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The 2010 Jaguar XJ Makes a Splash at Pebble Beach Concours Mingling with the world's greatest classic cars.

It is only fitting that Jaguar would host the public introduction of the 2010 XJ model at the Pebble Beach Concours d' Elegance. Each year, this event celebrates the world's greatest and most memorable classic automobiles.



First conducted in 1950, the Pebble Beach Concours d'Elegance each year invites the world's most beautiful and rare automobiles to appear on the famed 18th fairway of Pebble Beach Golf Links on California's Monterey Peninsula. The 2010 XJ seemed to fit right into this crowd. Perhaps it was auditioning for a future appearance.

In the tradition of classic luxury automobiles, the 2010 XJ offers a range of choices not available from other brands. The new XJ is available in three performance levels and each of those in two wheelbases for a total of six variations. Within those six, options allow you to tailor the XJ to your own tastes. The array of leather and trim choices alone rivals that of ultra-luxury models costing upward of \$350,000.

The XJ does not cost anywhere near that. Consider the lineup: The naturally aspirated XJ and XJL (385 hp) at \$72,500 and \$79,500 MSRP; the XJ and XJL Supercharged (470 hp) at \$87,500 and \$90,500 MSRP; and the XJ and XJL Supersport models (510 hp) at \$112,000 and \$115,000 MSRP respectively. The "L" in three of those models stands for "long wheelbase," which provides an additional five inches of rear legroom.

Even before its arrival, the XJ is already making other luxury sedans seem a bit dated, even some with designs that had been considered somewhat daring. One reason is that Jaguar set out to create an all-new design paradigm for the luxury category, not simply refresh design cues from the past.

What lies under the new XJ's sinuously original body is every bit as impressive as the sheet metal. First, the standard V8 in the XJ produces 385 hp. This is an all-new generation Jaguar 5.0-liter V8 with an undeniable growl to accompany its inimitable smoothness.



Stepping up to the XJ and XJL Supercharged models, you find 420 hp and an even stronger surge of torque. Occupying the upper echelon, the XJ Supersport models borrow the 510-hp supercharged masterpiece from the company's most powerful sportscar, the XJR. All engines transmit their abundant power through the



Jaguar six-speed automatic transmission, which features paddleshifters for manual control when desired.

Other luxury brands are adding more power to their flagship models as well, but they're also adding something that detracts from performance and agility – weight. Not the XJ. Like all Jaguar models, the 2010 XJ is built around an aerospace-inspired lightweight aluminum structure that offers substantial strength without the mass that, quite literally, drags on some luxury sedans.

The XJ not only offers the heart of the XK sports car, but also borrows some of the XK's moves. Advanced chassis systems include air suspension, quick-ratio power steering, Adaptive Dynamics (continuously variable suspension damping) and on Supercharged and Supersport models, Active Differential Control. In the Jaguar tradition, the ride quality is simply sublime.

The 2010 Jaguar XJ may impress judges at a future concours event. Today, its design makes a powerful statement with a bold mesh grille and slim xenon headlights. Giving the XJ a standard panoramic glass roof to blend in with the wraparound rear window yields a new design concept - the impression of an exotic "floating" roof.

The XJ interior suggests luxurious personal space not unlike what you'd experience in a high-end custom yacht or private jet interior. Here again, the choice of materials, textures and veneers recalls Jaguar's rich heritage – opulent, yet not overbearing or ostentatious. Some of the hidden choices have never before been offered in a Jaguar. In the top-of-the-range Supersport, ultimate luxury expresses itself in the leather headlining, semi-aniline leather seats and wood veneers with laser inlays.

The onboard information and entertainment systems are designed for ease of use, not simply to showcase technology for its own sake. The unique, 12.3-inch high-definition Virtual Instruments™ screen is complemented by the eight-inch center touchscreen that displays audio, video, navigation and climate control functions. Premium choices include the 1,200-watt Bowers & Wilkins 20-speaker audio system that is standard on the Supercharged and Supersport models and available for others.

Whichever 2010 XJ suits your style, it will surely turn heads wherever you drive – even to a Concours d' Elegance.

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