



NEWS

UNDER EMBARGO UNTIL JUNE 27, 2017 AT 7:01PM EST

TECHNICAL PRESS KIT: JAGUAR XE SV PROJECT 8

Contacts:

Nathan Hoyt

National Product Communications
Manager
Jaguar Land Rover
North America, LLC
201-818-8136
nhoyt@jaguarlandrover.com

Maria Rodriguez

Product Communications
Coordinator
Jaguar Land Rover
North America, LLC
201-818-8346
mrodrig2@jaguarlandrover.com

- New Jaguar XE SV Project 8 sits at the pinnacle of performance sedans, with a thrilling mix of explosive power, dynamic agility and all-wheel drive traction
- Significant Special Vehicle Operation (SVO) modifications made to award-winning Jaguar XE include lightweight aluminum and carbon fiber exterior panels to meet extreme performance targets
- Top speed of 200mph and 0-60mph in 3.3sec¹
- First Jaguar with a 592HP 5.0-liter supercharged V8 gasoline engine
- Just 300 examples available worldwide – exclusively left-hand drive
- Manually adjustable ride height, aerodynamics and Intelligent Driveline Dynamics settings for track use
- First Jaguar application of new Carbon Ceramic Braking system, and an F1-style silicon nitride ceramic wheel bearings
- First model completely hand-assembled by SVO at the new USD\$25m SVO Technical Center in Warwickshire, UK
- Project 8 will be available to order in North America in four-seat specification. (A Track Pack³ version featuring two race specification seats and Harness Retention Hoop available outside North America)
- The Project 8 will make its world debut on June 30 at Goodwood Festival of Speed
- For more information visit Jaguarusa.com

(MAHWAH, N.J.) – June 27, 2017 – Jaguar Land Rover Special Vehicle Operations (SVO) has revealed the most powerful, agile and extreme performance Jaguar road car ever produced – the 200mph¹, 592HP Jaguar XE SV Project 8 sedan.

Following the successful F-TYPE Project 7 of 2014, the XE SV Project 8, the second Collector's Edition by SVO, is a hand-built four-door sedan with supercar performance – designed to thrill driving enthusiasts, with an extraordinary combination of explosive power, dynamic agility and all-wheel-drive traction. No more than 300 examples will be created for global sale, each to be assembled at the SVO Technical Center in Coventry, England.

“SVO's raison d'être is to produce halo vehicles that push the boundaries in terms of luxury, performance and all-terrain capability. Project 8 is a great example of what happens when enthusiastic designers, engineers and manufacturing specialists are given the opportunity to create an extreme performance sports car without compromise,” said John Edwards, Jaguar Land Rover Special Operations Managing Director. “Project 8 will be assembled by hand in the new SVO Technical Center, and we're confident that our enthusiastic and demanding clients will love driving Project 8 as much we do!”

Facebook: [interactivejaguar](https://www.facebook.com/interactivejaguar)
Twitter: [@interactivejag](https://twitter.com/interactivejag)

Information about Jaguar North America products is available to consumers at www.jaguarusa.com

Go to www.us.media.jaguar.com for news releases, high-resolution photographs and broadcast quality video footage

The Project 8 exclusively features the most powerful version of the Jaguar Land Rover 5.0-liter Supercharged V8 gasoline powertrain. The 592HP power unit, which has a Titanium Variable Active Exhaust, is complemented by a standard All Wheel Drive (AWD) system⁴ and motorsport-derived aerodynamics to deliver a 200mph top speed and 0-60mph in 3.3sec¹, making Project 8 the fastest accelerating Jaguar yet.

Fundamental to the performance of the most track-focused car SVO has ever produced, Project 8 features a number of purposeful modifications to the lightweight aluminum body panels of the award-winning Jaguar XE sports sedan, including:

- Carbon Fiber Bumper with enhanced Cooling Ducts
- Vented Carbon Fiber hood
- Flared bodywork
- 20-inch forged aluminum alloy wheels
- Adjustable Front Splitter
- Flat Underbody
- Rear Carbon Fiber Bumper
- Rear diffuser
- Adjustable Rear Aerodynamic Wing

“We have really been able to unleash the potential of our engineering and design teams in specifying Project 8. We are at the beginning of a very challenging and exciting development program which will see us focus on ensuring Project 8 delivers track performance on a level previously not targeted by Jaguar,” said, Mark Stanton, SVO Director. “The SVO team is full of performance car enthusiasts that are now briefed to deliver motorsport science and soul in what is effectively a four-door supercar.”

