



# XKR-S Media Day

at the Hotel Del Coronado

Article by Stick Holmes

Photos by Stick and Dan

It all started with a call from the San Diego Union Tribune's Mark Maynard. He said Jaguar USA was holding an event at the Hotel Del Coronado for the media the next day to promote the new XKR-S. Though the event was intended for the press only, he felt no one would mind if a Jaguar enthusiast wandered in. That was enough impetus for me. The following morning, I met Dan Jensen in the lobby of the Hotel Del, and off we went to crash the party.

Mark was right, not only were the Jaguar folks not annoyed with our arrival, they welcomed us with open arms. And while the media was being briefed, we were able to walk around, take pictures and chat with the good people of Jaguar USA. We learned that the day's event was for the US media, with reporters from all over the US attending. The following day was to be for the Chinese media, then the German and so on.

There were six XKR-Ss in the lot, one each coupe and convertible in Italian Racing Red, Polaris White, and French Racing Blue. In pairs, members of the press were to drive the cars to El Centro where they would get to drive out on the an air strip and see what those bad boys could do. Mark was teamed up with Dave Stall (the Car Guy on KUSI). Mark emailed me from El Centro later that day and said this, **"The car is stellar at high speed. Steering response is phenomenal; light force but quick ratio. And the exhaust note is animal!"** .....Lucky stiff.



Dan Jensen by an Italian Racing Red



The line-up



Me with the French Racing Blue

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*NO, we did NOT get to drive one, but we were allowed to sit in this one. Counts for something...*



*That's me again with Dave Stall (L) and Mark Maynard (R)*

About the XKR-S; it is a performance version of the XKR which is a performance version of the XK which is a performance car in and of itself. In other words, it is an XKR on steroids. It wrings another 40 hp out of the XKR's supercharged engine for a total of 550! It can go 0 - 60 in 4.2 seconds with a top speed of 186 mph (perfect for commuting) making this the fastest Jaguar ever built. Jaguar will only build 500 total over the next three years; 300 coupes, 200 convertibles. This year they built

100 coupes and 25 convertibles. The coupes are already sold out. There may be a few more convertibles available but not to worry, the 2013 allocation goes on sale on the fall. The price tag is around \$138,000 for the coupe and somewhat higher for the convertible (remember, if the top goes down, the price goes up).

Dan and I had a great day. The reps from Jaguar USA welcomed us as Club members and were extremely hospitable. Mark Maynard gave me his Jaguar media cap and Dave Stall is excited about doing something about our Club on KUSI.

Not a bad day for a couple of party crashers...



*Dave Stall and Mark Maynard are ready to go!*