

XE





**“THE CAR**  
IS THE CLOSEST THING WE WILL EVER CREATE TO SOMETHING THAT  
**IS ALIVE”**

SIR WILLIAM LYONS

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**“The car is the closest thing we will ever create to something that is alive.”**

The words of our founder, Sir William Lyons, express his determination that every Jaguar car must possess a spirit more thrilling and exciting than a mere machine.

When Sir William was searching for a name that would reflect his cars' attributes of power, grace and agility, he knew that it had to be Jaguar.

It could only be Jaguar.

Only a Jaguar promises a distinct combination of performance and seduction to give you a unique, utterly rewarding driving experience: advanced powertrains with a roaring exhaust soundtrack; sublime agility and instinctive steering; beautiful design that sets your heart racing; the craftsmanship and theatre of an interior that will excite every one of your senses.

VEHICLES SHOWN ARE FROM THE JAGUAR GLOBAL RANGE. SPECIFICATIONS, OPTIONS AND AVAILABILITY WILL VARY BETWEEN MARKETS AND SHOULD BE VERIFIED WITH YOUR LOCAL JAGUAR RETAILER





## XE CHANGES EVERYTHING

The most advanced, efficient and refined sports saloon car that Jaguar has ever produced. The latest in an illustrious bloodline. Instantly recognisable as a Jaguar, it feels like a Jaguar, it drives like a Jaguar - XE is a Jaguar to its core.

The first of a new generation of cars to be launched on Jaguar's state-of-the-art, all new Aluminium Intensive Architecture, the lightweight aluminium construction creates an incredibly strong body. It also informs XE's imposing profile with a sports car 'rearward cabin' look and a swept back windscreen, as well as delivering a drag coefficient value of just Cd 0.3. Lightweight Aluminium Architecture is the perfect platform for a performance car - power with responsive handling. And the perfect platform for a luxury car - refinement with beautiful design.

XE is alive with the latest innovation, technology and design, connecting road to car, car to driver. It has a true sporting character and is packed with systems that empower the driver as well as enhancing the driving experience.

Discover more at [jaguar.in](http://jaguar.in)



## XE IS DIFFERENT

XE immediately catches the eye, standing out from the competition because of its upscale proportions. Its form possesses energy and organic vibrancy. Like all contemporary Jaguar cars, XE has a rising waistline to add drama and dynamism even when it is stationary. This is defined by the sharp design feature that flashes from the front bumper, along the flanks, to culminate at the tail. Chrome side vents, stamped with the Jaguar name, deliberately allude to F-TYPE; and there is even the tell tale Jaguar loop that arcs around the side windows. Exterior aluminium panels have crease lines with the same tight radii, clarity and precision found on F-TYPE. It also has distinctly defined sculpting on the bonnet to ensure that it shares the athleticism of the other cars in the Jaguar range. XE is crouching, ready to pounce.



## DEFINITELY JAGUAR

One glance at the tail of XE and you know that it could only be a Jaguar. Only Jaguar has the technology and expertise to create those signature rear haunches - Jaguar is a world leader in aluminium car construction. It allows the creation of more radical designs and sharper creases from deeper, more innovatively formed pressings with the body side curvature of XE aerodynamically honed to sweep air seamlessly rearwards to the tail section. The deliberately cropped rear has a short overhang to underscore the car's performance credentials and enhance airflow. It is all crowned by high intensity LED tail lamps that are inspired by F-TYPE with a roundel intersected by a horizontal line. While the high-mounted centre brake light is a beautifully integrated, full LED blade that sits beneath the screen's top edge.

VEHICLE SHOWN: XE R-SPORT IN BLUEFIRE (NOT AVAILABLE IN MARKET)





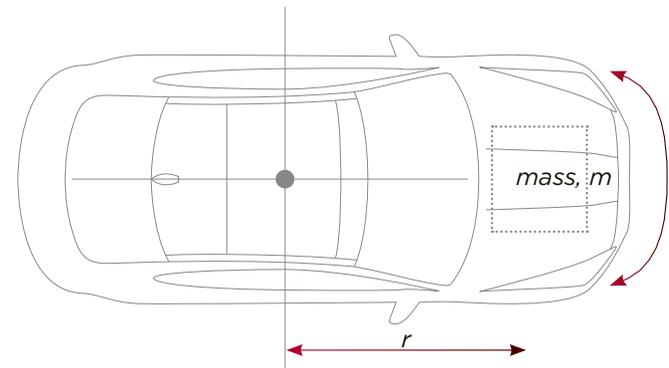


## HIGHLY ADVANCED ALUMINIUM

Jaguar has been at the forefront of aluminium car construction for more than a decade and continues to push the boundaries of this technology. XE is the first of a new generation of Jaguar cars to be based on the all new Aluminium Intensive Architecture, which uses expertise derived from the aerospace industry to deliver premium vehicle characteristics in performance, handling and refinement. This immensely strong bodyshell uses a high strength 6000 series aluminium alloy. Saving weight without compromising durability, it provides very high torsional stiffness of 22kNm/deg. It is also the ideal platform for a performance car and helps achieve optimum weight distribution of approaching 50:50.

