

360 GUIDE JAGUAR XE 24MY

JAGUAR

KEY STORIES TO SHARE WITH CLIENTS

1. XE is the foundation of the Jaguar sedan portfolio.
2. It continues to offer superior handling and dynamic sporting character.
3. At 24MY the XE client offer is further enhanced with specification added to all models, simplifying the lineup and delivering greater consistency across the Jaguar range.
4. Range at 24MY consists of R-Dynamic S, R-Dynamic SE, R-Dynamic HSE and 300 Sport (Core models and R-Dynamic Black Edition no longer available).
5. Black Exterior Pack standard on all models except R-Dynamic S, where it is available as an option.
6. Deletion of D200 AWD models (D200 is now offered only with RWD).
7. Deletion of standalone options – many now available in packs only.

Please note that the global shortage of semiconductors is currently affecting vehicle build specifications, option availability and build timings. This is a very dynamic situation so please check your local market information for details.



AT A GLANCE

JAGUAR XE 24MY

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This document provides an overview of what's changed for 24MY, then a suggested guide to help you plan which benefits to share at each step of your presentations. It has been kept as concise as possible, so for more detailed information on Jaguar XE 24MY please also look at other sources – including your local Jaguar website and the Jaguar XE configurator – as clients may ask for greater levels of detail than can be provided here.

 **AT A GLANCE** | Let's take a quick look at **what's changed**, and the **retained key strengths**, of Jaguar XE.

1. OVERALL STYLING		
What's changed	Range at 24MY consists of R-Dynamic S, R-Dynamic SE, R-Dynamic HSE and 300 Sport More equipment for all models	Core models and R-Dynamic Black Edition no longer available
Strengths carried over	Progressive design Dynamic proportions	Taut, muscular styling Key Jaguar design cues
2. APPROACHING THE FRONT		
What's changed	Front grille growler background now black (previously red) Circle of R-Dynamic badge in front grille now black grey (previously red/green)	Black Exterior Pack standard on all models except R-Dynamic S, where it is optional
Strengths carried over	Aerodynamic design Upright front grille	Black Exterior Pack includes Gloss Black grille with Gloss Black Surround Range of options, packs and accessories
3. LOOKING AT THE FRONT 3/4		
What's changed	R-Dynamic S gains Powerfold auto-dimming mirrors D200 powertrain offered only with RWD Ostuni White, Caldera Red, Bluefire, Hakuba Silver and Silicon Silver removed from exterior colour lineup Premium LED headlights with signature Daytime Running Lights (DRL)* and AHBA now standard on all models	Matrix LED headlights optional on all models * Not available in all markets. Please check your local market ordering guidelines for information.
Strengths carried over	Advanced 204PS Ingenium diesel powertrain*: – Offered only with RWD, with mild hybrid electric vehicle (MHEV) technology in selected markets Smooth and efficient 2.0-litre turbocharged Ingenium petrol powertrain producing 250PS*: – Offered only as RWD Highly responsive 300PS Ingenium petrol powertrain*: – Offered solely on 300 Sport with AWD 8-speed automatic transmission standard on all models Auto Hold Assist Gasoline Particulate Filter (GPF) fitted as standard to gasoline powertrains	Stand-apart proportions Choice of 1 solid, 4 metallic and 1 Premium Metallic exterior colours Lightweight Aluminium Architecture Double wishbone front suspension and Integral Link rear suspension Electric Power Assisted Steering (EPAS) Deployable Bonnet * Powertrain lineup is market-specific. Please check your local market ordering guidelines for information.

