



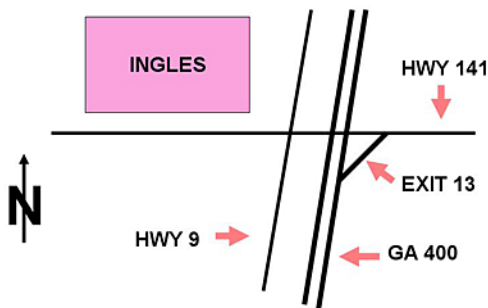
P.O. Box 1234, Gainesville, GA 30503

Summer Drive To Wolf Mountain Winery Saturday, July 12

Submitted by Dave Kirkman

We will gather at the Ingles parking lot just West of Exit 13 on GA 400 (see attached map) on Saturday morning July 12 with a leave time of 9:45 am. The mornings are still quite pleasant and will be perfect for the back roads drive to the Dahlonega area and the Wolf Mountain Winery. Although we will be ordering off the Winery lunch menu I would still like to give Karl Boegner an approximate number to expect. Mary Ann Kretz will also send out an email with this same general information prior to the newsletter being published.

SUMMER DRIVE TO WOLF MT VINYARDS



Please Note Calendar Changes

Submitted by John Baxa

Several changes are being made to our Club Calendar which you should be aware of. First, please note we have moved the August tech session up one week to August 23rd to have a place to hold it. (See Dave's article this month for details.) With all of the other activities going on we've decided to abandon the overnight drive originally scheduled for September 20th and 21st. The MG club is having a get together in Dillard, Georgia at the Dillard House the entire weekend so you can substitute that if you are looking for something to do then. (See www.peachtreemg.com for info.) We have a confirmed date for the Christmas party this year. It will be December 14th from 6PM to 11PM at the Vinings Club.

Who is Running Tata Group?

Submitted by John Baxa

If you had been a student at Cornell University in the early 1960's you might have had a classmate who was a quiet young Indian student whose career destiny might have surprised you at the time. Ratan Tata, now head of India's Tata Group was an architecture student at Cornell, graduating in 1962. He was at that time enamored

Continued on page 6

August Tech Session Saturday, August 23

Submitted by Dave Kirkman

Terry Hulsey will be conducting a tech session on the proper preparation and storage of classic cars. As many of us have cars that are frequently stored for some period of time this should not only be a very interesting but also a very helpful session that could save you big dollars in repair costs. Arrangements have been made with Trisha Williams at Hennessey Jaguar of Gwinnett for the use of their conference room and as an added bonus a new Jaguar XF will be available for our inspection. Final details and start times will be published in the August newsletter.



Picnic Attendance Shows Strength

Submitted by John Baxa

It was a treat to see a great collection of both Jaguars and Alfas at the annual picnic at Roswell Area Park June 14th. This is the second year we've put on this event and judging by the attendance it appears to be a success. With the addition of another marquee and more attendees we used two shelters at the park and had the lunch catered by Smokejack BBQ in Alpharetta. The day was overcast and rain threatened but didn't appear until most of us had dispersed and gone home.

I enjoyed seeing the Alpha Romeos which haven't been sold in the United States since the late 90's but they do have plans to return to marketing to this country by late 2009 using the Maserati dealer network. The Saturday picnic had representative examples from the 50's to the more modern cars. As for the Jaguars, everybody who brought a car was a winner! Trophies were presented to all in three categories—Platinum, Gold, and Silver. This was not a concours so there was no pressure to have the car at its best.



Continued on page 2

PRESIDENT'S LETTER

Kudos to Brian Hernan and Pat Harmon for staging our Second Annual Club Picnic and Car Show to rave reviews all around. Brian reserved the two picnic shelters with the Roswell Parks Department, made the final arrangements with the Smokejack Bar B Q folks, and arrived at the park extra early to make sure the parking lot was marked off for our club and our invited guests from the Alfa Romeo Car Club. Pat Harmon received the entries, ordered all of the trophies, and then printed out the car identification sheets along with the meal tickets! This all made for an event that was so well organized that it was indeed a pleasure to attend. Thanks again guys for a job well done.

