

JAGUAR TRACKS

December 1993

JAGUAR AUTOMOBILE CLUB, INC. OF SAN DIEGO
FOUNDED IN 1959

PRESIDENT'S MESSAGE

WHO WERE THOSE PEOPLE???

The first (annual?) SDJC Member Appreciation Party was held October 29th as a Halloween costume event at the SD Automotive Museum. It was a GREAT success for both the club and the museum.

Forty-eight enthusiastic club members were there. Some were hard to recognize because of their wonderful costume disguises which included a Cow, Cave People, Xavier Cugat, Carmen Miranda, Clark Kent, Wonder Woman, Aladdin, Scheherazade, Scarecrows, a Jester, Rock Stars, Lucas Prince of Darkness, etc.

Thanks to Steve and Joan Coakley, Robin Phelps and Ginny Cavicke, everyone enjoyed food, beverages and dessert. Thanks to the friendly hospitality of our SD Auto Museum hosts, Lucina and Sandy Sanford, we all enjoyed leisurely exploring the gorgeous auto displays and learning more about the museum.

17 of the attendees were inspired enough by what they saw to join as new Auto Museum members. The museum administration was very impressed with our club and very pleased with the results. Thanks to all who made it happen that way.

ELECTION NIGHT AT TOMATO'S RESTAURANT

Once again Diane Ward arranged for our club to have dinner at Tomato's and, as before, it was an excellent choice. The food was praised unanimously as was the service and the private room.

After dinner, the assembled group voted-in the 1994 slate of club officers as follows:

President - Castle Phelps
First VP - Tracy Hazelton
Second VP - Mary Lou Owen
Secretary - Marilyn Prine
Treasurer - Kathy Howard

Board Member - Diane Ward
Other Board Members who will continue serving their terms are Granville Jackson and Wayne Wynne. As outgoing president, I serve as a Board Member for one year.

Congratulations to those newly elected and thanks to them for giving their time to keep the club running for the rest of us.

1993 CLOSE-OUT

As my two years as SDJC President draw to a close I'd like to extend special thanks to all responsible for our club operation during my tenure:

Officers: Steve Coakley, Dennis Crooks, Marilyn Prine, Kathy Howard and Diane Ward.

Board Members: Jane Fitzgerald, Mary Lou Owen, Wayne Wynne and Granville Jackson.

Editor: Mary Knoerdel

Very Frequent Helpers: Randy Prine, Robin Phelps, Tracy Hazelton, Dorothy Jackson and Bob Fitzgerald.

These and others willingly took on the many continuing jobs and responsibilities to run the Newsletter, Outings, Dinners, Treasury, Membership, Tech Sessions, Communications, Raffles, Concours, Historian, etc. From myself and the other members, ...**Thank you.**

There may have been other things we could have done in the last two years, none-the-less, I'm pleased with what we did and that currently the club is in excellent financial condition and that its membership is the highest ever.

Thanks to all for your support.

MERRY CHRISTMAS

HAPPY HOLIDAYS

HAPPY NEW YEAR !!!

Dick Cavicke

San Diego Jaguar Club 1993

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Looking for a Cheap Jag?
Go to Budget, not Britain

If you're among those hoping for a new (or another) Jaguar this winter, New Jersey importer Paul Abec's advice is to look in the U.S.

Abec checked out UK prices on a recent business trip and was surprised to find them costlier there than here.

In fact, in England there's now even a charge for having almost bought a Jaguar. For reasons not specified, JaguarSport is offering those who ordered its XJ220 the opportunity to buy out of the bargain for a \$95,000 fee. Since these customers would have already made a \$75,000 down payment, comment Autoweek's editors, that means these would-be purchasers can say they spent \$170,000 to almost buy an XJ220. Well, it's still cheaper than the \$625,000 contract!

For one thing, this means that the XJ220 will be even more rare than originally foreseen. Now plans are that JaguarSport will be building only 210 of the supercars rather than the 350 originally planned.

Meanwhile, there's better bargains here at home, including Budget Rent-A-Car. They're adding 500 XJ6 sedans to their fleet this month. The cars will be available to rent, by invitation only, in 10 U.S. cities. It's the largest single order ever for Jaguar, at an estimated showroom value of \$325 million.

