

Invitation

Dear Jaguar enthusiasts,

Join us on Friday 12 March at either 10:00 AM (EST) as we celebrate via an online broadcast the 60th anniversary of the iconic E-type. Described as "the most beautiful car in the world" and with 150mph performance, it became an instant sensation synonymous with the Swinging Sixties.

As a thank you for your constant support and passion for Jaguar Cars – we invite you to an exclusive sneak preview of this broadcast ahead of its release on our YouTube and social media channels on Monday 15 March.

Delve into the E-type story with us, as Thierry Bolloré, CEO Jaguar Land Rover, and Julian Thomson, Design Director Jaguar, share their personal reflections of the E-type.

Meanwhile, sixty years after its unveiling at the Geneva Motor Show in March 1961, the team at Jaguar Classic are releasing the ultimate birthday present to the E-type: The E-type 60 Collection.

Announced in August 2020, Jaguar Classic will create six matched pairs of E-types which pay tribute to two of the oldest and most famous Jaguar E-types of all: '9600 HP' and '77 RW', which played pivotal roles in the unveiling of the car.

Dan Pink, Director of Jaguar Land Rover Classic and Dave Foster, Head of Engineering Jaguar Land Rover Classic, will present the full specifications, technical information, and unique finishing of these special anniversary vehicles for the first time.

To conclude, Clare Hansen, Director of Vehicle Personalisation at Jaguar Land Rover Special Vehicle Operations will present the E-type's spiritual successor, the new limited-edition Sherwood Green Jaguar F-TYPE from SV Bespoke, featuring unique specification commemorating the 60th anniversary of the E-type.

Broadcasts will be streamed at 09:00 GMT and 15:00 GMT on Friday 12 March 2021.

Enthusiasts will be requested to sign into a Microsite to watch. <https://etype60anniversary.com/>

Password: 77RW

Login will only be possible thirty minutes ahead of broadcast and not sooner.

Please feel free to share this with members of your community.

Enjoy the show!

Taylor Hoel

Manager, PR & Communications - Jaguar