**UNDER STRICT EMBARGO UNTIL 20:00 GMT 26 FEBRUARY 2019**

**NEW JAGUAR XE: ALL-NEW LUXURY INTERIOR WITH BEAUTIFUL DETAILS AND INTUITIVE TECHNOLOGIES**

* New XE’s luxurious and technology packed interior provides more comfort, quality and convenience
* All-new beautifully appointed interior is designed with a heightened attention to detail and the use of premium materials and finishes
* New Touch Pro Duo infotainment system and 12.3-inch interactive driver display provide a customisable, intuitive and responsive interface
* Inspired by the F-TYPE, the new XE features a SportShift gear selector and JaguarDrive Control ‘toggle’ switch
* Every XE gets redesigned electric leather seats with enhanced comfort
* Available to order now, the new Jaguar XE is priced from £33,915 in the UK
* Build your perfect Jaguar XE at [www.jaguar.com](http://www.jaguar.com)

**26 February 2019, Whitley, UK:**

XE’s all-new luxurious and technology-packed interior delivers more comfort, quality and convenience for all occupants. Every aspect of the cabin has been enhanced with greater attention to detail, improved stowage and better passenger comfort.

The beautifully appointed interior makes greater use of soft-touch materials throughout. The redesigned door trims, centre console sides, upper instrument binnacle and top section of the dashboard are all wrapped in premium finishes. Luxurious veneers also extend to the rear cabin.

The premium feel of the interior is heightened by the introduction of the 10-inch Touch Pro Duo infotainment as seen on Jaguar’s all-electric I-PACE. This responsive, intuitive system uses a combination of two HD touchscreens, capacitive sensors and tactile physical controls to operate key vehicle functions.

This new human-machine interface (HMI) is designed to minimise driver distraction by separating information and interactive controls logically, with a pair of rotary controllers providing an essential physical connection between car and driver. Each rotary allows precise control over seat heating and cooling, cabin temperature and fan speed. The ergonomic design removes the need to look at them and saves delving into menus or pressing multiple hard buttons for key functions.

High tech elements such as the frameless ClearSight interior rear view mirror and wireless device charging also provide state-of-the-art convenience.

**Alister Whelan, Interior Design Director, Jaguar said:** “New XE features our latest I-PACE technologies, wrapped up in a sporty interior with beautiful materials and attention to detail. The entire occupant experience has been uplifted, whether that be comfort, convenience or driver interaction. New XE represents the perfect balance of driver engagement and advanced technology.”

Taking inspiration from the F-TYPE sportscar, the new XE features Jaguar’s SportShift gear selector and JaguarDrive Control ‘toggle’ switch, for a more intuitive and dynamic driving experience. A new multi-function steering wheel, as seen in I-PACE, features tactile switches and hidden until lit graphics. Satin Chrome gear shift paddles feature as standard and add to the sportiness of the drive.

All new Jaguar XE models have leather upholstery as standard, with luxurious Windsor Leather and embossed headrests on HSE models. The new seats are more comfortable ad feature beautifully crafted details including twin needle stitching and new Jaguar seat labelling.

All-new door trims now feature wrapped, angled grab handles which provide a more tactile and user friendly experience. This improvement also drastically increases the amount of stowage available within the doors, which now easily accommodate large drinks bottles alongside small items. Door armrests are wider and softer than before, providing superior comfort. This attention to detail enhances the premium feel of the cabin and the reprofiled door trims increase the sensation of interior space, while positioning switches within easy reach.

This focus on premium quality is supported by the Jaguar monogram design that features as an accent throughout the cabin, including on the rotary dials and etched into the metal speaker frets. The eye-catching motif is inspired by the design of the Jaguar Heritage logo and is replicated on exterior elements such as the new all-LED headlights.

New XE’s entry level specification now features an automatic transmission, 18” wheels, electric leather seats, all-LED headlights and tail-lights with updated signature graphics, front and rear park aid, rear camera and lane keep assist. Customers can select from S, SE and HSE trim levels, with each also available in sporty R-Dynamic guise. A range of option packs provide even greater personalisation.

Available to order now at [www.jaguar.com](file:///%5C%5Cgal71810.fs1.util.jlrint.com%5Ccomms_pa%5C0_SHARED%5C%EF%80%A1PRODUCT%20and%20EXPERIENCE%5CD7a%5CXE%20-%20X760%5C20MY%5C20MY%20XE%20Press%20Pack%20Chapters%20%26%20Overview%5CTo%20be%20Sent%20Out%20for%20Review%20Jan%202019%5Cwww.jaguar.com)

**NOTE: Please check your local market for features, model range and engine availability as they vary by market**

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**Editors’ notes:**

**About Jaguar**

Jaguar’s heritage of elegant design and breathtaking performance has excited and delighted the world for 80 years. Today’s world-class Jaguar family comprises the award-winning XE, XF and XJ saloons, the dramatic F-TYPE sports car, the F-PACE performance crossover – the fastest-selling Jaguar ever, the new E-PACE compact performance SUV and now I-PACE, the all-electric performance SUV that puts Jaguar at the forefront of the electric vehicle revolution.

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