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**JAGUAR TO BE ON THE PROWL AT THE  
2006 AMELIA ISLAND CONCOURS d'ELEGANCE**

*Highly Anticipated 2007 XK Coupe & Convertible 2+2 Sports Car Will Be Featured*

**JACKSONVILLE, FL; November 10, 2005** – The Amelia Island Concours d'Elegance announced today that famed British luxury manufacturer Jaguar Cars has agreed to be a sponsor of the 11<sup>th</sup> annual Amelia Island Concours d'Elegance March 10-12, 2006, at The Ritz-Carlton, Amelia Island. Jaguar's latest offering, the 2007 XK sports car, will be on display in both coupe and convertible forms. The all-new XK is Jaguar's most advanced production car yet, being constructed from lightweight aluminum and true to the company's mantra of building only beautiful, fast cars.

“Having one of the world's most recognized and honored marques at the Amelia Island Concours d'Elegance is fantastic,” says Bill Warner, Amelia Island founder and chairman. “Spring time in Florida is beautiful and our island setting is ideal to bring out the new XK, especially the convertible. The libraries of auto enthusiasts all over the world are filled with books covering the success and exploits of Jaguar at racetracks everywhere, and with the introduction of the XK, it will be an exciting time for Jaguar and Amelia.”

A New Generation of Jaguar Begins

At the start of this year, Jaguar stunned the press at the North American International Auto Show in Detroit when they unveiled the sleek “Advanced Lightweight Coupe concept car.” The all-new 2007 XK is the production version of that concept and signals Jaguar's future direction in the luxury performance car market. Created under the supervision of Ian Callum, Jaguar's renowned Design Director, the XK maintains a visual connection to the legendary E-Type of the 1960s and 1970s while also bringing intuitive new technologies to the forefront. One of the key elements of the all-new Jaguar XK is the use of latest technologies including Jaguar's industry-leading aluminum body structures and rivet bonding techniques,

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both recently introduced in the construction of Jaguar's full-size XJ sedan. Both techniques make the XK sedan significantly lighter and stronger than its competitors, which benefits performance, handling, and fuel economy.

Jaguar design director Ian Callum describes the XK as having 'clean lines, a purposeful stance and exquisite proportions.' "The fundamental values of Jaguar design do not change," explains Callum. "We took influences from our heritage and evolved them to produce a car that is beautiful, visually fast yet undeniably modern – just as Sir William Lyon's (Jaguar founder) own designs were in their day." The XK features a host of other advances in performance and driver comfort, which spectators will be able to experience firsthand during "Amelia Week."

"We are thrilled to be able to participate in the Amelia Island Concours d'Elegance," says CJ O'Donnell, Jaguar North America Executive Vice President of Sales and Marketing. "Their coast-to-coast reputation for assembling an excellent display of cars on the show field along with their attention to the technology of the high performance auto makes them unique among the world's top concours. Jaguar sees this as a very effective way to further strengthen our position in the world's greatest auto market. We are looking forward to being there."

"Having Jaguar participate at this level is another great honor for our show," says Warner. "One of our top goals has always been to be a springboard for auto manufacturers to introduce their cars to the public and generate interest and, ultimately, sales for the brand. Our audience demographics demonstrate that and are the kind Jaguar targets. We also plan to have a class devoted to Jaguar with some very interesting and unique cars."

The 2006 Amelia Island Concours d'Elegance will be held March 10-12 at The Ritz-Carlton, Amelia Island. The featured marque will be Stanley Steamer and Johnny Rutherford, three-time Indy 500 winner, will be the honoree. The show's foundation has donated nearly \$1.4 million to Community Hospice of Northeast Florida, Inc. since 1996.

*The Amelia Island Concours d'Elegance is one of the nation's most innovative vintage auto shows featuring over 250 rare classics from seldom-seen private collections nationwide. The show is scheduled for March 10-12, 2006, on the grounds of The Ritz-Carlton. For more information, visit [www.ameliaconcours.org](http://www.ameliaconcours.org) or contact them at 904-636-0027.*

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