



FEBRUARY 2025



Cape Jaguar Times

The Newsletter of the Cape Jaguar Club

FROM THE CHAIRMAN

Here we are at the start of yet another year, and I for one, had hoped for a better year than 2023/24 turned out to be. However, with radical weather pattern changes, including worldwide fires, flooding, hurricanes, and ongoing and new wars etc, it seems we're into a repeat cycle. My concern is that the world's leaders do not seem to learn much from the past; and we keep repeating history's mistakes.

In spite of the comments above, I, on behalf of the committee, would like to wish every member a prosperous, healthy and above all, a peaceful 2025. Classic cars can bring people together, and I have spent a large part of my life experiencing just that. The good memories made, and camaraderie give some balance to the stresses a year can bring.

For Jaguar enthusiasts, the 'BREAKING NEWS' is the worldwide impact the new Jaguar launch created! The 're-branding' created a hugely negative impact from every part of the automotive (and art) world. However, some wise heads in the advertising and journalistic world quickly pointed out that 'there is no such thing as bad publicity'. This appears to be SLOWLY dawning on folk, and again underlined by a very knowledgeable gentleman – Martin Joyce. His article can be found in Letitia Mace's Xclusively Jaguar, January 2025 edition. Important read, followed by some of the aforesaid horror comments. By-the-way, this extremely interesting, informative and up-to-date magazine is online free of charge (email: Letitia@xclusivelyjaguar.org). See also the article from Bloomberg which follows in this newsletter.

What a change from the, then Jaguar (UK) MD, Mike Beasley, who in early 2009 assured that 'brand integrity' will be protected with passion, and will be Jaguar styled, engineered, made and marketed. Pretty much a 100% failure on all fronts! Now we look at (launch exercise only?) what appears to be an electrified battleship, available in pink or blue?? Calm down Sir Williams!

To end, a polite reminder to those who have not yet paid their subs for 2025. Please send the POP for R240 to our treasurer to ease his burdens. Tap your car enthusiast buddy on their shoulder and get them to join, or put an invitation note under a windscreen of a Jaguar parked in the road, or at a classic car even. We need new members. R240 per annum is small change for the advantages gained from a club membership: social runs/events, SAMCA cover, technical assistance, free advertising via our Cape Jaguar Times, spare parts suppliers, and general assistance with Jaguar issues, etc.
Cheers,

Tony Kings

NEWS

Jaguar Land Rover's Rebrand Reflects a Car Industry in 'Panic Mode'

Article from Bloomberg's newsletter of 21 November 2024

A total transformation of the storied British brand is off to a rough start.

A Poorly Received Reimagination

One X user described it as “woke garbage.” Another asked “WTF?” On Instagram, a commenter enquired “Have you been hacked?”

Such was the reception for Jaguar's radical rebranding that has the internet buzzing this week. The Tata Motors-owned British carmaker [released a video](#) aimed at building anticipation for a more thorough glimpse of its new way forward coming early next month. The 30-second spot flashes phrases like “create exuberant,” “live vivid” and “delete ordinary,” between shots of expressionless fashion models dressed for the catwalk.

In response to another X user who asked, “What the actual hell is this,” Jaguar replied: “[The future.](#)”



A still from Jaguar's brand film. *Source: Jaguar Land Rover*

The ad is completely devoid of vehicles, leading Tesla's Elon Musk to ask: “Do you sell cars?”

The current answer is, [well, no](#) — not new ones in its home market, at least.

Jaguar has for some time been preparing to rip it all up and start again. The brand known for making UK prime ministers' wheels had already

been mired in a long, slow decline when the electric vehicle transition began to take hold years ago.

With lucrative Land Rover SUVs both keeping the bills paid and being a heavier lift to electrify, JLR decided to be bold with its lesser brand. Jaguar would go into hibernation for a while, then reemerge with [only EVs](#).

“They’re trying to break with the past and invent something new,” said Gabor Schreier, chief creative officer at [Saffron Brand Consultants](#). “That video is a provocation.”

To Schreier, whose past clients include Daimler when it was launching the city-car brand Smart, the reimagining smacks a bit of desperation.

“All these established carmakers are in panic mode,” he said. “They’re trying to hide it, but they are in terrible panic mode, and running into a sort of schizophrenia where they don’t know if they belong to the old combustion world, or to the new EV world.”

One would hope that showing a bit of sheet metal may help quiet the critics.