To ensure optimum performance on road or track, the Project 8 furthers the effectiveness of the double-wishbone front and Integral Link rear suspension in the standard XE with stiffer springs and manually adjustable Continuously Variable Shock Absorbers (giving a 0.6-in/15mm lower ride height for track use). The Project 8 also debuts a new Carbon Ceramic Braking system, which uses a Formula 1-style silicon nitride ceramic wheel bearings, and incorporates a rear Electronic Active Differential (EAD) with oil cooler.

The high-performance theme continues inside with subtle applications of Gloss Carbon Fiber trim as well as Alcantara on the rim of the Project 8 Sport Steering Wheel, instrument panel and door panels. The eight-speed Quickshift® transmission can either be operated by aluminum paddle shifters behind the steering wheel or by the central Pistolshift lever – another first for XE.

The Project 8 is also the first Jaguar to feature a dedicated Track Mode, which tailors driveline and stability control systems for circuit use, and sharpens both throttle and steering responses for ultimate precision and driver feedback.

Globally, the Project 8 will be available in two- and four-seat specification. In North America the vehicle is available exclusively as a four-seat model featuring the brand’s latest front Performance seats with magnesium frames, plus a more heavily contoured rear seat cushion to maximize support. In some global markets, an optional two-seat Track Pack includes lightweight front Carbon Fiber Racing Seats with Four-Point Harnesses fixed to a Harness Retention Hoop in place of the rear seat. All Project 8 models will be built in left-hand drive configuration only.

Full details of Project 8 are now online at www.jaguarusa.com, including eight body color choices – three eye-catching standard colors: Fuji White, Narvik Black and Caldera Red; plus five enhanced SVO Design options incorporating colors and finishes from the SVO Premium Palette: Valencia Orange, Velocity Blue, Meribel White, Verbier Silver and Corris Grey (satin matte).

Owners of the Project 8 will also be able to personalize their car by opting for further colors and finishes from the SVO Premium Palette range, which includes 19 colors in tri-coat, tinted clear coat, pearlescent, ChromaFlair™ and satin matte finishes. Race-inspired decal packs, accentuating the high-performance attributes of the Project 8, are also available.

The Jaguar XE SV Project 8 will make its world debut at Goodwood Festival of Speed in West Sussex, UK, which runs from June 29 – July 2. The Project 8 will make its dynamic world debut on the famous Goodwood Hill on Friday, June 30.

BODY DESIGN AND AERODYNAMICS

Jaguar has a rich history of producing stunning, aerodynamically-efficient cars. The XE SV Project 8 takes that tradition of uncompromised form and function to the next level, with purposeful bodywork revisions by the SVO design and engineering experts to meet the car's 200mph¹ performance target.

The exterior body panels of the Project 8 emphasize the dynamic cab-rearward proportions of the compact sedan's design, with only the roof and front door skins unaltered. There are also a number of revisions to the lightweight aluminum-intensive monocoque including:

- 2.2-in/55mm flared aluminum rear wing panels, to accommodate 305-width tires
- Aluminum rear doors reprofiled with more muscular body flare
- Reprofiled trunk floor to improve airflow through the rear diffuser

Lightweight Carbon Fiber material is used extensively throughout the Project 8 body package, which contributes to weight from just 3,847-lbs/1,745kg. It also helps achieve the desired weight distribution. Carbon Fiber and composite components exclusive to the Project 8 are:

- 0.7-in/19mm flared Carbon Fiber front wings with cut-away lower trailing edges, to accommodate 265-width tires and repositioned Xenon headlamp units
- Front Carbon Fiber Bumper with integrated center and lower outer grilles for optimized airflow management
- Manually adjustable two-position two-piece Carbon Fiber Front Splitter
- Carbon Fiber Hood with integrated air extraction duct, saving 6.6-lbs/3kg over the standard aluminum part, reducing drag and aiding cooling
- Carbon Fiber lower side skirts
- Rear Carbon Fiber Bumper with drag-reducing airflow management creases and cut-away lower wheelarch trailing edges
- Rear Carbon Fiber Diffuser with quad Titanium Variable Active Exhaust tailpipes
- Manually adjustable two-position single-element Rear Aerodynamic Wing

Extensive rolling road wind tunnel and Computational Fluid Dynamics simulation testing has refined the aerodynamic package, which includes a Flat Underbody, to achieve a 205 percent reduction in lift with Front Splitter and Rear Aerodynamic Wing in Track Mode, delivering more than 269-lbs/122kg of downforce at 186mph¹.