Discover more at [jaguar.in](http://jaguar.in)

$$I = \sum_{i=1}^N m_i r_i^2$$



### MASS MOMENT OF INERTIA

XE's weight distribution approaches 50:50 - the closer the weight is to the car's centre, the easier it is to turn.

VEHICLE SHOWN: JAGUAR LIGHTWEIGHT ALUMINIUM ARCHITECTURE 75 PERCENT ALUMINIUM.  
DOORS AND BOOT LID ARE MADE FROM FULLY GALVANISED, HIGH STRENGTH STEEL



## MAKE THE CONNECTION

You connect with XE the moment you slide into the form hugging seats - you sit low in a Jaguar. Directly ahead of you is the reassuring familiarity of two large, sports car analogue dials and message centre inspired by F-TYPE, all housed in a neat binnacle. You grip the chunky sports steering wheel - it too is from F-TYPE. Next to you the raised centre console adds to the cockpit feel, while the stepped fascia elegantly sweeps away - there resides the very latest in Jaguar Touch-screen technology. Throughout XE the soft natural forms of the interior architecture lend themselves to a choice of contemporary or traditional materials and finishes. Press the Start button and XE awakes. On cars with automatic transmissions, the Rotary Shifter rises to greet your hand. XE feels alive.



INTERIOR SHOWN RIGHT AND PREVIOUS PAGE: XE S WITH OPTIONAL FEATURES FITTED  
(NOT AVAILABLE IN MARKET)





JAGUAR

10:30 PM

15 °C



▲  
◀ MENU OK ▶  
▼ MODE

SET +  
LIM RES  
CAN -





## IT LOOKS JAGUAR, IT FEELS JAGUAR

XE creates a special bond with the driver. It is focused, precise. Every control is perfectly positioned; it looks right; and it feels right. Steering wheel mounted buttons are tactile and meticulously engineered to provide the interface with key vehicle functions. The gearshift paddles give manual control without the need for the driver's hands to be taken from the wheel, are both sturdy and accurate. Even the outer air vents are unique in the way that they extend the fascia to nestle in the door casings and give the feeling of width and space. XE is an inspired place for driver and passenger to be.



JAGUAR  
944 XBG

XE

25T

# THE POWER OF XE



LOW FRICTION TECHNOLOGIES

SMART REGENERATIVE CHARGING

XE's power is delivered by highly advanced engines. Each one offers performance, refinement and economy to suit every driving style. Advanced engine features include low CO<sub>2</sub> technologies, low friction technologies and smart regenerative charging, which prioritises battery charging during deceleration, rather than acceleration, to harvest kinetic energy and save fuel. The sophisticated automatic transmission is highly responsive and delivers rapid shifting for effortless acceleration and overtaking. It features JaguarDrive Control, which allows drivers to select modes for Dynamic, Winter, Eco and Normal driving. The system subtly changes steering and throttle mapping, as well as shift patterns, to suit the particular driving circumstances. XE combines the thrill of driving a Jaguar with the benefits of lower ownership costs.

# ENGINES



ALLOY ENGINE BLOCKS



SWITCHABLE ENGINE MOUNTS

Performance and refinement. XE's petrol engines offer the sheer driving pleasure of power and responsiveness throughout the rev range, while delivering reduced emissions and CO<sub>2</sub>. The two 2.0 Litre 4-cylinder Turbocharged engines provide 6 cylinder refinement with all the benefits of 4 cylinder motoring – reduced fuel consumption and lower cost of ownership.



## 2.0 LITRE

4 CYLINDER

147KW TURBOCHARGED PETROL\*

POWER 147kW

ACCELERATION 0-100 km/h 7.7 seconds

TOP SPEED 237 km/h

PURE

## 2.0 LITRE

4 CYLINDER

177KW TURBOCHARGED PETROL\*

POWER 177kW

ACCELERATION 0-100 km/h 6.8 seconds

TOP SPEED 250 km/h

PORTFOLIO



0-100 KM/H



TOP SPEED KM/H



0-100 KM/H



TOP SPEED KM/H

\*Please note: All figures are certified by ARAI, the Indian Homologation Authority.  
A vehicle's actual fuel consumption may differ from that achieved in such tests and these figures are for comparative purposes only.



