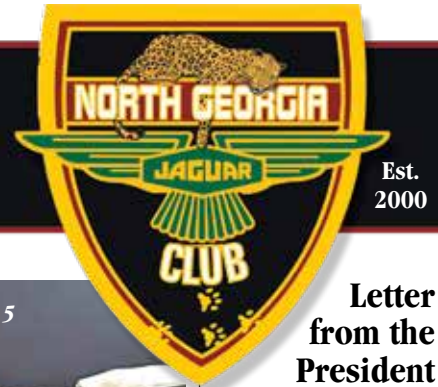


**In This Issue**

**May 7, Atlanta British Motorcar Day**  
**May 21, Sunday, Drive To Brasstown Resort**  
**June 3, Saturday Jaguar & Friends Picnic**



**Atlanta British Motorcar Day**  
**May 07, 11:00 AM – 2:00 PM**

Pre-registration is now filled up but you can still be a spectator. Atlanta British Motorcar Day is Sponsored by the sixteen Atlanta Area British car and motorcycle clubs. This charity event has been held annually since its inception in 1984. The car show and festival are FREE for spectators. Suwanee Town Center, 330 Town Center Ave, Suwanee, GA 30024, atlantabritishmotorcarday.org



**Please welcome new members**

Kirk and Chonsita Tutterrow of Suwanee, John and Cathy Brusack of Alpharetta And William Burel and Sandy Stine of Alpharetta

**Rare Classic Cars Up For Auction** *Article Page 5*



**Spring Drive To Brasstown Valley Resort, Sunday, May 21**

*Submitted by Dave Kirkman*

One of our most popular drives is set for Sunday, May 21, 2023, to the Brasstown Valley Resort for their spectacular Sunday Brunch. The resort quoted me a price of approximately \$30.00 per person and I have made reservations for forty.



We will gather in the back parking lot of the North Georgia Premium Outlets, near the Nike store, at 10:00 am with a leave time of 10:30 for our 11:30 reservations. We will cross over the beautiful Richard Russell Scenic Highway on our way to Young Harris and the Brasstown Valley Resort.

Please confirm with me by text at 678-699-4170 by Thursday, May 18, if you plan to attend. This is a rain or shine event. Looking forward to seeing you on Sunday morning the 21st.

*North Georgia Premium Outlets  
 800 GA-400 S, Dawsonville, GA 30534*

**16th Annual North Georgia Jags 'N' Friends Picnic**  
**Saturday, June 3rd**

*Submitted by John Baxa*

Come and enjoy this year's annual NGJC picnic. Again this year we will have the same location thanks to the hospitality of John and Robbie Yates. It is now the 16th Annual "Jags and Friends" Picnic at their lovely home in East Cherokee County area near Chukkar Farms Polo Club on Saturday, June 3rd. 2023 from 10:00am to 2:00pm with lunch around noon. The address is 379 Tellico Road, Canton, GA 30115. We are currently working on a country road drive after lunch to an Ice Cream Parlor.

Arrangements are being made again this year to have a catered lunch from Smokejack Barbecue in Alpharetta for \$32.00 per person. This is one event where everyone is encouraged to invite a friend with a neat car to come and share the day with us. To register and pay online. go to our website and click on the "Calendar of Events." Scroll down to June 3, 2023 and Click [HERE](#) for an online application and pay with PayPal. Payments may also be made by check payable to North Georgia Jaguar Club:

*Continued on page 7*

**Letter from the President**

In other places in the newsletter, you'll find articles on British Motorcar Day (Sunday May 7 at the Suwanee Town Center), our annual drive and lunch at Brasstown Valley Resort in Young Harris, as well as other Club events. There's no need to rehash them here.

In an effort to be socially relevant, I'd like to spend a few minutes on the Jaguar E-Type's appearance in three very recent TV series—two on Netflix and one on CW. In the just released "The Diplomat," a new US Ambassador to the UK is sent to rescue the Brits from an international crisis while trying to save her marriage. The actors are upstaged by a stunning red Series 1 OTS Jag E-Type. The Jag first appears in Episode 5 driven by the PM himself. When the PM steps out, one of the greeters remarks, "that's quite a car!" If Netflix series aren't your cup of tea, you

*Continued on page 2*

can catch the E-Type at 2 minutes and 30 seconds into the trailer.

In Netflix's recent "The Green Glove Gang," three senior female burglars evade officials by hiding out in a nursing home. It's a Polish crime comedy with subtitles. In one of the later episodes, a debonair gentleman suitor is seen driving a dark colored convertible E-Type. For reasons known only to the screenplay author and the director, the women rebuff his advances. The women undoubtedly concluded that E-Types don't make good getaway cars.

