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

**NEW JAGUAR XE INTRODUCES THE LATEST INTUITIVE AND INTELLIGENT TECHNOLOGIES**

* New XE is packed with advanced technologies that keep you safer, more connected and entertained
* All-new Touch Pro Duo infotainment system and 12.3 inch Interactive Driver Display provide a customisable, intuitive and responsive driver interface
* Segment-first ClearSight interior rear view mirror provides high-definition display screen for unobstructed rearward visibility
* Smart Settings technology uses artificial intelligence to learn the preferences of individual drivers and adjusts seat, mirror, audio and climate settings automatically
* First Jaguar with Wireless device charging for faster smartphone battery top ups
* Latest safety and convenience technologies include Head Up Display, Driver Condition Monitoring, Park Assist and Cabin Air Ionisation
* All-LED headlights feature new ‘J’ Blade signature DRL (daylight running lights) and auto high beam assist
* Enhanced smartphone integration with Apple CarPlay® and Android Auto™
* Available to order now: New Jaguar XE priced from £33,915 in the UK
* Build your perfect new Jaguar XE at [www.jaguar.com](http://www.jaguar.com)

**26 February 2019, Whitley, UK:** The new Jaguar XE brings innovative technology, the latest convenience systems and enhanced connectivity to the compact saloon class.

Jaguar’s advanced Touch Pro Duo infotainment system is now available, putting control of all key systems at the driver’s fingertips using a pair of HD touchscreens and intuitive, tactile rotary dials. The minimalist system was first introduced in the all-electric I-PACE and features a large upper screen which delivers impressive clarity, responsiveness and enhanced functionality.

The lower touchscreen can be used to adjust settings, such as for climate control, without disrupting the upper screen, while intuitive capacitive switches ensure the driver is able to change settings without diverting their attention from the road. Combined with the latest generation 12.3-inch Interactive Driver Display instrument cluster, all of the important information a driver needs is logically and intuitively displayed to minimise distraction.

Jaguar’s latest generation larger and brighter Head-up Display helps drivers to keep their eyes on the road. The full-colour set-up, projects key information such as satellite navigation directions, current speed data and the incoming caller contact name directly into the driver’s eye line.

The first-in-segment ClearSight interior rear view mirror uses a rear-facing camera to feed images to a high-resolution screen within the mirror. A small toggle switch on the mirror allows the driver to switch seamlessly between the standard mirror and the camera feed. This means the rear view is not blocked by rear passengers or obstructed by water on the rear screen and it also gives a wider 50-degree field of vision, enhancing safety on wide multi-lane carriageways.

Designed to integrate seamlessly within the roof-mounted shark fin, the high-definition camera works in all conditions with a protective lip and clever hydrophobic coating to repel water and ensure the camera lens remains clean at all times.

**Alex Heslop, Director of Electronics and Software, Jaguar Land Rover, said:** “New XE is filled with our latest intuitive and intelligent technologies. At the heart of the vehicle is the new dual screen infotainment system and a 12.3 inch interactive driver display that is designed to enhance the driver experience. Smart Settings uses artificial intelligence to learn your preferences and automatically adjust settings for seats, climate control and entertainment. Features such as wireless device charging, ClearSight interior rear view mirror and a host of safety technologies ensure that our customers are kept safe, informed and entertained on every journey.”

Smart Settings use artificial intelligence to learn the preferences of individual drivers. Using key fob and smartphone information, it is able to recognise who is using the car and automatically adjust the seating and steering column position to their chosen positions. Over time it learns individual climate control and music listening preferences, even cueing up the most popular phone contacts at different times.

Wireless device charging features for the first time, allowing occupants to place a compatible smartphone in the centre console for it to be charged without the need for messy cables.

The new Jaguar XE also features the latest safety technologies. Driver Condition Monitoring measures steering, throttle and brake inputs, analyses lane departure and the driver’s use of directional indicators. If the system’s algorithms determine that the driver is drowsy, a coffee cup symbol is displayed in the instrument cluster to warn of the need to take a break.

Park Assist technology can identify suitable parallel and perpendicular parking spaces using ultrasonic sensors. Once a suitable space has been identified, the XE can steer itself into and, in the case of parallel parking spaces, out from the space. All the driver has to do is operate the accelerator, brakes and select either ‘drive’ or ‘reverse’ gears.

The new all-LED headlights feature a distinctive ‘J’ Blade DRL signature and feature Auto High Beam Assist as standard. Auto High Beam Assist uses a forward-facing camera to detect oncoming traffic and automatically switch between high and low beam. Optional Jaguar Matrix technology uses the XE’s on-board camera system to adapt the shape of the beam – shutting off individual LEDs as another car approaches – to avoid dazzling oncoming drivers.

Cabin Air Ionisation purifies the air through electrically charged particles. The output is cleaner interior air due to the ionisation, decomposing and elimination of allergens, viruses, airborne bacteria and associated odours. This feature is considered to have a beneficial effect on health and wellbeing through the moisturising of skin and hair.

Connectivity has been enhanced with the introduction of a Smartphone Pack, which features Apple CarPlay® and Android Auto™. The system mirrors the driver’s smartphone on the 10-inch HD touchscreen allowing customers to access compatible apps quickly, easily and safely while on the move.

The XE also functions as a 4G Wi-Fi hotspot, enabling up to eight devices to connect to the internet with the vehicle antenna providing the best possible signal.

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:///\\gal71810.fs1.util.jlrint.com\comms_pa\0_SHARED\PRODUCT%20and%20EXPERIENCE\D7a\XE%20-%20X760\20MY\20MY%20XE%20Press%20Pack%20Chapters%20&%20Overview\To%20be%20Sent%20Out%20for%20Review%20Jan%202019\www.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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