## ADVANCED DRIVING DYNAMICS



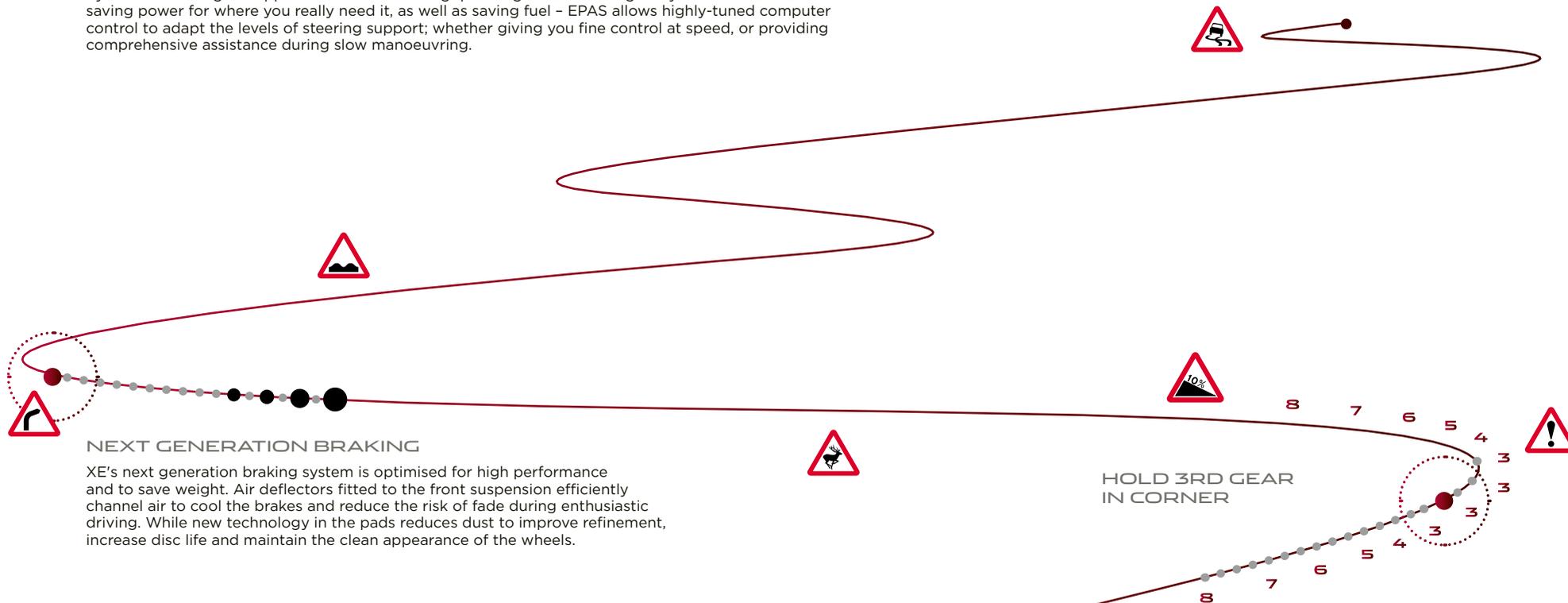
EPAS

From its iron-grip when cornering to its immaculate poise on uneven roads, XE's precision-engineered chassis delivers outstanding sports performance in constantly changing conditions. XE possesses the lightest body in its class and has sports-car equivalent body stiffness of 22kNm/deg.

VEHICLE SHOWN: XE PURE IN GLACIER WHITE WITH OPTIONAL FEATURES FITTED (MARKET DEPENDENT)

## NEXT GENERATION EPAS

XE's next generation Electric Powered Assisted Steering (EPAS) offers outstanding feedback and control, as well as power assistance the moment you need it. The system adds to driver confidence by communicating the approach of the limits of grip during hard cornering. Only active on demand - saving power for where you really need it, as well as saving fuel - EPAS allows highly-tuned computer control to adapt the levels of steering support; whether giving you fine control at speed, or providing comprehensive assistance during slow manoeuvring.



## NEXT GENERATION BRAKING

XE's next generation braking system is optimised for high performance and to save weight. Air deflectors fitted to the front suspension efficiently channel air to cool the brakes and reduce the risk of fade during enthusiastic driving. While new technology in the pads reduces dust to improve refinement, increase disc life and maintain the clean appearance of the wheels.

HOLD 3RD GEAR  
IN CORNER

## SOUNDS ALIVE

Jaguar doesn't just design a car's look and feel, but how it sounds, inside and out. From the gentle purr of the engine at idle, to the roar of the exhaust during enthusiastic acceleration. XE's design process realises the perfect combination of beautiful form, superior function with the ideal soundtrack. Wind noise has been minimised through state-of-the-art computational fluid dynamics while road noise is reduced through specialised alloys and innovative lightweight acoustic damping materials.





## ALL SURFACE PROGRESS CONTROL

Jaguar's unique All Surface Progress Control (ASPC) is a low speed cruise control, operating at speeds between 3.6km/h and 30km/h. It helps XE to cope with low traction situations whatever the weather and allows drivers to concentrate on steering the vehicle. The system also has a pull-away function allowing XE to move away from rest on slippery surfaces, as well as a hill descent function that controls vehicle speed on steeper inclines.