I also want to thank Marvin and Carolyn Sikes for hosting our club at their home. This was a first time "show and tell" event featuring the XK120 (Bob Ray), XK140 (Marvin Sikes), and XK150 (Pat Harmon). Jaguar has a rich history and this is the very best way I know to learn about the various models, when they were made, and the differences between each. Pat and Marvin even cooked up hamburgers while the lady folks headed out for lunch and shopping. Based on the interest in this event we

will next present the "E-Types" sometime in the future.

July marks the mid point in our car calendar year. The club events of the first six months have all been well planned and well attended and we have many more exciting things coming the second half of the year. Please take a moment and look over the calendar and not only circle the events that are of interest to you but make plans now to attend; your participation is very important to everyone.

In closing please take a moment over this 4th of July weekend and give thanks for the opportunity to live in this great country of ours.

Drive Friendly,

Dave K



Fine Examples of the XKs at Sikes' Residence

Submitted by John Baxa

Saturday, June 28th, provided a unique opportunity for most of us to get close and personal with an excellent example of an XK-120, an XK-140, and an XK-150 and make comparisons among them. We had about 15 guys comparing chrome embellishments and battery compartments while the gals went out for lunch and shopping nearby. Bob Ray had his sleek green XK-120 open-two-seater and he even brought his "somewhat portable" top for us to examine. Marvin Sikes had only

to bring his pristine white XK-140 out of the garage for us to look at. And Pat Harmon brought his beautiful white XK-150 to make some comparisons. Each owner pointed out features and model changes for his particular car and answered questions from the group. Plans are to do this again with a comparison of E-Types so stay tuned for information on that. Thanks again to Bob, Pat and especially Marvin for providing the venue and the food for this event. The burgers were great!



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North Georgia Jaguar Club 2008 Calendar of Events

Submitted by Tom Koballa (tkoballa@uga.edu) *Club Member Facilitator

Officers

January

Saturday, 26th –Tour of Todd Emily's Car Collection *Tom Koballa

February

Sunday, 10th – Valentines Gathering * Dave Kirkman

March

Sunday, 9th –Amelia Island Concours d' Elegance

Sunday, 15th – North Florida Jaguar Club Concours

Friday, 28th & Saturday, 29th–JCNA 50th General Meeting, Pittsburgh

April

Sunday, 6th – Spring Drive and Rally * Dave Kirkman Larry Courant

Sunday, 20th –Spring Slaloms * Dick Maury

Saturday, 26th & Sunday, 27th – Abbeville Opera House Overnight Drive * Ned Lowder

May

Thursday, 1st – Sunday, 4th –Walter Mitty Challenge

Saturday, 17th – British Motor Car day, and Drive

*** Dave Kirkman Tom Koballa**

24th, Annual Judges Training with Pat Harmon

June

Saturday, 14th – Second Annual Picnic and Car Show * Brian Hernan Pat Harmon

Saturday, 28th – Tech session for Judges covering the XK models* Pat Harmon

July

Saturday 12th- Joint Club Drive and Lunch at Wolf Mountain Winery * Dave Kirkman

26-27: Music City Jaguar Club Concours - Belle Meade Plantation - Nashville, TN (www.

jcna.com/library/concours)

August

Saturday, 2nd – Western States Car Meet, Grand Junction, CO

Saturday, 23rd. – Tech Session – Storage and Use of Cars That Are Not Daily Drivers * Terry Hulsey

September

Saturday, 6th –Car Parade and British Car Fayre Norcross * Pat Harmon

Sunday, 14th – Fall Slalom * Dick Maury

14: Virginia Jaguar Club Concours - Browns Island - Richmond, VA (www.jcna.com/library/concours)

Saturday, 20th & Sunday, 21st – Southeast British Car Festival at Dillard

October

5th - Petit Le Mans at Road Atlanta

12 – NGJC Annual Concours * Pat Harmon

Saturday, 19th & Sunday, 20th – Overnight Drive to Saturday, 18th EUROFest * Dave Kirkman