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4. FROM THE SIDE

What's changed	<p>R-Dynamic S gains powerfold auto-dimming exterior mirrors with approach lights</p> <p>R-Dynamic S gains 18" Diamond Turned wheels</p> <p>R-Dynamic SE gains 19" Diamond Turned wheels and Black Pack</p> <p>Wheel growler backgrounds now black (previously red)</p> <p>300 Sport gains Black side sills</p> <p>All standard wheels feature Diamond Turned finish</p> <p>Three wheel styles discontinued: 17" Style 1048, 18" Style 1049 and 19" Style 7009</p>	<p>All models fitted with metal treadplates with Jaguar script</p> <p>Black Exterior Pack standard on all models except R-Dynamic S, where optional</p> <p>Black Exterior Pack also includes Gloss Black exterior mirror caps</p> <p>Premium Black Pack no longer available</p> <p>Introduction of Extended Black Pack, optional on all models except 300 Sport, adding Black side sills, privacy glass, Black Contrast Roof and tailgate spoiler to contents of Black Exterior Pack</p>
Strengths carried over	<p>Distinctive feature lines</p> <p>Black Exterior Pack includes Gloss Black side window surrounds and Gloss Black side vents</p> <p>Black Contrast Roof standard on 300 Sport, optional on other models as part of Extended Black Pack</p> <p>Optional sliding panoramic roof</p> <p>Range of alloy wheels and finishes – from 18" to 20"</p> <p>Latest generation braking system</p> <p>Optional illuminated treadplates with Jaguar script</p> <p>Driver Assistance systems, including:</p> <ul style="list-style-type: none"> – Lane Keep Assist; Adaptive Cruise Control with Stop & Go; Emergency Braking; Driver Condition Monitor 	<p>Driver Assist Pack (optional on R-Dynamic S only) includes Blind Spot Assist, Rear Collision Monitor and Rear Traffic Monitor</p> <p>Torque Vectoring by Braking</p> <p>Optional Adaptive Dynamics</p> <p>Optional Configurable Dynamics</p> <p>Dynamic Pack</p> <p>All-Wheel Drive (AWD) system with Intelligent Driveline Dynamics (IDD)</p> <p>Adaptive Surface Response (AdSR)</p> <p>Keyless Entry</p> <p>Suite of airbags</p>

5. REAR AND REAR INTERIOR

What's changed	<p>R-Dynamic HSE and 300 Sport gain power boot lid</p> <p>All nameplate badging removed (including 300 Sport) – vehicle rear now features only Leaper and Jaguar name badge</p>	<p>Powered Gesture Tailgate no longer available</p> <p>Cold Climate Plus Pack no longer offered</p>
Strengths carried over	<p>Signature Hi-Line LED tail lights with slimmer design, chicane graphic and (depending on market) Animated Directional Indicators</p> <p>Power boot lid optional on R-Dynamic HSE and 300 Sport</p> <p>Powered Gesture boot lid optional on all models</p> <p>Black Exterior Pack includes black nameplate, Leaper and Jaguar badges at the rear</p> <p>Comfortable and sophisticated cabin</p> <p>Plentiful storage throughout cabin</p> <p>40:20:40 split folding rear seat standard on all models except R-Dynamic S (optional)</p> <p>Heated rear seats</p> <p>Rear door interiors incorporate finishers</p>	<p>Cabin Air Purification System with PM2.5 filter</p> <p>Standard front and rear park sensors</p> <p>Rear Camera and Front and Rear Parking Aids standard on all models</p> <p>3D Surround Camera optional</p> <p>Optional Cold Climate Pack</p> <p>Trailer Stability Assist</p> <p>Engine Drag Torque Control</p> <p>USB and 12V power sockets</p>

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AT A GLANCE | Continued

6. IN THE DRIVER'S SEAT

What's changed	<p>Pivi Pro standard on all models</p> <p>R-Dynamic S gains Pivi Pro, Traffic Sign Recognition and driver's seat memory</p> <p>R-Dynamic SE and 300 Sport gain heated front seats and bright metal pedals</p> <p>R-Dynamic HSE gains 18-way electric front seats</p> <p>Ventilated front seats no longer available</p> <p>Gloss Black finisher fitted to R-Dynamic S and R-Dynamic SE models</p> <p>Gloss Grey Figured Ebony finisher fitted to R-Dynamic HSE and 300 Sport</p> <p>Monogram Aluminium and Gloss Burr Ash finishers no longer available</p>	<p>All models feature Ebony leather steering wheel with thumb bumps and Jaguar badging</p> <p>All models feature Ebony Morzine headlining (Oyster Morzine headlining no longer available)</p> <p>R-Dynamic S and R-Dynamic SE gain Digital Driver Display as standard</p> <p>R-Dynamic HSE and 300 Sport gain Interactive Driver Display as standard</p> <p>Premium Cabin Lighting optional on all models as part of new Vision Pack</p>
Strengths carried over	<p>Pivi Pro – includes Navigation with Smart Voice Guidance</p> <p>Wireless Apple® CarPlay®</p> <p>Wireless Android Auto™</p> <p>Seating details include debossed Jaguar Leaper and other features such as seat labels and cricket ball stitching</p> <p>Front seats of R-Dynamic HSE models feature monogram perforation design with enhanced detailing</p> <p>Signature interior design</p> <p>DuoLeather seats (R-Dynamic S and R-Dynamic SE)</p> <p>Windsor leather seats (R-Dynamic HSE and Sport 300)</p> <p>Electrically adjustable front seats for all models</p>	<p>Heated steering wheel optional*</p> <p>Navigation with 3D mapping</p> <p>Head-up Display (HUD)</p> <p>ClearSight interior rear view mirror</p> <p>Wireless Device Charging, with or without Phone Signal Booster*</p> <p>Choice of three sound systems</p> <p>Online Pack</p> <p>Wi-Fi Hotspot</p> <p>* Market dependent.</p>