Every Project 8 gets unique badges on the Front Splitter and endplates of the Rear Aerodynamic Wing, plus an SVO roundel on the rear panel.

BESPOKE EDITIONS

For clients looking to further individualize their Project 8, the Bespoke by SVO team can offer the opportunity to choose from a number of personalized options including:

- 10,000 exterior paint hues
- Different accent colors for brake calipers, front grille surround, aerodynamic parts and mirror caps
- Unique racing-inspired decal packs
- Anodized paddle shifters
- Personalized Tread Plates
- Special Commissioning Plaques

INTERIOR

Reflecting the purposeful nature of the Project 8, the interior is designed to emphasize the feeling of connection between the driver and the car, with minimal distractions or embellishments.

In North America, the Project 8 is available only in a four-seat specification featuring the latest magnesium-framed front Performance seats with unique Oyster contrast-stitched Premium Jet leather bolsters and Miko suedecloth centers. Project 8 logos are stitched into the headrests.

The rear seats, for two occupants only, are redesigned with additional lateral support built in to the seat squabs and bolsters.

Helping to reduce reflections in the windscreen, black soft-touch Alcantara covers the instrument panel and dash topper. The same material is used on the door panels and rim of the Project 8-branded Sports Steering Wheel. Gloss Carbon Fiber detailing, mirroring its use for exterior components, extends to the Project 8-branded Tread Plates, the Riva Hoop incorporating '1 of 300' Project 8 aluminum Commission Plaque, and the gear selector surround.

In addition to aluminum gearshift paddles mounted behind the steering wheel, Project 8 features a dimpled leather-wrapped Pistolshift lever with Command Shift, giving multiple ways to select the desired ratio from the eight-speed Quickshift® transmission.

Giving the driver all the required information on speed, revs and dynamic performance, whether on road or track, Project 8 features the latest virtual 12.3-inch TFT Instrument Panel Display with full-screen 3D Map View navigation⁵, a 200mph-plus speedometer and Track Mode interface directly behind the steering wheel¹.

As standard, the Project 8 is fitted with the 10.2-inch tablet-style touchscreen of the Jaguar InControl® Touch Pro™ infotainment system⁶ featuring Dynamic-i, which adds a stopwatch, g-meter readout and accelerator and braking graphics to the central touchscreen display.

The Project 8 also functions as a 4G Wi-Fi hotspot⁷, enabling up to eight devices to connect to the internet, and fully supports Jaguar InControl® Apps™⁶.

The Jaguar InControl® Remote™ app allows users of iOS® and Android™ devices to connect to the car from anywhere. The technology enables a range of functions, including checking how much fuel is in the tank, unlocking or locking the doors, and seven-day timed pre-setting of the climate control system.

A superb 380W Meridian™ Sound System developed specifically for the Jaguar XE features 11 speakers (including subwoofer) and incorporates smart functions such as 'Play more like this' which automatically compiles playlists, or Music Queue, which makes it easy to search for and place songs, albums or artists into a music queue while the current track is still playing.

As well as media streaming from smartphones and tablets via two USB ports, Touch Pro™⁶ offers AM/FM/HD Radio and Bluetooth®. The system also supports satellite radio, and delivers features such as buffering, enabling users to skip back to the start of tracks.

ENGINE

At the heart of the Project 8 is the latest evolution of the well proven Jaguar 5.0-liter Supercharged V8 engine modified to give a targeted power output of 592HP and 516-lb. ft. of torque – the highest output of any Jaguar road car.

To achieve the outputs required for a 200mph¹ performance sedan, SVO engineers have tuned the engine calibration software and enabled better breathing on both air intake and exhaust sides of the engine.

The air intake system is unique to the Project 8 and is optimized to increase airflow efficiency and reduce air circulation and pressure drop within the airbox. It's fed by ducts in the front Carbon Fiber Bumper molding.

The Project 8 uses a unique lightweight Titanium Variable Active Exhaust designed to provide consistent performance during extended periods of track use. The system exits through the rear diffuser, finishing with quad 3.5-in/89mm tailpipes for a phenomenal snarling soundtrack.

The cooling system of the V8 is extensively modified, ensuring stamina and endurance under extreme track conditions and in hot climates. The vent in the Carbon Fiber Hood plays an active part in managing under-hood temperatures as well. Located in a low-pressure area, the vent has a dual benefit of reducing drag and helping manage the airflow through the engine compartment by sucking hot air out.