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JCNA Board of Directors' Meeting

Marilyn and I set out for the October 23 meeting in Dallas on October 9, taking the scenic route through Arizona, New Mexico, Colorado, Wyoming, Nebraska and South Dakota. We then turned right and headed straight South to Texas. We visited frontier forts built in the 1800's during the Indian Wars, relatives and friends. We enjoyed the beautiful sights from Pike's Peak to the Black Hills through the plains of South Dakota and the absence of summer crowds.

The meeting took place at the Double Tree Inn by the Dallas/Ft. Worth Airport. It was a well-planned event hosted by the Jaguar Owners Association of the Southwest. Some highlights of the meeting are:

1. The new Jaguar Cars Incorporated designated Director, David Shapiro, was introduced. David replaces Bill Nardin who has resigned from JCI. The new owner/member plan is still being discussed.
2. In January JCNA will charge \$17 per member prorated to \$8.50 after June 30.
3. Barry Greenstein & Co. will now take over membership and roster for JCNA at a cost of \$2,250. Each club will be assigned a number. Each member will retain his/her membership number which must be on all entries to get results from JCNA.
4. Mike Cook will remain Editor of Jaguar Journal for two more years. He will be responsible for expenses with exception of layout, printing and mailing. The cost of Jaguar Journal is about \$86,000 a year.
5. Sneakers are for sale from JCNA. They are of a very high quality, similar to the Pro Walker shoe, with "Jaguar" on them. See the order form in Jaguar Journal.
6. Jaguar September sales up 62% from last September, and yearly sales were up 38%.
7. There are about 3,500 members in JCNA, and the budget for 1994 is \$140,295. There is discussion of a new JCNA club in the Los Angeles area. This would be good for our members to give us the required number of events attended all in Southern California. The Minutes of the meeting will be in the next Jaguar Journal.
8. The JCNA Insurance is now two million and covers all clubs and events.

Be sure to vote for SW Region Representative. A ballot is in Jaguar Journal.

There were 50 or more Jaguars, along with other makes of British cars in the JOASW Concour. There were several 100-point scores in the JCNA Class. To me, 100 points is absolute perfection, and in my view we live in an imperfect world, but then I wasn't a judge. Some of the auto transporters were spectacular and could have scored close to 100 points. In what JCNA Class could these be assigned?

The event was capped by a traditional Texas Barbecue at the beautiful home of Frank and Terry Roberts. Dinner was followed by an evening of casino style gambling with Black Jack, Roulette and Craps. Then, an auction was held using your winnings to bid, on Jaguar memorabilia and other great prizes. I blew all my money at the crap table while Marilyn judiciously parlayed her \$1,000 into \$9,000, enough to get a Jaguar jacket. We drove 5,200 miles and it wasn't even a Rallye!

Randy
S.W. DIRECTOR

Jaguar Owners Love Company and Sharing their Horror Stories

Late Model Jags Lack Glitches of Yore, but Misery is what Car's Connoisseurs Crave

By Robert Johnson
Staff Reporter of the *Wall Street Journal*
Thanks to both Mary Campbell and Jim Baum for sending me copies

Beatrice Smart wants to love her red 1990 Jaguar XJ6 sedan, if only the automobile would let her.

"I thank God every time I get into the car," says Ms. Smart, a graphic artist in San Pedro, Calif. "The interior has truly elegant burlled walnut, leather the color of a sweet English biscuit, and those flowing lines—so seductive."

Yet like many another Jaguar owner, she also has reason to hate her car, and she glories in complaining. "The brakes went dead last year and almost caused me to lurch into oncoming traffic. Two little light bulbs under the hood refuse to turn off, and they drain my battery. A supposedly minor tuneup cost me \$1,403 — the bill was five pages long. I was dumbfounded."

No Suitable Alternative

And so, like many people with the money to buy luxury cars, Ms. Smart, who spent \$40,000 for hers, has thought about alternatives to the legendary, cantankerous British import. She has considered trading up, down and sideways. "But none of them — Mercedes, Lexus, Rolls-Royce — have Jaguar's romance and racing heritage," she says.

