flair to the 2017 Atlanta Concours d'Elegance weekend experience. Many fashionable friends sported attire ranging from the 1900's to 1960's. September 30th & October 1st at Chateau Elan in Braselton. *(photo Bill Corn)*