TRANSMISSION

To enhance traction and delivery of the 5.0-liter Supercharged V8's power and torque specification, the Project 8 utilizes a re-calibrated version of the brand's eight-speed Quickshift All-Wheel Drive system.⁴

Capable of selecting gears in just 200 milliseconds, and shifting non-sequentially, such as from 8th to 2nd gear in extreme situations, the transmission helps deliver outstanding precision and confidence with a strong torque-rich shift quality unique to this vehicle.

Project 8 also introduces an Electronic Active Differential (EAD) for the first time on the Jaguar XE, which works with the Intelligent Driveline Dynamics system to precisely manage torque delivery to each of the rear wheels. In conjunction with enhanced large diameter front and rear driveshafts, the EAD is designed to ensure optimum ability to put power and traction to the road in varying situations and contributes to the exceptional lap times achievable by the Project 8.

To keep differential temperatures under control, particularly during sustained track use, the Project 8 incorporates a differential cooler housed in the rear diffuser.

The Project 8 is also the first Jaguar to receive a dedicated Track Mode, which enhances body control and sharpens both throttle and steering responses for ultimate precision, control and driver feedback.

SUSPENSION AND STEERING

With double-wishbone front and Integral Link rear suspension, the Project 8 offers outstanding performance and poise, delivering confident handling on varying road surfaces. Complementing the powertrain and AWD system⁴ is an extensive range of chassis and suspension enhancements developed through an intensive test program at tracks including Nardo and the Nürburgring Nordschleife. This is the most track-biased program SVO has ever carried out.

Increasing lateral stiffness is key to the range of front and rear axle modifications of the Project 8, which combine to deliver exceptional speed, precision, and cornering capability. New SVO-designed knuckles machined from billet incorporate ultra-high-performance Formula 1-style silicon nitride ceramic bearings which reduce unsprung mass by a total of 1.9-lbs/840g, increase stiffness, improve steering response and reduce friction. The use of ceramic bearings in this application a first for Jaguar Land Rover road cars.

Stiffer suspension bushes complement the new knuckles, while the rear upper control arm assembly uses ball joints instead of bushes. Front and rear anti-roll systems⁸ are fine-tuned to enhance grip and traction, while the Electric Power Assisted Steering (EPAS) system has been recalibrated with variable damping to offer easy low speed maneuverability and precise driver feedback on track.

For ultimate track performance, Project 8 features height-adjustable spring platforms with motorsport-specification coil springs and aluminum-bodied Continuously Variable Dampers and a choice of two ride heights: standard for road and -15mm for track use.

BRAKING

The Carbon Ceramic Brake (CCB) system fitted on the Project 8 is a first for Jaguar, offering sustained performance under demanding conditions. The Jaguar CCB system, which is different than the Carbon Ceramic Matrix (CCM) componentry fitted to the F-TYPE SVR, consists of 15.7-in/400mm two-piece front discs with six-piston aluminum calipers and 15.6-in/396mm two-piece rear discs with single-piston sliding calipers.

The CCB system offers lower unsprung mass as well as a consistent pedal feel, fade resistance and longevity. The Project 8 also uses motorsport-grade Synthetic Racing Fluid (SRF) with an exceptionally high dry boiling point, which is ideal for use under arduous braking.

Torque Vectoring by Braking technology helps minimize understeer by independently braking inside wheels during cornering, and works with the Electronic Active Differential to precisely control torque delivery to the rear wheels⁸.

Selecting Track Mode activates calibration settings tailored to track use for Intelligent Driveline Dynamics, Adaptive Dynamics, Dynamic Stability Control (DSC), ABS, Torque Vectoring by Braking and EPAS systems.