November

Sunday, 2nd – Hilton Head Concours

Sunday, 9th Fall Drive with Dave Kirkman

Saturday, 29th – Annual Business Meeting * Dave Kirkman

December

TBA - Gainesville Christmas Car Parade *Pat Harmon

Sunday, 14th - NGJC Annual Christmas Party 6:00pm to 11:00pm at Vinings Club

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Dayton Wire Wheels

NK120/140/150	£255	\$363	€304
MK2/E-Type etc. flat hub 15 x 5"	£215	\$315	€256
MK2/E-Type etc. flat hub 15 x 6"	£260	\$333	€310
MK2/E-Type etc. flat hub 15 x 7"	£270	\$346	€322
MK2/E-Type etc. flat hub 16 x 7"	£275	\$356	€328
MK2/E-Type etc. concy hub 15 x 6"	£260	\$333	€310
MK2/E-Type etc. concy hub 15 x 7"	£275	\$356	€328
E-Type V12 Series 3	£215	\$315	€256
Dayton Wire Wheel Cleaner	£12	\$13	€14

Chrome Leaping Cats

Original style 7 inch leaper	£20	\$37	€24
Original style 5 inch leaper	£18	\$34	€21
Chrome leaping cat keyring	£5	\$9	€6
Late model spring loaded leaper	£137	\$257	€163
Leaping cat paperweight large	£89	\$167	€106
Leaping cat paperweight small	£65	\$122	€77

Stainless Steel Wheelarch Kits

XJ6/12 Series 2 & 3	£67	\$125	€80
XJS	£60	\$113	€72

XJ40	£67	\$125	€80
X300	£67	\$125	€80

Gearknobs

E-Type 3.8/MK2/XK150	£19	\$36	€23
NK120/140	£23	\$43	€28
X300/XK3/XJ40 alloy	£18	\$34	€22
X-Type/S-Type wooden	£75	\$141	€90
Billiard ball type for T5 gearbox	£51	\$96	€61
Billiard ball type for Getrag gearbox	£51	\$96	€61

Chrome Bumpers

E-Type S1 front (only)	£145	\$271	€172
E-Type S1 front (late)	£145	\$271	€172
E-Type S2/3 front	£145	\$271	€172
E-Type S1 rear (only)	£261	\$489	€311
E-Type S1 rear (only)	£262	\$490	€312
E-Type S2 rear	£262	\$490	€312
E-Type S3 rear	£222	\$415	€264
E-Type S1 front or rear	£66	\$124	€79
E-Type S2 front or rear	£66	\$124	€79
E-Type S3 front or rear	£68	\$126	€80

All prices exclude shipping and are correct at time of going to press. Special offers expire 31/07/08.
GBP includes V.A.T. € excludes tax. \$ No sales tax to pay in NH. E & OE.

Lederhosen Meets Barbeque – Carolina Concours

Submitted by Mary Ann Kretz

On a fine week-end in June, we made our way to the Switzerland Inn in Little Switzerland, NC for the Carolina Jaguar Jubilee. The charming Inn is one of the few accommodations that is actually right on the Blue Ridge Parkway and is more of a complex than just a bed and breakfast. The Swiss chalet theme is prevalent throughout the complex including the main building for the Inn and several smaller buildings with rooms and suites. If you like privacy, there are even some detached chalets nestled in woods, all surrounded by spectacular views of the Blue Ridge Mountains. The event included a JCNA sanctioned concours, a silent auction, two dinners in the well-appointed Chalet Restaurant, and much camaraderie in the aptly named Heidi Suite which served as the Hospitality Room.

Friday afternoon found many participants arriving and heading straight for the well equipped wash down area as nearly everyone had experienced at least some amount of rain on the way to the event. We were made to feel welcome right away at the Hospitality Suite and invited to quench our thirst from the arduous drive up the curvy mountain roads. Just as water spots were being banished in the wash down area, another afternoon thunderstorm rumbled through and convinced most drivers that it was definitely time for happy hour to begin. A lovely seafood buffet was followed by more camaraderie and a night cool enough for the breezes to blow through the open windows.