ASPC is available on all engines fitted with automatic transmissions and gives XE drivers added confidence in sub-zero weather, over rough surfaces and undulating terrain, maintaining the speed set by the driver whatever the conditions. It can be used to start from a snowy driveway, on wet grass, for descending an icy incline, or progressing smoothly along an unmade road.

With any given set of tyres, ASPC can accomplish comparable levels of traction to that achievable by an expert driver. Fitting All Season or Winter tyres to XE can improve capability on slippery surfaces.

VEHICLE SHOWN: XE PORTFOLIO IN AMMONITE WITH OPTIONAL FEATURES FITTED (MARKET DEPENDENT)



## IN THE EXTREME



### DYNAMIC STABILITY CONTROL

Whether you're driving XE enthusiastically or simply want the assurance of a car that will remain stable in challenging conditions, Jaguar's Stability Systems keep XE safely balanced through unexpected driving situations.

**Dynamic Stability Control** (DSC) monitors XE's dynamic behaviour and intervenes if the system determines that the vehicle is unresponsive to the driver's inputs. DSC reduces engine torque and/or applies braking to the appropriate wheels to correct the car's direction of travel by counteracting understeer or oversteer. XE's latest generation DSC system has enhanced understeer control to reduce speed and regain control more effectively.

VEHICLE SHOWN: XE S IN ITALIAN RACING RED (NOT AVAILABLE IN MARKET)

# TORQUE VECTORING BY BRAKING



INCREASED STEERING PERFORMANCE

IMPROVED CORNERING CAPABILITY

XE's Torque Vectoring by Braking maximises control through the tightest corners. Torque Vectoring technology provides controlled braking on the inside rear wheel delivering outstanding sports car agility and added driver confidence.

TORQUE VECTORING BY BRAKING  
APPLIES BRAKE PRESSURE TO SLOW  
INSIDE REAR WHEEL

POWER IS SUSTAINED TO  
MAINTAIN CONSTANT SPEED  
OF OUTER REAR WHEEL

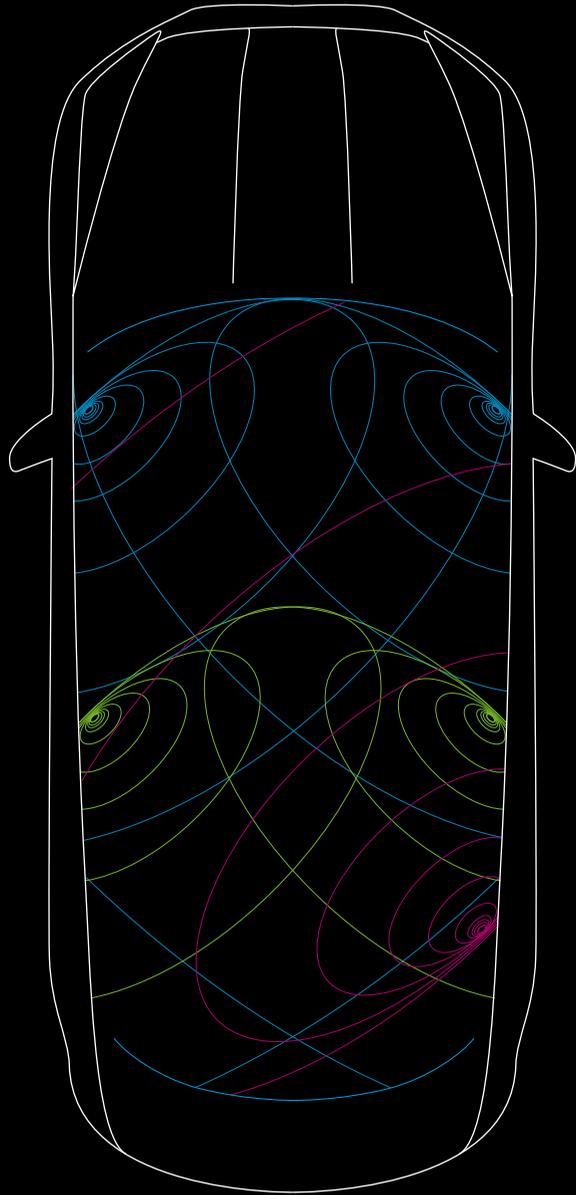
ADDITIONAL ROTATIONAL  
FORCE APPLIED AROUND  
VEHICLE'S AXIS

## IN COMMAND



XE's command centre is called InControl Touch. It is the hub which gives control over the car's major functions including audio, climate control and navigation system. It also enables telephone connectivity, to keep you in touch. The 20.32 cm (8) Touch-screen in the centre console features an all new graphical interface and fast system response times, as well as familiar tablet and smartphone gestures such as 'stretch' and 'swipe'.