Some Jaguar lovers simply won't be denied the pain. Jaguar Cars Ltd., acquired by Ford Motor Co. in 1989 for \$2.51 billion, has been assiduously trying to get rid of glitches for about a decade, with success that stops somewhat short of complete. The mixed results: rave reviews from the automotive press and consumer testing groups, but rejection from those Jaguar loyalists who say the car — with a base price of \$51,750 for the '94s — doesn't have the old mystique without the mistakes. Such folks aren't satisfied with anything less than being miserable.

Slide behind the wheel of one of the world's wierdest cults. After nearly six decades of gears that won't shift,

headlights that don't light and brakes that sometimes burst into flame, the Jaguar has fans who can't get enough of the horror stories, which are a very big part of the lore of the car. Many of the 47 Jaguar clubs in the U.S. now give annual awards, some called the "Cat Bite," to those who tell these tales most eloquently.

"We're mechanical masochists," says Julie Bloomquist, a computer database designer who won the St. Louis Jaguar Owners' Club sad-story trophy, a bronzed piston with a big crack in it, in 1991. She and her husband claimed the prize for the gushing pink transmission fluid that coated the road for hundreds of miles as they drove their 1966 Jag sedan to a car show in Tulsa, OK. To put off a \$1,500 repair, they bought transmission fluid at every Wal-Mart en route.

Dale Nyberg, a body-shop owner in Tulsa whose 1971 E-type two-seater is forever in need of carburetor work, entered the relatively low-maintenance, modern era of Jaguar when he bought a 1986 XJ6 sedan. He quickly got rid of it, he says. "Not enough went wrong to keep me interested."

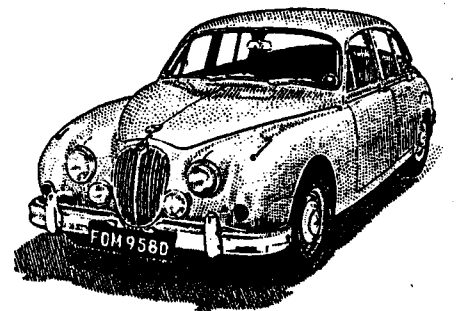
Such responses worry Mark Linder, who is part of Jaguar's advertising brain trust at Ogilvy & Mather. He says Jaguar still targets risk-takers, and that definitely includes repeat buyers. So even if the car is getting better, quality-wise, he doesn't want it to seem utterly predictable. Says Mr. Linder: "The Jag driver is climbing into a story. A Jaguar is all about spirit. A Lexus is clinically flawless, but where's the passion?"

So what if they are building a better Jaguar? Since the 1986 model year, as Jaguar's ratings for quality and dealer service have risen 30%, according to J.D. Power & Associates, whose approval is among the most sought after in the auto industry, the cat's U.S. sales have slumped 65%, to 8,681 in 1992. For the '93 models, volume is up 36% so far, thanks to an aggressive leasing campaign and a new 30-day, money-back guarantee.

What happened? Well, there was a recession, for one thing, and a luxury tax. But many owners of older Jags say that the car's styling got too boxy and tired in the late '80s. Others say that over engineering has tamed Jaguar's raw

power in a trade-off for dependability. Richard Russ, who owns and loves three Jaguars from the '60s and '70s, bought a 1988 XJ6 that, he says with an air of disappointment, was "the least troublesome Jaguar I ever owned." He sold it a year later. "The ride was smooth, like a Buick should be, and the power steering was too helpful."

Gluttons for punishment, people often buy Jaguar after Jaguar. Ms. Smart, of San Pedro, is on that sort of jag. She bought the 1990 model that has caused her such headaches just a year after her "weekend car," a 1961 Jaguar XK150, won the "Flying Fickle Finger of Fate" award from the Jaguar Owners Club of Los Angeles. She loves to tell of how a wheel started coming apart with that car in high gear. "I prayed to the freeway gods to let me coast to a stop."



1967 Jaguar Sedan

On weekend caravans, Milwaukee Jaguar owners gather around stranded participants and take snapshots. "We love to remember who suffered," says Kathy Nell, who, with her husband, a real-estate developer, owns 10 Jaguars. She adds, "This is a special form of insanity."

But are Jaguar owners truly different from people with a passion for other cars, particularly old luxury models?

Yes. They are in a realm of automotive agony all their own, insists Edward Korelc Jr., a St. Louis mechanic who works on many foreign makes. His conscience some-times compels him to try to talk people out of making repairs. "A Jaguar owner will spend his life savings on something that sounds like a can of bolts being shaken when it starts up. I have seen people put three times the value of their Jag into repairs because they love it so much."

