



Consumers get behind the wheel of Jaguar's high-powered lineup at University of Phoenix Stadium, alongside professional race drivers

Jaguar has hit the road with its new model lineup so potential buyers can take them all for a spin. The Jaguar ALIVE Driving Experience—an 18-city US tour—pulled into Phoenix on April 13-15. The multi-day brand event was complimentary to consumers, a chance for them to experience the performance and technology of the Jaguar 2012 model year lineup. Included were the XFR sports sedan, XK, XKR-S, XJ, XJ Supercharged and XJ Supersport. World-class professional racecar drivers Davy Jones, Adam Andretti and Roberto Guerrero were seated beside participants as they drove, encouraging them to test Jaguar's performance to its limits, while teaching about safe performance driving—including handling, braking, and acceleration—on several closed driving courses. Participants received a video of their experience. In addition to the drive experience, consumers enjoyed a vehicle display of the historic Jaguar E-Type, a Jaguar technology display and a Bowers & Wilkins sound system display.

For more information on the program, which continues through fall nationwide, visit www.jaguarusa.com/JaguarALIVEDrivingExperience. ■