Saturday morning started with more water spot chasing and placement of cars on the scenic hotel lawn. About forty-five cars participated, with several previous national champions present. The judging teams, which consisted of members from both Carolina and surrounding clubs, poured over the field of cars, dutifully recording each tiny flaw. The rest of us got to vote for our favorite among the display class and enjoy the spectacular scenery. The “official” concours ended at 1pm which left

the afternoon free to select from the many activities available in the surrounding area. Our registration packet included several driving tours to destinations on the parkway all designed to test your car’s maneuvering qualities and promising scenic vistas along the way. There was also a pre-arranged garden tour, shopping in the local village, or just chilling out at the hotel pool. As we had already driven a good part of the Parkway on previous trips, we decided to lower our horsepower requirements by signing up for a tour through the mountains on horseback. Our “four-hoof drive” vehicles made quick work of the steep trails and allowed us time to enjoy the scenery at a slow pace with our sure-footed friends doing all the work. *Continued on page 5*



Lederhosen Meets Barbeque – Carolina Concours

Submitted by Mary Ann Kretz

While we were out enjoying the scenery, the concours committee was hard at work compiling the judging forms. After much tallying and calculating, the results were finally complete. Awards were handed out followed by a genuine Carolina Barbeque buffet complete with bluegrass music provided by a local band. The party continued in the Heidi Suite and flowed out to several adjoining rooms. I didn't see

any lederhosen or hear any yodeling but by this time several people may have been willing to accommodate this request. I did hear some off-key singing but I don't think a real yodel happened.

The next morning found us saying goodbye to new and old friends and making our way back "down the mountain" to Atlanta. Many thanks to the Carolina Jaguar Club and everyone who made this such a well



organized event. The site was really a perfect choice as the hotel and all the events were in one place and everything was close by. Everyone was most gracious and made a special effort to welcome us as their Georgia "cousins". And whoever was in charge of the weather did an exceptional job! Thank you Carolina for an excellent event.



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Who is Running Tata Group?

Submitted by John Baxa

with America and particularly the technological boom in its infancy in California and the west coast but he soon returned to India to join the family company because of a dearth of talent in that growing organization.

From an article recently in The Guardian, it was reported that 'he only designed two houses: his mother's and his own beach house off the Arabian Sea. His two closest friends, Amar Bose, who made billions from audio equipment, and conductor Zubin Mehta, a fellow Mumbai Parsi, remained in the United States.'



The Tata Group has its origins in the 1850's with the great-grandfather of Ratan Tata, but his ascendancy might not have happened at all. His father, Naval, was orphaned at an early age and, destitute, was raised in an orphanage. The Tatas were traditionally Parsi priests, an insular Zoroastrian community, and the larger family seems to have had everything but heirs.

At 13, Naval was adopted by the matriarch of the business family who had been left childless and widowed at 40. Naval eventually became deputy chairman of the Tata Group providing his own family with luxury instead of grinding poverty. But Naval and his wife separated when Ratan was only seven, and Ratan and his younger brother were raised principally by his grandmother, the matriarch, who was indulgent but very strict.

Upon returning to India from college, Ratan started in the steel portion of the business rising steadily in the organization and taking over Tata Motors in 1991. The business climate in India also shifted dramatically about this time from the more socialist government protectorate to open competition--both from within and

outside the country. Free of the choking grip of the trade unionists and government bureaucrats, the Tata Group has grown more profitable over recent years at the same time slimming down from over 250 companies in the conglomerate to less than 100 with a more modern and technological industrial base.

With the acquisition of Jaguar and Land Rover from Ford in recent months, the British may be looking over their shoulders. Tata purchased Tetley Tea in 2000 and last year acquired Corus, the Anglo-Dutch steelmaking combine, to make Tata the fifth largest steelmaker in the world.

But Ratan Tata, speaking from the Geneva Motor Show in March 2008, said, "Our intention about Jaguar and Land Rover is not to takeover the technology, not to outsource (production), but instead we are only interested in the brands and the cultures behind them. We plan to retain the image, touch and feel of these brands and not tinker with them in any way."