Many of the features detailed in this 360 Guide can be also demonstrated or highlighted in a compelling way during the product demonstration. Please refer to the 'Product demonstration' section towards the end of this document.



BETTER TO LOOK AT, AND EASIER TO ENJOY

Enhanced specifications at 24MY – such as improved wheels and lighting choice – improve Jaguar XE's competitive offer from a visual point of view, whilst also making it easier to enjoy with standard* features such as driver's memory seating, Pivi Pro and power fold mirrors.

* All standard from S models upwards.

IN DETAIL

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 **IN DETAIL** | Now let's take a **closer look** at Jaguar XE in detail.

1. OVERALL STYLING

- Jaguar XE is one of the most **advanced, efficient and refined** sedans Jaguar has ever produced.
- Its sophisticated engineering is reflected in the **progressive design** and **dynamic proportions** that set it apart from other sports sedans.
- The **taut, muscular styling** of XE incorporates a number of key Jaguar design cues, including the **bonnet bulge** and **sweeping lines**, marking it as 'a Jaguar to its core'.
- At 24MY the XE client offer is further enhanced with **specification added to all models**, simplifying the lineup and delivering greater consistency across the Jaguar range.
- The range now consists of **R-Dynamic S, R-Dynamic SE, R-Dynamic HSE** and **300 Sport**. All Core models and the R-Dynamic Black Edition are no longer available.
- At 24MY, all models have received significant equipment changes and upgrades.



STYLE AND CONSISTENCY

Jaguar XE 24MY is now even more stylish, more sporting and easy to live with. The changes made to specifications and option packs also align it more consistently with other products in the Jaguar range.



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2. APPROACHING THE FRONT



- The **aerodynamic shape** of XE is led by its **upright front grille with distinctive mesh pattern**, which emphasises Jaguar XE's proud personality while providing a link to other Jaguar models.
- Vehicles specified with the **Black Exterior Pack** feature Gloss Black grille with Gloss Black Surround.
- At 24MY, **the background of the growler in the front grille is now black** (previously red), and the **circle of the R-Dynamic badge in the front grille is now black grey** (previously red/green).
- The **'J Blade' signature Daytime Running Lights** (DRL) lead seamlessly into the sculpted bonnet, which improves aerodynamic performance by precisely channelling air over and around the body.
- The **low intake design with floating wing** draws attention to XE's wide stance, complemented by the large intakes framed with J-shaped outer design, and by the body-coloured lower splitter.

- Clients can then further personalise their vehicle by choosing from **three powertrains** that deliver high performance and efficiency (for details, see 'Looking at the front 3/4' section of this document).
- A range of **individual options, accessories** and **high-value option packs*** that group related options together is available.
- Available packs at 24MY include:
 - **Vision Pack:** Matrix LED headlights, Illuminated tread-plates, Premium Cabin Lighting, Head-up Display.
 - **Entertainment Pack:** Interactive Driver Display (unless already fitted), Meridian™ Surround Sound System, Wi-Fi, additional power sockets, Wireless Device Charging (unless already fitted).
 - **Convenience Pack:** Keyless Entry (unless already fitted), electric steering column (unless already fitted), electric rear window blind, 3D Surround Camera, Power Tailgate (unless already fitted).
 - **Comfort Pack:** Cabin Air Purification System with PM2.5 filter, air quality sensor.

* Availability and content of packs is market-specific. Please check your local market ordering guidelines for information.