Even those U.S. Jaguar owners who refer to a sedan as a "saloon," in the

British manner, will stoop to the putting in Chevrolet engines to keep their Jaguars going. Dallas mechanic John Radovich specializes in replacing exotic-but-burned-out Jag engines with plain Chevy V-8s. He says he has switched 2,500 Jag engines, some almost new, for a typical charge of \$6,500.

Jaguars were created in 1935 by William Lyons, a former motorcycle sidecar designer who did more dreaming than planning. The romantic Mr. Lyons yearned for a high-performance car whose luxury would approach Rolls-Royce with speed rivaling a Ferrari, at less than half the price of either. But he was a better stylist than an engineer, and his cars were built to sprint until they dropped--which proved to be often.

Thus Jaguar's only assembly plant, in Coventry, 110 miles north of London, has been an overachieving, undercapitalized mecca for automotive engineers who wanted to live their fantasies. He made an early sale to Clark Gable and signed up Roy Rogers as a dealer. Mr. Lyons died in 1985, but not before being knighted.

Still and all, he was notorious for scrimping on the car's innards. He bypassed first-rate German and Japanese electrical parts in favor of tinny British versions, bought secondhand metal bending equipment and stayed with a cramped production line that went without overhaul from the late 1940s until 1985.

Jaguar buffs are still struggling to resolve reverie with reality. Ken Brown, a Ford spokesman, says that many owners with complaints "basically say, 'Help me keep loving my car.'"

So the solution for many Jaguar owners is obvious: Learn to love the car's problems as they love the car. They polish their anecdotes as if they were medals. Philip Taxman, a St. Louis stockbroker, enjoys telling how his 1975 XJ6 caught fire on a short spin in the country: "Here I am running into the woods thinking it was about to explode, and the police drive up and pull their guns -- mistaking me for a fugitive. Three fire engines came."

All this merely serves Mr. Taxman's vision of himself as a risk-taking Jaguar owner. "Turns out the fire was in the brakes" he says. "That happens to race cars all the time. Days like that make life worth living."



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Lessons Learned Repairing a Can-Opener's Ravages

The Body Was Butchered, Its Engine Seized, But This XK120's Back on the Road

Just how badly mistreated can a Jaguar be and still be retrieved from the scrap heap?

A lot worse than one might think, judging from an article in last month's Thoroughbred and Classic Cars. It tells how Barrie Simkin (from some unspecified place in the UK) bought an XK120 that was "little more than scrap" and came out of a two-year restoration project with a car that is not only beautiful but used regularly.

"Someone had used a tin-opener to cut away the back body to convert it into a 2+2," Simkin says. In the process, they had repositioned the batteries and cut out a chassis crossmember.

Time had taken its toll as well. The engine and brakes had seized up, many of the steel and wooden parts had rotted away, including the spot where the

door hinges attached, and the trunk floor was completely gone.

"It was quite obvious that the rear half of the body was only fit for scrap," says Barrie.

The whole article is fascinating and inspiring.: virtually a step-by-step of how Barrie spent three night a week, plus most weekends, for those two years. Some of the discoveries he made along the way might be new to JTC members in the same kind of process right now:

- Had he known at the time, the same spacer bobbins used on XK150s would have made it easier to fit the rebuilt front end onto the chassis. Instead, Barrie used steel spacer plates.

The bobbins might have made it easier to line up the body panels and given the doors a better fit, say the magazine editors.

"Even today, they're a fraction on the tight side," Barrie admits.

- Rewiring the car was made easier with two simple solutions. First, he photocopied the wiring diagram at three times its original size. Second, instead of

using single cables and then binding them together later, he used seven core cable for the main sections and seperated out the single-cables as he went along.

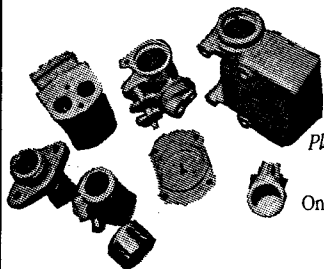
- Even after renewing virtually the entire braking system, "a monumental amount of pressure" on the brake pedal was needed to stop the car quickly, Barrie reports. His solution was to plumb in a small Girling servo unit, mounted on the chassis just above the master cylinder.