## IN CONCERT



### MERIDIAN 380W SOUND SYSTEM

The **380W Meridian Sound System**, designed in conjunction with British audio experts Meridian specifically for XE, offers superb audio reproduction through 12 channels and 11 speakers - including a subwoofer. It features advanced technology, such as **Digital Signal Processing** (DSP) technology, to optimise every element of the system and uses Meridian Cabin Correction's advanced algorithm to tailor the music experience to the precise acoustics of the vehicle's interior.

-  Fresh air subwoofer
-  Front door waves tweeter midrange bass
-  Rear door waves tweeter midrange

Diagram representative of Meridian 380W Sound System.



MERIDIAN



**80**



WATTS

**6**



SPEAKERS

**4**



AMPLIFIER CHANNELS

**JAGUAR SOUND SYSTEM\***

80W, 6 Speakers,  
4 amplifier channels



**380**



WATTS

**11**



SPEAKERS

**12**



AMPLIFIER CHANNELS

**MERIDIAN SOUND SYSTEM\*\***

380W, 11 Speakers, 12 channel class D  
DSP amplifier, Audyssey MultEQ Audio  
Equalisation, Dynamic volume control

\*Available on Pure Trim.  
\*\*Available on Portfolio Trim.



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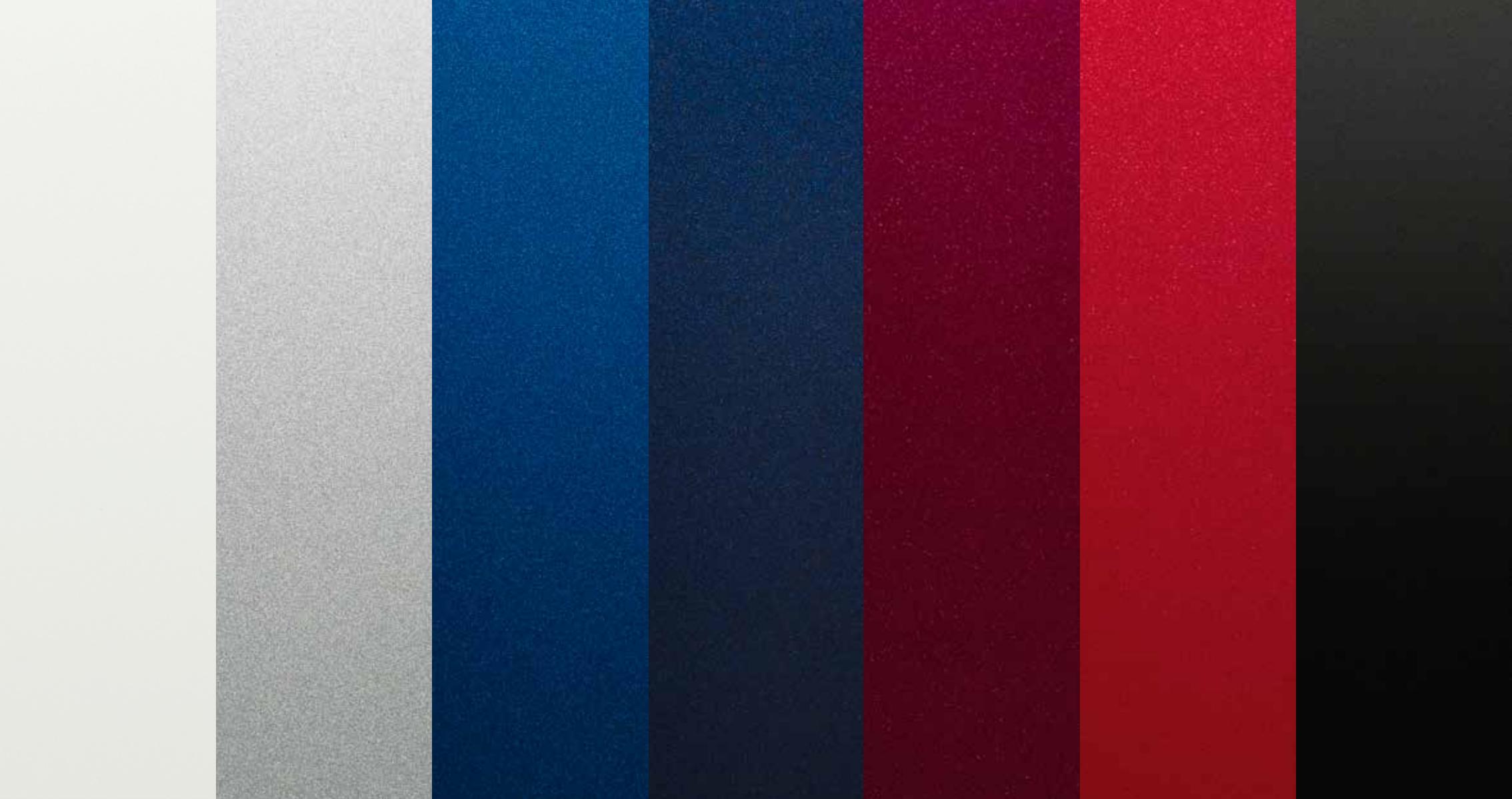


## YOU AND YOUR XE

This is where it becomes your XE. Your choices create the car you'll love. Select the body colour and pick the perfect wheels to complement it. You can make your XE unique inside by choosing from a collection of premium materials and textures as well as a palette of stunning colour combinations. With Jaguar's exceptional collection of accessories and options your XE is ready to fit in with your life and your lifestyle. The finest XE in the world. Yours.