3. LOOKING AT THE FRONT 3/4

- Clients in selected markets are offered the **advanced D200 diesel powertrain** that incorporates **mild hybrid technology**. The **204PS Ingenium diesel** produces 430Nm of torque and is available only with rear-wheel drive at 24MY. When equipped with mild hybrid technology, it uses a Belt Integrated Starter Generator (BiSG) and battery to harvest energy on over-run and during braking. This energy enables the powertrain to start instantly and can be deployed to provide additional torque, improving responsiveness and acceleration. The system also enables the powertrain to shut down while XE is decelerating, further improving fuel efficiency. The use of the BiSG means the powertrain also **starts up more quietly**.
- XE is also available with two advanced and highly responsive **turbocharged Ingenium petrol powertrains** that produce 250PS or 300PS. Available only with RWD, the 250PS version develops peak torque of 365Nm between 1,300-4,500rpm and delivers outstanding fuel economy and driveability. The 300PS version produces peak torque of 400Nm and is only available in the 300 Sport, with AWD, to ensure its greater performance is always accessible. Both petrol powertrains are equipped with a Gasoline Particulate Filter (GPF) as standard.
- Every XE is equipped with **8-speed automatic transmission** which delivers **super-quick shifts** and **high levels of refinement**. Drivers can enjoy additional control by making manual gear changes using the **steering wheel paddles**. XE is also equipped with **Auto Hold Assist**, making manoeuvring easier by holding the brakes until the driver is ready to move.
- The stand-apart proportions of XE are emphasised by the **Premium LED headlights with signature Daytime Running Lights (DRL)* and Auto High Beam Assist (AHBA)**. Fitted as standard to every XE, they provide greater illumination of the road ahead yet deliver a light that is closer to natural daylight, increasing driver comfort.
- **Matrix LED headlights with signature DRL*** (optional on all models at 24MY as part of the new Vision Pack) adapt the shape of the high beam when oncoming vehicles are detected, to deliver optimum illumination and visibility.
- To highlight the purposeful looks of XE, **a range of 1 solid, 4 metallic and 1 premium metallic colours** is available. Note that at 24MY, Ostuni White, Caldera Red, Bluefire, Hakuba Silver and Silicon Silver have been removed from the exterior colour lineup.
- XE is built around Jaguar's **Lightweight Aluminium Architecture**, which makes it light, strong and stiff, contributing to its performance, efficiency and superb vehicle dynamics.
- **Double wishbone front suspension** and **Integral Link rear suspension** allow XE to deliver an exceptional blend of agile handling and comfortable ride, while Electric Power Assisted Steering (EPAS) delivers enjoyable Jaguar steering feel while reducing fuel consumption.
- XE features a **deployable bonnet** that uses sensors in the bumper to trigger pyrotechnic charges under the bonnet hinges in the event of a collision. This pushes the bonnet upwards, creating space between the bonnet and the powertrain to protect pedestrians or cyclists from contact with the windscreen.

* Availability is market-specific. Please check your local market ordering guidelines for information.

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4. FROM THE SIDE



- The **distinctive feature lines** and **strong rising waistline** of XE generate an impression of dynamism, even when stationary.
- Vehicles specified with the **Black Exterior Pack** feature Gloss Black Grille with Gloss Black Surround, Gloss Black Side Window Surrounds, Gloss Black Side Vents and – new at 24MY – Gloss Black exterior mirror caps. At 24MY the Black Exterior Pack is **standard on all models except R-Dynamic S**, where it is optional.
- New at 24MY is the **Extended Black Pack**, optional on all models except 300 Sport. The pack includes all the contents of the Black Exterior Pack, plus:
 - Black side sills
 - Privacy glass
 - Black Contrast Roof
 - Tailgate spoiler
- Note that at 24MY the Premium Black Pack is no longer available.
- The **Black Contrast Roof**, adds further visual distinction and is standard on 300 Sport and available as part of the Extended Black Pack on other models. Note that it cannot be specified on vehicles with Santorini Black exterior paint.
- The **sliding panoramic roof**, optional on all models, allows more natural light and fresh air into the cabin, enhancing the feeling of space.
- XE is available with a **range of alloy wheels**, in sizes from 18" to 20". All standard wheels (18" Style 5029 on R-Dynamic S, 19" Style 1050 on R-Dynamic SE, 19" Style 5031 on R-Dynamic HSE and 20" Style 1014 on 300 Sport) feature a Diamond Turned finish, while 19" Style 5031 Gloss Black wheels are optional on all models. Note that at 24MY, three wheel styles have been discontinued: 17" Style 1048, 18" Style 1049 and 19" Style 7009.
- At 24MY, **the background of the growlers in the wheels are now black** (previously red).
- The **latest-generation braking system** fitted to XE provides high performance with reassuring feel. Air defectors within the front suspension direct air to cool the brakes and maintain performance. On 250PS and 300PS models, **larger brakes** are fitted (where 18"-20" wheels are specified).
- At 24MY, all XE models are equipped with **powerfold auto-dimming exterior mirrors with approach lights** as standard.
- At 24MY, all XE models are fitted with **metal treadplates with Jaguar script**, providing the driver and front passenger with a warm welcome. Illuminated treadplates with Jaguar script are available as an option.
- To make driving more convenient and pleasurable, XE is equipped with a suite of **Driver Assistance systems** as standard, including:
 - Rear Camera
 - Front and Rear Parking Aid
 - Emergency Braking
 - Lane Keep Assist
 - Adaptive Cruise Control with Stop & Go
 - Driver Condition Monitor

