

JAGUAR XF 'We all have a dark side'

Jaguar Australia has today announced the 'dark side' of the Jaguar XF with new options never seen before in Australia.

To coincide with the recent outdoor advertising activity 'We all have a dark side' the Jaguar XF is set to have chrome finishes replaced with gloss black giving the Jaguar XF some attitude and gaining the attention of a new audience.

The new Black Pack is available on the 600Nm 3.0V6 diesel, 3.0V6, 5.0V8 and 5.0V8 Supercharged XFR petrol variants. The black pack is limited to 8 vibrant colours from the Jaguar colour palette, the price for the black pack starts from only \$2,590 RRP.

"Replacing the chrome treatment on the Jaguar XF and adding dark grey 20-inch alloy wheels dramatically changes the look of XF transforming a luxury sports saloon and making it look a little more menacing - affordable luxury and performance is making a more modern statement" said Kevin Goult, Jaguar Australia's Brand Manager.

"Whilst chrome detailing will still be available on the Jaguar XF range, gloss black finishers offer a fresher look that will be more appealing to a customer considering a Jaguar for the first time." Goult continues

The XF Black Pack includes:

- Gloss black DLO (window frame trims)
- Dark grey 20" Draco wheels with diamond turned rims
- Gloss black grille

In addition to the black pack is a new XF Sports Aerodynamic Pack standard on the 600Nm 3.0V6 diesel and available as an option on the 5.0V8 at an RRP of \$4,000 providing a more distinctive look to the XF and enhancing the vehicles sporting credentials.

The XF Sports Aerodynamic Pack includes:

- A unique front bumper treatment
- Side appliqués
- Boot lid spoiler

The menacing options aren't just limited to exterior cosmetic changes, complimenting the exterior is the addition of a Sports Interior Pack now available on the 3.0D 600Nm and 5.0V8 models at an RRP of \$5,300. The sports interior pack sees the option of the R-Performance seat being made more freely available.

The XF Sports Interior Pack includes:

- "R" performance style seats
- 18 way x 14 way
- Piano black veneer

"When you add the Black, Sports Aerodynamic and Sports Interior Pack, you have one of the most exciting luxury sports performance packages ever offered in this market – it'll change the way you think about Jaguar" said Kevin Goult.

The black pack, sports aerodynamic and sports interior packs are available at Jaguar Dealerships nationwide immediately.

Pushing the boundaries of Jaguar's Dark Side, Jaguar Australia has produced an exciting one-off matt black XF 5.0V8 "Stealth" with the new XF Black, Sports Aerodynamic and Sports Interior Pack.

This unique "Stealth" car is based on the recently released XF 5.0V8 (Recommended Retail Price (RRP) \$128,900+ORC) and will be used to lead a convoy for Top Gear Live between Brisbane and Melbourne during March 2011.

"We are sure the "Stealth" concept and these exciting new packs will draw attention to the Jaguar XF and offer the Australian car purchaser something they didn't expect to see from a Jaguar – Luxury sports coupe's should cater for all types of buyer" said Goult, "and the Jaguar XF delivers this".

The Jaguar XF range starts from \$93,900+ORC.

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