Discover more at [jaguar.in](http://jaguar.in)

VEHICLES SHOWN: XE S IN ITALIAN RACING RED (NOT AVAILABLE IN MARKET), XE PURE IN GLACIER WHITE WITH OPTIONAL FEATURES FITTED (MARKET DEPENDENT), XE R-SPORT IN BLUEFIRE (NOT AVAILABLE IN MARKET)



## EXTERIOR COLOURS

SOLID

Polaris White

METALLIC

Rhodium Silver

Bluefire

Dark Sapphire

Odyssey Red

Italian Racing Red

Ultimate Black



43.18 cm (17) CRUX  
7 TWIN SPOKE SPARKLE SILVER  
Standard on Pure and Portfolio



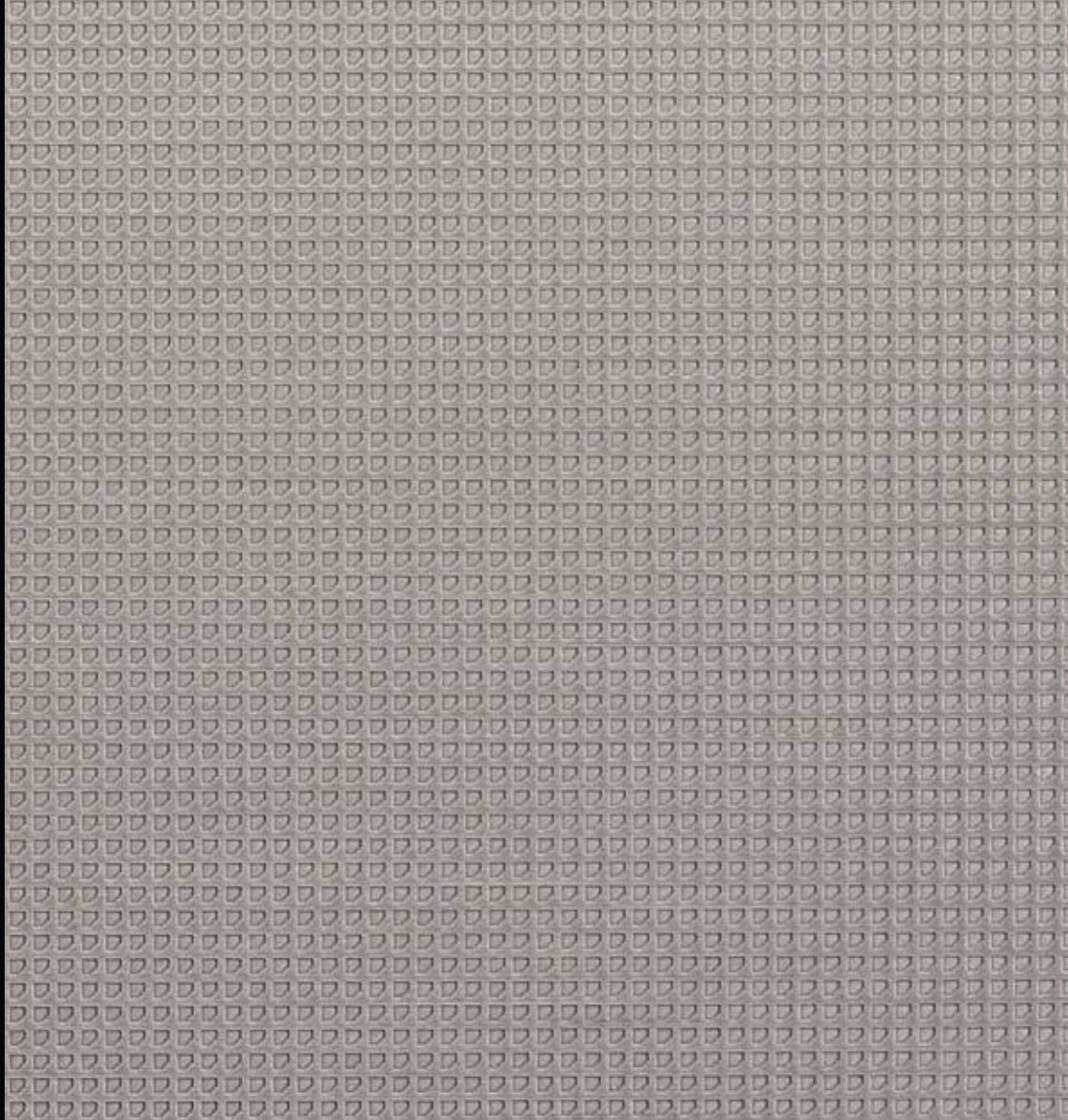
43.18 cm (17) ALLOY WHEEL



 MATERIALS

CLOTHS AND LEATHERS





VENEERS AND FINISHERS

Gloss Black

Embossed Aluminium

# MODELS

## STANDARD FEATURES

Intelligent Stop/Start system • Hill Launch Assist  
• JaguarDrive Control • Electric Powered Assisted Steering (EPAS) • Torque Vectoring by Braking  
• Electric Parking Brake (EPB) – drive-away release • Variable Intermittent Wipers • Electric windows – front and rear, with one-touch open/close and anti-trap • Dual-zone climate control  
• 20.32 cm (8) colour Touch-screen display  
• USB, Auxiliary socket and iPod connectivity  
• Bluetooth® telephone connectivity • Bluetooth® Streaming • Emergency Brake Assist • Dynamic Stability Control and Traction Control • Airbags – Driver and front passenger, with seat occupant detector for passenger, front side and full length side window curtain • Hazard lights under heavy braking • Heated door mirrors • Navigation System

## DIMENSIONS (on Portfolio)

Width: (inc. mirrors) 2,075mm  
Height: 1,416mm  
Length: 4,795 mm (with tow bar) inclusive plinth

## DESIGNER'S INSPIRATION

XE's designers are inspired by the craftsmanship and attention to detail of some of the world's most exclusive brands. They bring together the finest materials to create interior combinations that are uniquely Jaguar.



## XE PURE

### ENGINES

2.0 Litre i4 147kW Turbocharged Petrol with 8-speed electronic automatic transmission, Jaguar Sequential Shift and All Surface Progress Control

### KEY FEATURES

43.18 cm (17) Crux 7 Twin Spoke Sparkle Silver Alloy Wheels  
Interior featuring Luxtec seats  
Gloss Black veneer  
Leather steering wheel  
Radiator Grille – Black with Chrome surround  
Chrome Side Power Vents  