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4. FROM THE SIDE CONTINUED

- The **Driver Assist Pack**, comprising Blind Spot Assist, Rear Collision Monitor and Rear Traffic Monitor, continues to be standard on all models except R-Dynamic S, where it is optional.
- Standard on all models at 24MY, **Traffic Sign Recognition with Adaptive Speed Limiter** detects speed limit signs and other road signs, displaying the latest information to the driver in the instrument panel and Head-up Display (if fitted). Adaptive Speed Limiter uses the information from Traffic Sign Recognition to control the speed of the vehicle in accordance with the new local limit, further reducing the risk of exceeding the speed limit.
- **Configurable Dynamics** allows the driver to personalise XE's Dynamic Mode to create their ideal dynamic setup. The 10" touchscreen is used to set four driving characteristics to 'Comfort' or 'Dynamic', allowing the driver to set their preferred combination of throttle sensitivity, gearbox shift points, steering weighting and damper stiffness (when Adaptive Dynamics is fitted). The driver can also select from default Comfort or Dynamic mode, which changes settings for all four driving characteristics accordingly.
- The optional **Adaptive Dynamics** system helps XE to deliver the optimum balance between comfort, refinement and agility at all times. It constantly analyses acceleration and steering, throttle and brake pedal activity, and adjusts the electronically controlled dampers to provide a combination of precise handling, cossetting ride and responsiveness to driver demands.
- Available as an option on all models except 300 Sport, the **revised Dynamic Pack** maximises the performance potential of XE. It includes Configurable Dynamics, Adaptive Dynamics, larger brakes (standard equipment on vehicles with petrol powertrains), Red brake callipers, tailgate spoiler and either 20" Diamond Turned wheels (petrol powertrain) or 19" Gloss Black wheels (diesel powertrain).
- **All-Wheel Drive** (standard only, on 300 Sport) makes XE even more agile, increasing driver confidence in all conditions by providing extra traction and stability. It integrates **Intelligent Driveline Dynamics**, which uses sophisticated algorithms to react to road conditions by predicting, as well as reacting to, potential loss of traction.
- **Adaptive Surface Response (AdSR)** constantly monitors the environment around XE. It recognises different surfaces and adjusts the appropriate powertrain and brake settings to exploit the maximum available grip, helping to ensure smooth and secure progress, even on challenging surfaces.
- XE is also available with **All Surface Progress Control (ASPC)**, a low-speed cruise control that allows a 'target' speed of between 3km/h and 30km/h (approximately 2-19mph) to be set in low-traction situations, allowing the driver to concentrate on steering.
- **Torque Vectoring by Braking** maximises the cornering capability of XE through even the tightest bends, by providing controlled independent braking on the individual inside front and rear wheels. This increases the turning forces acting on the vehicle, allowing it to hold the driver's intended line.
- **Keyless Entry** (standard on all models except R-Dynamic S, where it is available as part of the Convenience Pack) allows XE to be unlocked and disarmed simply by operating the door handle, and to be locked and armed by touching the lock sensor area on the door handle.
- Should a collision occur, XE occupants are protected by a **suite of airbags**, including driver and passenger, side curtain and thorax.