The brakes are satisfactory now, he says though they "tend to fade badly with heavy use."

- After the initial rebuild, Barrie felt insecure in heavy traffic because of the car's tendency to overheat. The solution was a thermostatically-controlled electric fan with a manual override switch.

- Barrie rebuilt the clutch with a new driven plate, pressure plate and release bearing but discovered there was too much play in the system once he got the car was back on the road. The problem, he discovered, was two tapered pins in the lever and release mechanism that had sheared. □

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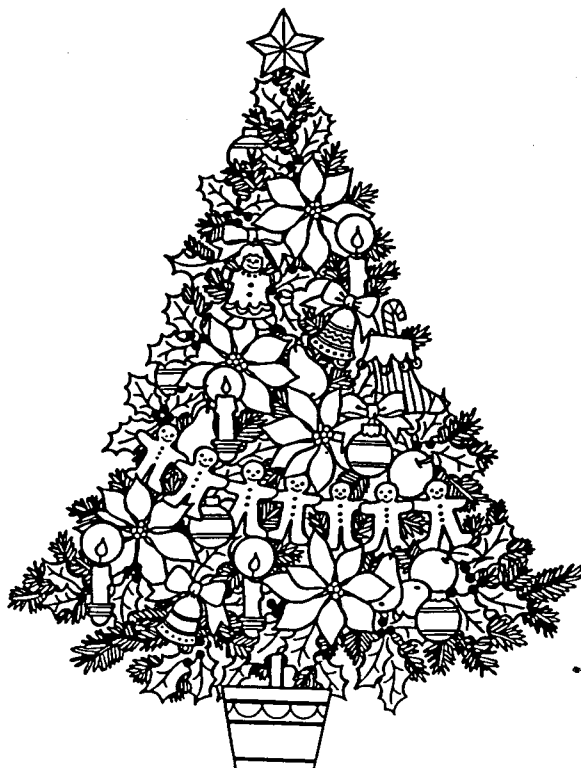
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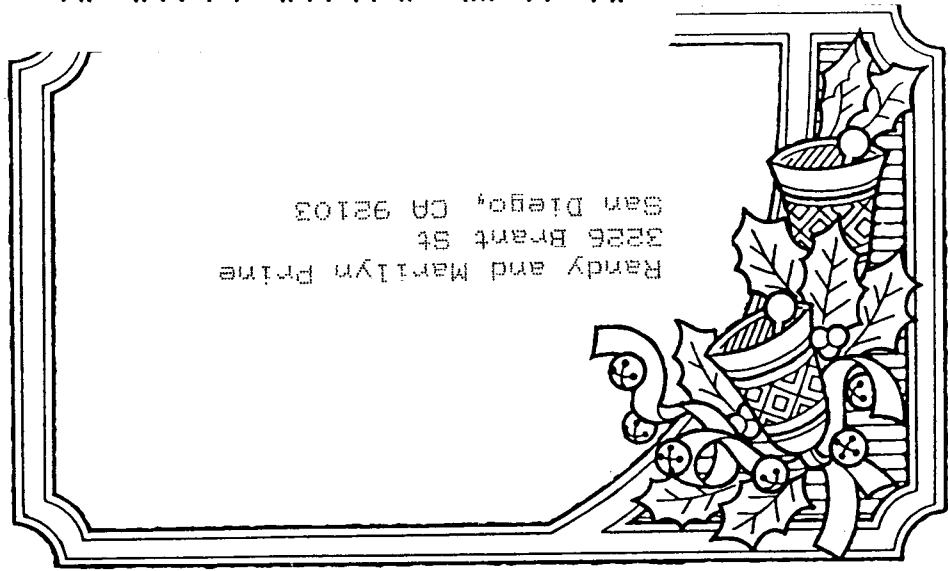
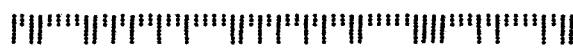
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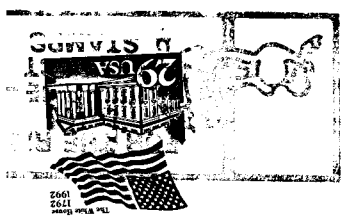
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