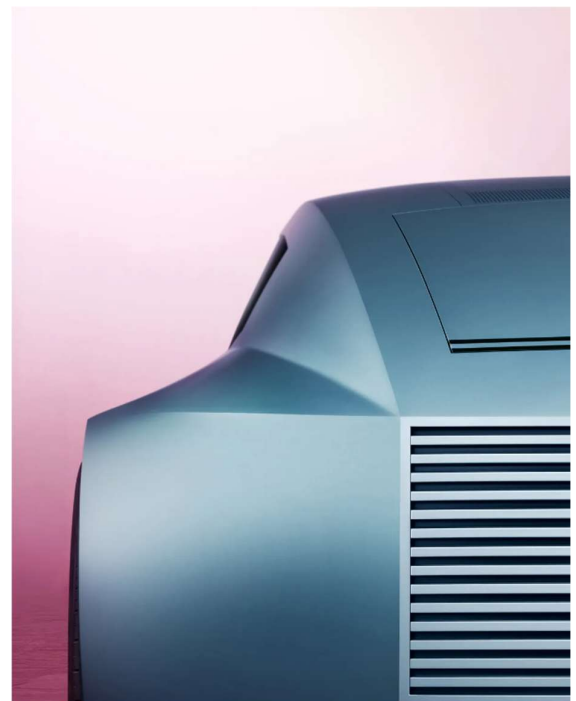
Jaguar will unveil a concept vehicle at the Miami Art Week on Dec. 2, although the early reviews of this haven’t been entirely positive, either. Some observed that the rear corner of the car that the brand [teased](#) late Wednesday bears resemblance to an air-conditioning unit.

Jaguar released a rear detail image teasing its design direction. *Source: Jaguar Land Rover*

Grizzled British auto journalists who’ve seen their fair share of reinventions were stunned when they got a sneak peek last week at JLR’s headquarters in Gaydon, England. So much so, in fact, that JLR’s Chief Creative Officer Gerry McGovern lightheartedly reassured them that his team had [“not been sniffing the white stuff.”](#)

JLR CEO Adrian Mardell also warned earlier this month that the new look might be a bit polarizing. During a Nov. 8 earnings call with journalists, he said the marque would sell fewer cars, but at much higher prices to luxury buyers.

“The setup for this brand as we relaunch it in 2026 is going to be spot-on,” he said. “We’re confident that, as we roll out and when we come back,



this is going to be something very, very special, and appeal to lots of existing and new clients.”

While the initial reaction suggests Jaguar has its work cut out, the company has left itself plenty of months to change minds.

“They probably need the time to elevate the whole brand,” Schreier said.

“They’re building around an experience, which is probably one that will match, in the future, with Roll-Royce or Bentley, which they don’t have today. That will require a lot of work.”

FUTURE EVENTS

OUTRUN TO AVONTUUR ESTATE RESTAURANT –HELDERBERG **SUNDAY 16 FEBRUARY**



With splendid views from the veranda overlooking spectacular views of Table Mountain, False Bay, and the paddocks filled with horses. Voted the number one restaurant in the Helderberg on TripAdvisor and the Best Date Night Restaurant 2021 and 2022 by listeners of KFM94.5.

To ensure that every guest will have exceptional service, outstanding food and will regard the restaurant as a ‘home away from home’, owners, Melanie Paltoglou and Zunia Boucher-Myers ensure that one of them is always on duty

EDEN CLASSIC CAR & MOTORCYCLE SHOW **06 JULY 2025**

With the Eden Classic Car & Motorcycle show being such a great success this year, there have been many calls, that a similar event be held in 2025. It has therefore been decided that the show will again form part of the Knysna Oyster Festival and will be held on July 6, 2025. It will be wonderful if we can again support this event.

PAST EVENTS

CHAIRMAN'S LUNCH TO THE HUSSAR GRILL – FRANSCHHOEK SUNDAY 17 NOVEMBER



On one of the first hot days of the summer, ten Cape Jaguar Club members and two guests gathered for lunch outside on the terrace at The Hussar Grill, located inside the Protea Hotel in Franschhoek. As voted 25th in TripAdvisor's Travellers' Choice Awards Best of the Best of the **world's** restaurants for a date night for 2024 the food stood up to its reputation, with a wide selection of steaks as well as plenty of other options to choose from. It was nice to see Henk van der Tak, a long standing member, as well as Wikus Lourens, neither of who have attended any of our runs for a while.

CENTURY CLASSIC CAR RUN SUNDAY 01 DECEMBER

By Tony Kings



Sunday the 1st of December dawned bright and sunny. The old lady (my 1950 Jaguar MK7) had been prepped and polished the day before, and was now wheeled out to greet the day. I was accompanied by an old Cederberg neighbour, who was curious to experience what goes on at classic car nuts meetings.