4. REAR AND REAR INTERIOR

- The **distinctive rear styling** of XE is sophisticated and sporty, featuring **signature Hi-Line LED tail lights** that incorporate a distinctive **chicane graphic** and – in selected markets – **Animated Directional Indicators** that allows other road users to quickly recognise desired changes in direction.
- At 24MY, all nameplate badging (including 300 Sport badge) has been removed – the rear of the vehicle will feature only the Leaper and Jaguar name badge.
- The Black Exterior Pack includes **black Leaper and Jaguar badges at the rear**, providing additional differentiation.
- The **power tailgate** allows the boot lid to be opened and closed simply by touching the facia switch, smart key or switches on the boot lid. At 24MY, the power tailgate is standard on R-Dynamic HSE and 300 Sport models, and optional on R-Dynamic S and R-Dynamic SE. Note that at 24MY the **Powered Gesture Tailgate** is no longer available.
- The **comfortable and sophisticated cabin** of XE offers **plentiful storage** throughout, as well as the option of **heated rear seats** that enhance the comfort of rear seat passengers in cold weather. For maximum style and comfort, the rear door interiors feature **veneers** and **360° door handles**.
- The **Cabin Air Purification System with PM2.5 filter** is a group of systems and filters that enhances occupant well-being by reducing the presence of allergens, toxins and harmful particulates inside the XE cabin.
- The **Cold Climate Pack** contains heated windscreen, heated steering wheel and heated windscreen wash jets. Note that at 24MY the Cold Climate Plus Pack is no longer offered.
- The **40:20:40 split folding rear seat** (standard on all models except R-Dynamic S, where it is optional) allows the loadspace to be extended and configured, making it easier to carry larger loads or a mixture of passengers and luggage, including awkwardly shaped items.
- Every XE is fitted as standard with **Rear Camera** as well as **Front and Rear Parking Aids**. The **3D Surround Camera** is optional on all models.
- Optional on all models, **Activity Key** can be used instead of the main key fob, which can be left at home if desired. Robust and waterproof, Activity Key allows the client to enjoy activities without worrying about the key becoming damaged or inoperable. It also has an LCD screen displaying the time and can be fitted with the client's own strap.
- **Trailer Stability Assist** delivers greater stability when towing, while **Engine Drag Torque Control** reduces the chance of wheel lock-up caused by strong powertrain braking in slippery conditions (by briefly increasing torque to the appropriate driven wheels).
- As standard, XE provides **two USB charging outlets**. Also as standard, **12V power sockets** are provided in the cubby box and rear console; additional sockets in the rear cabin and boot are optionally available.



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6. IN THE DRIVER'S SEAT



- The interior of XE features striking **signature design**, which is cossetting and focused around the driver. The ambience is further heightened through **sophisticated finishers**. At 24MY, the **Gloss Black finisher** is fitted to R-Dynamic S and R-Dynamic SE models, while the **Gloss Grey Figured Ebony** finisher is fitted to R-Dynamic HSE and 300 Sport. The Monogram Aluminium and Gloss Burr Ash finishers are no longer available.
- At 24MY, all models feature **Ebony Morzine headlining**. Oyster Morzine headlining is no longer available.
- At 24MY, **driver memory has been added** to the 12-way electric front seats with 2-way manual headrests of R-Dynamic S models. Heated front seats are optional.
- The 12-way electric front seats with 2-way manual headrests front seats of R-Dynamic SE and 300 Sport models are **now also heated**.
- 16-way electric driver memory front seats with heating and 2-way manual headrests are optional on R-Dynamic S, R-Dynamic SE and 300 Sport.
- At 24MY, R-Dynamic HSE models now include **18-way electric driver memory front seats** with heating and 2-way manual headrests and chrome seat switches.
- Note that at 24MY, ventilated front seats are no longer available.
- **DuoLeather seats are standard on R-Dynamic S and R-Dynamic SE models.**
- R-Dynamic HSE and 300 Sport models feature even more luxurious **Windsor leather**.
- At 24MY, all clients have a choice of **four sophisticated colourways**: Ebony, Light Oyster, Mars Red and Siena Tan.
- The front seats of all models feature **cricket ball stitching**; R-Dynamic S and R-Dynamic SE models incorporate **Ebony seat labels**, while R-Dynamic HSE models have a **monogram perforation design with enhanced detailing**.
- R-Dynamic HSE models feature **debossed Jaguar Leapers** on the headrests.
- At 24MY all XE models are fitted with an **Ebony leather steering wheel with thumb bumps** and Jaguar badging in place of the previous 'R' branding. Heated steering wheel is available as an option (market dependant).
- Chrome gearshift paddles remain standard.
- At 24MY, **bright metal pedals** are fitted to all models except R-Dynamic S.
- **Premium Cabin Lighting** remains optional on all models, available only as part of the new Vision Pack.