It is hard to argue with Tata's success in the motor industry. Traditionally, more of a commercial vehicle manufacturer, Tata began manufacturing passenger cars in 1998 and its Indica model which was initially panned by the automotive press has become one of the best-selling cars in the history of the Indian automotive industry. Now Tata has announced its Nano, at \$2500, the least expensive production car in the world which it hopes to begin selling this year. Rising Gross Domestic Product has been driving auto sales in India since 2002. Add to this the build-out of the Golden Quadrilateral, the country's road development program targeted to be complete by 2015.

Amid this ascendancy of Tata Motors we are now seeing press reports of Ratan Tata visiting some of the older and bigger Jaguar dealerships in this country. Autoweek reports that Norm Tompkins, owner of San Jose British Motors near San Francisco, whom Tata invited to lunch says "I've been a Jaguar dealer for 40 years. In all the years Ford owned us, I never met a single Ford executive." And Ken Gorin,

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- sold as set of 4

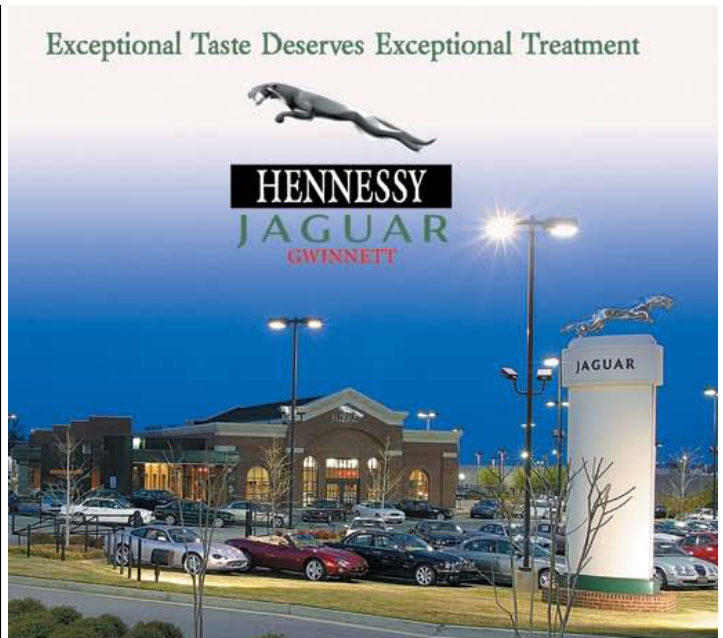
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Who is Running Tata Group?

Submitted by John Baxa

head of Jaguar's national dealer council, made world headlines late last year when he told Automotive News that India was not the appropriate home market for the luxury marque. He characterized India as a nation of bicyclists. "I was wrong," Gorin now admits. "Any concern I may have had has been completely dispelled. I couldn't be more impressed."

So, maybe the Cornell architect has a plan that will change the direction of Jaguar. After all, unit sales in North America have declined from 61,204 in 2002 to 15,683 last year. Now we hear that he's moving the American headquarters out of California to the east coast to be closer to the British factories. In an interview with Charlie Rose last year, Tata was asked about the source of his inspiration for ideas. He said, "I think my exposure to architecture was a great boon. In architecture you get a set of criteria, you sit down and conceive how you solve that problem. And you do it relating to human beings—they're going to occupy the structure, so the circulation and how the concept works is part of what you do. All along I felt that creativity and looking at something in another way was something that I enjoyed--sometimes in a crazy manner that would have to be discarded but I was always looking for other ways to do it."



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Added JCNA Member Benefit Discount on New Jaguars to JCNA Members

Delegates attending the 2007 AGM in Houston were delighted to hear an announcement by Marti Eulberg, Jaguar North American marketing chief, that the company is putting in place a discount program for members who buy new Jaguars. The program is now active.

The operation of the plan is simple. First go through the normal purchase procedure at the dealership. Then show your JCNA membership card and the dealer will apply the discount. Jaguar will take care of crediting the dealer.

The program is intended to be permanent, but eligible vehicles and amounts will be examined quarterly and adjusted as necessary. This will ensure that as old inventory is exhausted and new cards are launched, the program will apply to the Jaguars currently available.

Watch your mailbox. Jaguar will send all eligible JCNA members a letter to announce the program. The letter will include a certificate number denoting your eligibility.

JCNA Member Purchase Program	
X-Type:	\$500
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