JAGUAR XE SV PROJECT 8 AVAILABILITY

The Jaguar XE SV Project 8 will be offered for sale in Austria, Bahrain, Belgium, Brunei, Canada*, Chile, Cyprus, Denmark, Egypt, Finland, France, Germany, Gibraltar, Greece, Hungary, Israel, Italy, Ireland, Japan, Jordan, Kuwait, Malta, Mauritius, Netherlands, Norway, Oman, Poland, Portugal, Qatar, Saudi Arabia, Singapore, Slovakia, Slovenia, Sweden, Taiwan, Thailand, Turkey, UK, UAE and USA*

* Track Pack version not available

TECHNICAL DATA		JAGUAR XE SV PROJECT 8	
ENGINE & TRANSMISSION⁹			
Engine capacity (cc)	5,000		
Layout	V8 Supercharged gasoline		
Power	592HP @ 6,500rpm		
Torque	516- lb. ft. @ 3,500-5,000rpm		
Transmission	8-speed Quickshift automatic, All-Wheel Drive, Stop/Start		
CHASSIS			
Front and rear suspension	Front: independent, double wishbones, adjustable coil springs, CVD dampers Rear: independent, Integral Link, adjustable coil springs, CVD dampers		
Front brakes	15.7-in/400mm Carbon Ceramic Braking discs, six-piston sliding caliper		
Rear brakes	15.6-in/396mm Carbon Ceramic Braking discs, single-piston sliding caliper		
Wheels and tires	Front: 9.5 x 20in forged alloy, 265/35 R20 Michelin Pilot Sport Cup 2 Rear: 11 x 20in forged alloy, 305/30 R20 Michelin Pilot Sport Cup 2		
Steering	Rack-and-pinion; electromechanical		
DIMENSIONS			
Length	185.6-in / 4,713mm		
Width including mirrors	81.7-in / 2,075mm		
Width excluding Mirrors	76.9-in / 1,954mm		
Road Height	56.5-in / 1,436mm		
Track Height	55.9-in / 1,421mm		
Wheelbase	111.6-in / 2,835mm		
Weight	From 3,847-lbs / 1,745kg		
PERFORMANCE⁹			
0-60mph	3.3 sec ¹		
0-100km/h	3.7 sec ¹		
Top speed	200mph ¹		

- (1) Always follow local speed limits.
- (2) All prices shown are Manufacturer's Suggested Retail Price. Excludes \$995 destination/handling charge, tax, title, license, and retailer fees, all due at signing, and optional equipment. Retailer price, terms and vehicle availability may vary. See your local authorized Jaguar Retailer for details.
- (3) Two-Seat Track Package not available in North America.
- (4) This feature is not a substitute for safe and attentive driving, nor can it overcome all extreme circumstances. Please consult the owner's manual or your local authorized Jaguar Retailer for more details.
- (5) Driving while distracted can result in loss of vehicle control. Do not operate, adjust or view the navigation or multimedia systems under conditions that will affect your safety or the safety of others. Only use mobile phones, and other devices, even with voice commands, when it is safe to do so.
- (6) Do not use Jaguar InControl® features under conditions that will affect your safety or the safety of others. Driving while distracted can result in loss of vehicle control.
- (7) The Wi-Fi hotspot is intended for passenger use only. InControl features may require an additional subscription with separate terms and conditions.
- (8) These features are not a substitute for driving safely with due care and attention and will not function under all circumstances, speeds, weather and road conditions, etc. Driver should not assume that these features will correct errors of judgment in driving. Please consult the owner's manual or your local authorized Jaguar Retailer for more details.
- (9) Manufacture estimates at time of press; Subject to change.

#

About Jaguar

Jaguar is a premier manufacturer of luxury sedans, sports cars and SUVs offering unparalleled design with tremendous performance. The company's vision throughout its storied 80 year history has been simple: To produce beautiful, fast cars that are desired the world over. Jaguar strives to provide a world class ownership experience to every owner. Today's Jaguar lineup consists of the Jaguar XE and XF sports sedans, the XJ full-size luxury sedan, the two-seat F-TYPE sports car and the brand's first-ever performance SUV, the F-PACE. Jaguar designs, engineers and manufactures exclusively in the United Kingdom, at the Castle Bromwich and Solihull manufacturing plants in the British Midlands. Jaguar is fully engaged with sustainability initiatives and social concerns with continuous involvement in environmental and community programs. For more information, visit the official Jaguar website at www.jaguarusa.com.

About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports sedan and sports car marques.

The company employs over 40,000 people globally, with 330 in the U.S. and supports around 275,000 more through our dealerships, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, India and Slovakia.

At Jaguar Land Rover we are driven by a desire to create class-leading products that deliver great customer experiences. The largest investor in R&D in the UK manufacturing sector, we have invested £12 billion (USD\$15.7 billion) in the last five years and in the current year alone will spend over £3.5 billion (USD\$4.5 billion) on new product creation and capital expenditure. Last year Jaguar Land Rover sold over 583,000 vehicles in 136 countries, with nearly 80 percent of our vehicles produced in the UK being sold abroad.