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6. IN THE DRIVER'S SEAT CONTINUED

- At 24MY, every XE features **Pivi Pro – an advanced Infotainment System** based around a 10" HD Touchscreen and a responsive, highly intuitive user interface heavily influenced by smartphones. The homescreen shows the information most relevant to the client and their journey, while software updates over the air allows the system to update automatically.
- **Pivi Pro** also includes **connected navigation** (in supported markets) with next-generation 3D maps, and enables the specification of the 12.3" Interactive Driver Display, Online Pack, Smart Voice Guidance and Wi-Fi with Data Plan.
- R-Dynamic S and R-Dynamic SE receive **Digital Driver Display** and R-Dynamic HSE and 300 Sport receive **Interactive Driver Display**. Both feature a high-resolution 12.3" TFT screen in place of the analogue dials. The Interactive Driver Display allows the driver to choose the format of the information in front of them, and to decide what information they wish to view via four pre-set display themes (Technical, Graphical, Minimal, and Journey) or full 3D Map View.
- Every Jaguar XE incorporates **wireless Apple® CarPlay®** enabling clients to use the vehicle's touchscreen to view and operate familiar apps such as maps, messages and music players. Clients can also connect with **wireless Android Auto®**.
- At 24MY, the **Online Pack** is standard on all models in connected markets, and as an option on other models in conjunction with Pivi Pro. Online Pack will be offered complete with a data plan in selected markets. **Wi-Fi Hotspot** is available as a standalone option.



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6. IN THE DRIVER'S SEAT CONTINUED

- XE is available with **Head-up Display (HUD)**, which projects key information onto the windscreen, in the driver's eye line, allowing it to be read much more quickly. HUD provides information in full colour, large scale and high resolution, and allows the driver to look further down the road while taking in information. It also supports video, allowing it to project a wider range of information – including speed, Traffic Sign Recognition, turn-by-turn navigation guidance, and information and messages related to Pivi/Pivi Pro and Driver Assistance features.
- The **ClearSight interior rear view mirror** transmits live video images from a camera in the roof antenna pod, providing the driver with a clear view of what is behind, even when passengers or items on the rear seat are in the natural line of sight.
- At 24MY, **Wireless Device Charging** is standard on all models except R-Dynamic S, where it is optional. It allows a Qi-compatible device to be charged without the use of a cable. The device is simply placed in the centre console 'fireplace'. This feature is available with or without **Phone Signal Booster** (depending on market).
- The Sound System of R-Dynamic S delivers 140W of power through six speakers, while the Meridian™ sound systems feature a **centre channel** for even better sound quality. The **Meridian™ Sound System** (standard on R-Dynamic SE, R-Dynamic HSE and Sport 300, optional on R-Dynamic S) utilises 12 speakers and a subwoofer to deliver 400W of power with exceptional definition, crystal-clear highs and full, deep bass. The **Meridian™ Surround Sound System** (optional on all models) has a 650W output, which is delivered through 16 speakers and a subwoofer, brought together using Meridian Trifield™ Technology to provide a truly engaging concert hall experience.