Sill finishers with Jaguar lettering



## XE PORTFOLIO

### ENGINE

2.0 Litre i4 177kW Turbocharged Petrol with 8-speed electronic automatic transmission, Jaguar Sequential Shift and All Surface Progress Control

### KEY FEATURES

43.18 cm (17) Crux 7 Twin Spoke Sparkle Silver Alloy Wheels  
Interior featuring Windsor grain Leather seats with Herringbone perforations and tonal stitch  
Embossed Aluminium veneer  
Soft grain Leather steering wheel  
Radiator Grille – Gloss Black with Chrome surround  
Chrome Side Power Vents  
Metal sill finishers with Jaguar lettering  
Bi-Function HID Xenon headlamps  
Jaguar Smart Key System with Keyless Start  
Interior Mood lighting



# XE PURE

The essence of XE. Class leading, driver-focused performance with refinement.

## OPTIONS AND ACCESSORIES\*



Accessory Cross Bars



Accessory Loadspace Rubber Liner



Accessory Splash Guards

\*Available at extra cost.

VEHICLE SHOWN: XE PURE IN GLACIER WHITE WITH OPTIONAL FEATURES FITTED (MARKET DEPENDENT)



 Configure your vehicle at [jaguar.in](http://jaguar.in)



Interior Shown\*: Jet Luxtec seats with Jet fascia and Gloss Black finishers

\*Features shown may not be available in market. Please consult your local Jaguar Retailer for more details.

# XE PURE

## INTERIOR COLOUR COMBINATIONS

### STANDARD



IMAGE SHOWN TOP RIGHT: ACCESSORY PREMIUM SEAT BACK STOWAGE  
CENTRE: ACCESSORY RUBBER MAT SET  
BOTTOM: ACCESSORY CENTRAL ARMREST CHILLER/WARMER

# XE PORTFOLIO

The pinnacle of XE luxury, craftsmanship and attention to detail.

## OPTIONS AND ACCESSORIES\*



Accessory Gloss Black Mirror Covers



Accessory Chrome Grille



Accessory Luggage Roof Box

\*Available at extra cost.

VEHICLE SHOWN: XE PORTFOLIO IN AMMONITE WITH OPTIONAL FEATURES FITTED (MARKET DEPENDENT)



 Configure your vehicle at [jaguar.in](http://jaguar.in)



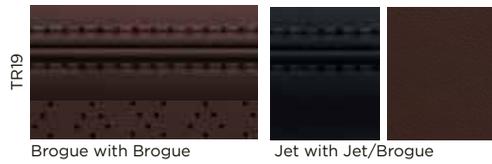
Interior Shown\*: Brogue leather seats with Herringbone perforations and Brogue tonal stitch, Jet fascia upper with Jet tonal stitch, Brogue fascia lower, Embossed Aluminium finisher and Gloss Black console finisher

\*Features shown may not be available in market. Please consult your local Jaguar Retailer for more details.

