

## **JAGUAR XF LUXURY – 2.2 DIESEL PRICING AT \$78,900+ORC.**

Jaguar Australia has today announced sharp pricing for the new 8-speed 2.2 Diesel XF Luxury at the Melbourne international Motorshow.

The new 2.2 Diesel XF Luxury will see the Jaguar range starting from \$78,900+ORC providing an opportunity for Jaguar to take a strong foothold in the competitive segment with high levels of luxury, refinement, performance and equipment expected of a premium European product.

"To coincide with the launch of the 12MY range Jaguar Australia has taken the opportunity to redesign the specification and pricing to ensure spec and feature impress consumers as much as the redesigns seen on the product and of course, to catch the attention of customers who may now consider Jaguar as purchase proposition for the first time." Said Kevin Goult, Jaguar Australia's Brand Manager.

12MY highlights include:

- Dramatic design changes bring the XF's exterior into line with the XJ flagship.
- Refreshed exterior complemented by new alloy wheel choices and paint colours.
- Bi-function HID xenon headlamps incorporate LED daytime running lights with a distinctive 'J-Blade' signature on all models.
- Tail lamps are now LED for stop, tail and direction indicator functions.
- New AJ-i4D diesel model is the most economical Jaguar ever with 450Nm of torque.
- Intelligent Stop/Start technology, with impressive fuel consumption and CO2 emissions of 5.4l/100km and 149g/km.
- New 8-speed ZF automatic gearbox with optimised response rates, shift quality and efficiency.
- Upgraded interior with new seats, instrument panel and optional 1200W Bowers & Wilkins premium sound system.

With the new Bi-function HID Xenon headlamps, the 2012 Jaguar XF now looks more like the CXF concept car freshening the look of the vehicle and bringing the vehicle into line with the looks of XJ flagship model.

Goult Continues "Jaguar XF has always been a good looking vehicle, but now, we're stunning... The new look should and will entice customers away from our competitors and why wouldn't it with a starting price of \$78,900 and impressive fuel consumption figures"

The 2.2 Diesel model delivers an impressive fuel consumption of 5.4l/100km and promises to be the most efficient Jaguar yet to be produced, to prove it, recently Jaguar drove one of the new 2.2 diesels from the factory in which it was created at Castle Bromwich Birmingham to Munich delivering a staggering 1,313km – on a single tank of diesel.

The new pricing is delivered without compromising specification and standard features continue to include, Bluetooth Connectivity & Audio Streaming, Jaguar Smart Key System with Keyless Start, Rain sensing wipers, Automatic climate control with air filtration and dual zone temperature control for driver and front passenger, Auto on/off Bi-Xenon and LED Daytime Running Lamps.

Set to be available early October, the new XF 2.2 forms part of the new 2012 model range. Benefitting from a fresh new look, upgraded interiors and equipment as well as improvements in efficiency and refinement, the latest generation XF looks set to build on the achievements of the model it replaces. The 2012 Jaguar XF range now starts from \$78,900+ORC.

XF is Jaguar's best-selling model across the world. With over 80 international awards since launch and strong sales, it is established as a major player in its competitive sector

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