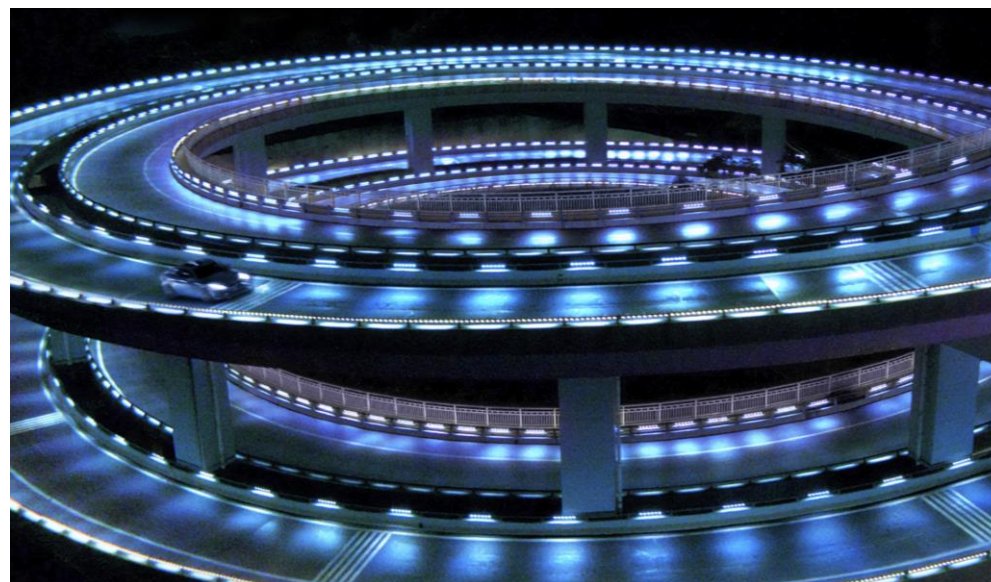


7. PRODUCT DEMONSTRATION

Here are some of the most interesting and beneficial features of XE, and when it may be best to talk about/demonstrate them:

- XE remains the sports saloon of choice, delivering an involving drive with **best-in-class handling** and **dynamic sporting character**.
- XE offers performance and efficiency, thanks to a range of **powerful and refined turbocharged diesel and petrol Ingenium powertrains**. The range includes the **204PS Ingenium diesel** powertrain, which is fitted with **mild hybrid technology** in selected markets. Every XE is fitted with a smooth-shifting **8-speed automatic transmission**.
- **JaguarDrive Control** allows the driver to select the driving mode (Comfort, Eco, Rain Ice Snow or Dynamic) that best suits the driving conditions.
- The advanced **Pivi Pro Infotainment System**, standard on all models at 24MY, features a **10" HD Touchscreen**, providing a richer yet more intuitive experience.
- Straightforward connectivity and added convenience is provided by **wireless Apple® CarPlay®**. Clients can also connect using **wireless Android Auto™**. In China, wireless Baidu CarLife is available.
- The **12.3" Interactive Driver Display** (standard on R-Dynamic HSE and 300 Sport at 24MY) enriches the driving experience by allowing the driver to choose the format of the information in front of them.
- The **double wishbone front suspension** and **Integral Link rear suspension** of XE deliver an exceptional blend of agile handling and comfortable ride. Available features such as **Configurable Dynamics**, **Adaptive Dynamics** and **All-Wheel Drive** further exploit available grip, making XE even more stable and enjoyable to drive.
- XE is fitted with a suite of **Driver Assistance** features, with more available as part of option packs. They include:
 - Lane Keep Assist (LKA)
 - Driver Condition Monitor
 - Blind Spot Assist
 - Rear Camera (standard on all models)
 - 3D Surround Camera (optional on all models)
 - Adaptive Cruise Control with Stop & Go

- XE is available with **Head-up Display (HUD)** which provides the driver with more information that can also be read much more quickly.
- The **ClearSight interior rear view mirror** provides the driver with a clear view of what is behind, even when passengers or items on the rear seat are in the natural line of sight.
- The **Meridian™ sound systems** feature a **centre channel** for even better sound quality.
- The **Cabin Air Purification System with PM2.5 filter** enhances the well-being of all occupants.



IN DETAIL

JAGUAR XE 24MY

JAGUAR

 IN DETAIL | Continued

JAGUAR XE 300 SPORT



DISCLAIMER

The information detailed in this asset covers all vehicle and market derivatives and optional equipment, some of which may not be fitted to vehicles in your market. The information contained in this asset was correct at the time it was created. In the interest of development, the right is reserved to change specifications, design or equipment at any time without notice and without incurring any obligations. Specification in individual markets will vary from that described in this document.

- The exciting XE 300 Sport is available exclusively with the 300PS petrol powertrain with AWD. Its specification has been upgraded at 24MY and includes a range of additional features that enhance its sporting luxury character.
- Outside, XE 300 Sport includes the following as standard:
 - Black Exterior Pack elements: Gloss Black Grille with Gloss Black Surround, Gloss Black Side Window Surrounds, Gloss Black Side Vents and (new at 24MY) Gloss Black exterior mirror caps
 - Black side sills (new at 24MY)
 - Black Contrast Roof
 - 20" Style 1014 Diamond Turned wheels with Satin Grey contrast
 - Tailgate spoiler
- XE 300 Sport also features the following equipment:
 - Interactive Driver Display (added at 24MY)
 - Meridian™ Sound System
 - Bright metal pedals
 - Power tailgate (added at 24MY)
- Note that at 24MY, XE 300 Sport no longer features '300 Sport' badging at the rear.