And lastly, and certainly the least significant, the E-Type appeared in a series called "Tom Swift" on CW. Tom Swift was a fictional British inventor whose books were popular with American and British teenage boys. Tom Swift invented all kinds of cool stuff and went on wild adventures. The books were harmless fun in an imaginary world. Unfortunately, the 2022 CW series veered sharply from the books and went off into adult entertainment. Although purportedly a spin-off of CW's Nancy Drew series, the Tom Swift series bears no resemblance to Nancy

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Deadline for Newsletter Articles and Advertisements is the 26th of the preceding month. All submissions are nonbinding and subject to approval.

Drew. If you missed Tom Swift, you didn't miss much. That being said, Tom Swift drove a NGJC owner's car.

In one of the episodes, Tom Swift is seen driving a red 1969 Jag E-Type 2+2 Coupe. I have it on good authority that this car was once owned by an officer of our Club who sold it to another officer of our Club. The new owner apparently leased the E-Type to a movie studio for use as the hero car but didn't know the name of the series or how it would be

used, except that it would be driven "gently." The '69 E-Type was driven by Tom Swift but only appears in a couple of short scenes, including a night drive. You can catch the E-type in the trailer.

The E-Type is driven by the British elite in "The Diplomat," by a gentleman suitor in "Green Glove Gang," and by the hero in "Tom Swift." Cinema reminds us of the timeless beauty of an ageless British icon.

Dave

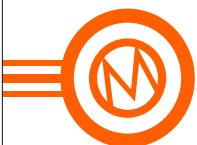
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# 2023 NGJC Calendar, NGJC Sponsored event in **bold**, *Tentative in ITALIC*

Submitted by Dave Kirkman

## NGJC EVENTS: May

M	T	W	T	F	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## NGJC EVENTS: June

M	T	W	T	F	SAT	SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

■ Club Event  
■ Other Event

■ Holiday

## JANUARY

~~30 - Monday, 1:30 - 3:30, Chick-fil-A Backstage tour, Atlanta, GA CANCELLED~~

## FEBRUARY

**11 - Saturday, Valentine Day Luncheon NOON, Pearl Lian Restaurant 11600 Medlock Bridge Rd, Duluth, GA 30097 Sponsor: RSVP Dave Kirkman 678-699-4170 (Text please)**

24 through 26, Boca Raton Concours, Boca Raton, FL

**25-Coffec & Chrome at Gateway Classic Cars, Alpharetta**

## MARCH

2-5 - Amelia Island Concours, Amelia Island, FL

**25 - Saturday; Private Lunch & Tour of Savoy Automobile Museum, Sponsor: Dave Kirkman**

24-26 - JCOF Concours d'Elegance, Longwood, FL

## APRIL

**16 - Sunday - Spring Gathering And Country Drive Sponsor: Dave Kirkman**

28-30, HSR Walter Mitty-Road Atlanta

## MAY

7 - Sunday, British Motorcar Day Suwanee Town Center, Suwanee, GA. Details to follow

**21 - Sunday, Spring Drive, Brasstown Valley Resort & Spa 6321 US-76, Young Harris, GA 30582 Sponsor: Dave Kirkman**

## JUNE

**3 - Saturday, Jaguar & Friends BBQ Picnic, Canton GA Sponsors: John & Robbie Yates**

8 - 11 Highlands motoring festival, Highlands, NC

## JULY

***Overnight to Chattanooga. (Coordinate with our Chattanooga members)***

TBD - Thursday, North Carolina Jaguar Club, Concours d'Elegance, Little Switzerland, NC

## AUGUST

**6 - Sunday Evening, Ice Cream Social, Johns Creek Sponsors: Pete and Janell Helman**

**TBD - Judge's Training, 10:00 AM, GA Expo, Suwanee, GA Sponsor: Philip DeTrolio**

TBD Pebble Beach Concours, Pebble Beach, California

British Car Fayre, Norcross, GA

## SEPTEMBER

TBD- Sunday, Poole's Mill Bridge Park, Triumph Club Picnic 7725 Pooles Mill Rd, Ball Ground, GA 30107 Sponsor: Triumph Club

## OCTOBER

**TBD - Sunday, NGJC Concours d'Elegance, Chattahoochee Country Club, 3000 Club Dr, Gainesville, GA 30506 Sponsors: Bill Flavelle, P. DiTrolio**

## NOVEMBER

Hilton Head Concours Nov 3 - 5

**TBD - Saturday, 10:30 AM, NGJC Business Meeting - GA Expo, Suwanee, GA Sponsor: Philip DeTrolio**

## DECEMBER

**10 - Saturday, NGJC Holiday Party, Atlanta Athletic Club, Sponsors: Pete and Janell Helman**

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# Official: First All-New Electric Jaguar Is £100k Four-Door GT

Jag's rebirth is imminent, first new car arrives next year *Vijay Pattni, Top Gear*

"This is unfinished business," JLR boss Adrian Mardell said. "Jaguar is going to be reborn."