# XE PORTFOLIO

## INTERIOR COLOUR COMBINATIONS

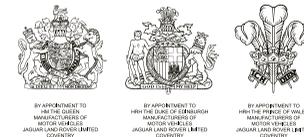
### STANDARD



\*Console finisher is Gloss Black.

IMAGE SHOWN TOP RIGHT: ACCESSORY LEATHER TOPPED GEAR SELECTOR  
CENTRE: ACCESSORY HEADREST MOUNTED COAT HANGER  
BOTTOM: ACCESSORY SUNSHADES





#### IMPORTANT NOTICE

This publication is intended for use in India and whilst Jaguar takes the utmost care in ensuring that all details in the publication are correct at the time of going to press, we are constantly striving for improvement and therefore reserve the right to alter specifications and equipment without notice.

Details of specifications and equipment are also subject to change to suit local market conditions and requirements, and not all products are available in every market. Some vehicles are shown with accessories or optional equipment fitted. The colours reproduced here are subject to the limitations of the printing process and may therefore vary slightly from the actual vehicle. The company reserves the right to alter or withdraw any colour finish without notice. Please check availability of colours and current specifications with your Jaguar Retailer. Comparisons are based on manufacturer's own data and testing.

#### ENVIRONMENTAL INNOVATION AT JAGUAR

Jaguar is proud to continue the company's tradition with its approach to Environmental Innovation. From the choice of lightweight materials and lean production methods to the efficiency of its engines and designs, Jaguar is committed to operating as a more sustainable business and reducing its overall environmental impact.

Jaguar's flagship XJ model was the first in the company to achieve ISO14040, the international standard for vehicle 'life cycle assessment'. This certification measures the environmental impact of XJ from component material sourcing and manufacturing process, through driving 200,000 km. But that's not all. Every new Jaguar is designed to be 85% Recyclable/ Reusable and 95% Recoverable at the end of the vehicle's life.

The XE, XJ, F-TYPE and XK's innovative use of lightweight aluminium, which incorporates up to 50% closed-loop recycled material from the manufacturing process of the body structures, provides considerable performance benefits. This includes improved fuel consumption and less CO<sub>2</sub> emissions during the use phase of the Life Cycle due to lighter structures. Our on-going target is to ensure scrap aluminium reclaimed from our stamping process is to be segregated and recycled through a closed loop system and re-melted into the same grade quality sheet, therefore reducing CO<sub>2</sub> emissions during the production phase of the Life Cycle. Jaguar is committed to reducing dependency on fossil fuels, using fewer resources and creating less waste as part of our approach to sustainability excellence.

The company plan includes 25% reduction targets in operating and tailpipe CO<sub>2</sub> emissions, waste to landfill, logistics efficiencies (15%) and water consumption (10%), all based on per vehicle built since 2007. In addition the manufacturing assembly CO<sub>2</sub> emissions of each Jaguar built in the UK since 2009 is 100% offset. For each tonne of CO<sub>2</sub> emitted in the assembly process, Jaguar invests in projects that reduce an equivalent tonne of CO<sub>2</sub> elsewhere. Taking into account the company's global sales growth and increased investment in more efficient operating facilities, we are proud to have delivered and in some cases exceeded our Environmental Innovation targets as planned for 2012. And we are on track to meet our 25% reduction in joint European fleet average tailpipe CO<sub>2</sub> emissions by 2015.

Looking forward, we have developed our 2020 vision for sustainable business growth that focuses on continued improvements in tailpipe CO<sub>2</sub> emissions, operational carbon neutrality and zero waste. To date the company has offset over 6 million tonnes of CO<sub>2</sub>, provided over 4,000 direct jobs in 60 emissions reductions projects in 17 countries and improved the lives of over 1 million people in our global cook stoves emissions reduction programme.

But it doesn't stop there. Our manufacturing facilities have been certified to ISO14001 since 1998 and we are credited to Platinum Plus level in the UK's Business in the Community Corporate Responsibility Index.

Castrol<sup>®</sup> EDGE<sup>™</sup> Professional is exclusively recommended by Jaguar.

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**FRONT COVER: XE S IN ITALIAN RACING RED (NOT AVAILABLE IN MARKET)**  
**BACK COVER: XE PURE IN GLACIER WHITE WITH OPTIONAL FEATURES FITTED (MARKET DEPENDENT)**  
**IMAGE SHOWN: XE R-SPORT IN BLUEFIRE (NOT AVAILABLE IN MARKET)**

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