To enter, the car and owners age combined had to meet/exceed 100 years (what a statement for thought). The specified meeting time of 08:30am at Century City came and went. At 10am, or so, the route maps were handed out and we all set off. The theme of 100 also applied to the

R100 entry fee, the event duration of 100 minutes (minimum) and distance of 100kms (minimum) etc.

Then, the real fun began! The route schedule was a shambles, with every directive the extreme opposite of the previous instruction! Huge fun in bumper-to-bumper traffic. However, some keywords in the instructions, such as Constantia Neck, Chapman's Peak and Timour Hall, etc, enabled reasonably close guesswork as to the planners intention, and for the rest we selected the route with the least traffic.



The 'old lady' was obviously in the mood and we 'put foot' down the Blue Route, over Ou Kaapse Weg and Chappies. Here the Chapman's Peak Hotel invited us to stop for a breath, as we seemed to be well ahead of the 100-minute minimum spec. The hilarious part was to watch the classic cars going in different directions; some into and some out of Hout Bay. The Timour Hall braai was once again, a happy meeting of like-minded enthusiasts, all of whom enjoyed the day.

TIMOUR HALL CLASSIC CAR AND BIKE SHOW **SATURDAY AND SUNDAY 18 AND 19 JANUARY**

By Darryl Simpson



Friday is a big job, spent marking out the area at Timour Hall, for the many cars and exhibitors on display both for the Saturday and Sunday. Other than cars, both days have second-hand parts stands, as well as bookstalls and every kind of parts-stalls and commercial suppliers to the industry on display. Furthermore, there is a big variety of food, music and kids entertainment within Timour Hall grounds itself. This year's show theme was "Fire Engines" with an impressive display of old and new

amongst other impressive displays. Both days had different cars on display; on Saturday there were about two hundred modern classics and 'hot-rods', and on Sunday there was about one hundred of the more refined Veteran, Vintage and Classic cars displayed.



Thank you to those members which displayed their Jaguars, there was my C-Type, Alan Raab's E-Type, Ross West's Mk1, Charel's XJ6 and Mark Barendse's E-Type from Knysna, that unfortunately was involved in a low-speed accident in Riversdale on his way home, that sadly destroyed his bonnet. The show was a success and was

well-attended with about the same numbers as last year. Saturday had about two thousand through the gates and Sunday had about three thousand. All gate takings are donated to various charities of choice by the Crankhandle Club members and are strictly used for practical purchases, for what may be needed at a particular organization.

REPORT WRITERS WANTED

The Cape Jaguar Club newsletter is for Cape Jaguar Club members, written by Cape Jaguar Club members. All contributions are gratefully received, whether it's just a comment on an event or car show which you have attended or a whole article. Please also supply photographs if you can, remembering to reduce the size before sending them to Janet.

NAME BADGES



We have a new design for our name badges. If you would like a new badge, they can be ordered through Roger at a cost of R100 for each badge. Your badge can be collected from Roger on the next outrun you both attend or it can be couriered to your home for an additional R130.

NEW MEMBERS

The Cape Jaguar Club is very pleased to welcome the following new member:

Jürgen Lüdemann, who has a 1988 XJS 5.3V12 saloon.

ADVERTISING in the Newsletter

Want to sell or buy a Jaguar or spare parts? Members may place free, personal adverts in the Cape Jaguar Club Newsletter. Commercial adverts may also be accepted, for a fee of R200 per issue. Please contact Janet for all advertising queries and requests.

I am looking for a ring gear / flywheel for a 1968 Jaguar 420 (manual).
Erich Scholtz 082 302 6618 erich@accounting-solutions.co.za

THE CAPE JAGUAR CLUB COMMITTEE

Please note the dedicated email addresses for the Chairman, Secretary and Treasurer.

Chairman – Tony Kings

WhatsApp 082 321 3019 or email chairman@capejaguarclub.co.za

Secretary & Publicity – Janet Stevens

WhatsApp 079 392 5220 or email secretary@capejaguarclub.co.za

Treasurer & Membership – Roger Manton

WhatsApp 083 415 3184 or email treasurer@capejaguarclub.co.za

Social Coordinator – This position is currently vacant. Please consider volunteering to organise all our lunch runs or even just one or two. If you have any suggestions for future 'social locations', please discuss them with a committee member

Cape Multi Car Club Liaison (Non-Committee) – Darryl Simpson

WhatsApp 082 453 4629 or email darrylfrasersimpson@gmail.com