And that rebirth begins with the first of three entirely new Jaguar electric cars: a four door GT with a starting price of £100,000.

Indeed. After a period of silence - acknowledged by Jag's senior team as necessary while they hashed out the storied British car brand's future - we now know something about how the Big Cat will 'purr again'.

It'll sit on a dedicated new chassis dubbed 'Jaguar Electric Architecture' - remember Jaguar will transition into an electric only brand from 2025 - that'll underpin those three new cars, at least to begin with.

Jaguar is targeting an all electric range of 700km (430 miles) from the new GT's powertrain... and a lot of power. "This will be the most powerful Jaguar ever," CFO Lennard Hoornik told TG. Jaguar wouldn't confirm any specifics at this early stage, but we're assured horses will be PLENTIFUL.

Jaguar isn't building its own battery cells, but Mardell confirmed owner Tata - a "nurturing" parent - will be constructing a gigafactory in Europe. Jag's already secured a supply.

Meanwhile Jaguar is investing £1bn, and will build these new electric cars in a bespoke facility in Solihull.

As to how this new Jaguar - indeed all three new Jags - will look? Creative boss Gerry McGovern said they will be "a copy of nothing". That's actually how Jaguar founder Sir William Lyons originally briefed his team as to what his company's creations should look like; to basically stand apart, not be a rival for, anything

on offer at the time.

There was a tacit admission that Jaguar's previous strategy of trying to compete in the mainstream perhaps wasn't the greatest success, so creatively the new generation will be 'modern, unique, exuberant'.

"When these new Jaguars appear for the first time, they need to have a jaw dropping moment," McGovern said. There was mention of making sure these new car designs 'shock'.

*Continued on Page 9*

## Jaguar is targeting an all electric range of 700km (430 miles) from the new GT's powertrain

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## Rare Classic Cars Up For Auction After Huge 230-Vehicle Find

Written by Toyin Owoseje, CNN

Car enthusiasts will be able to get their hands on a rare Lancia B24 Spider America next month when an impressive fleet of 230 classic cars discovered in warehouses and an abandoned church in Holland comes up for auction.

The hoard of classic vehicles, believed to be worth millions of euros, belonged to Dordrecht businessman Ad Palmen, 82, who started collecting the cars 40 years ago, according to auction organizers.

Due to Palmen's reported ailing health, he could no longer keep the vehicles and they were recently purchased by Gallery Aaldering, a motor vehicle dealer run by Nico and Nick Aaldering, for an undisclosed amount.

"The Palmen Barnfind Collection" will go under

the hammer in the Netherlands from May 19 as part of an auction organized by Gallery Aaldering and Classic Car Auctions.

"This barnfind collection is truly a unique opportunity for car enthusiasts and collectors around the world to expand their collection," said Nico and Nick Aaldering in a press release.

"We are very pleased to be able to auction these cars through Classic Car Auctions and look forward to seeing how much interest there is in this wonderful collection."

The 230 cars were stored in warehouses and an abandoned church in Holland. Picture Credit: Gallery Aaldering

Carlo Te Lintelo, Gallery Aaldering's head of marketing, told CNN on Friday (April 14th) that Palmen's trove, which includes a white Mercedes 300 S convertible, a blue Ferrari 365 and a modest Alfa Romeo Spider, was a closely guarded secret until a fire broke out at his largest warehouse last year. A quick response from the fire brigade prevented the cars going up in smoke.

It is believed that Palmen has a deep appreciation for cars rather than a fondness for specific brands. Many of the models, including Maseratis, Jaguars, Aston Martins, BMWs and Facel Vegas, are in



pristine condition, Te Lintelo said.

"These cars are in a great condition and immensely diverse. What you often see is people focusing on one brand when they are



collecting cars like Mercedes Benz, Jaguar or BMW. Mr Palmen didn't collect just expensive or exclusive cars he bought everything he thought was beautiful," Te Lintelo said.

**Many of the models, including Maseratis, Jaguars, Aston Martins, BMWs and Facel Vegas, are in pristine condition**

He added: "This collection includes cars that are very special. Like the Lancia B4 Spider America. Just to give you an idea, that car alone will sell for €60,000 to €70,000 (\$660,000 to \$770,000). They are very rare, only a couple of them were made. If in perfect condition, they can sell for up to €1 million (\$1.1 million)."

### 'Cars were his life'

According to Te Lintelo, there remains many unanswered questions about the collection because Palmen is too ill to tell his story.

"We have hundreds of questions about why he started collecting," Te Lintelo said. "So much mystery around the cars because he can't answer. [It's] very sad."

But there is one thing that Te Lintelo believes to be true: Cars were Palmen's passion. "He was living in the warehouse and not in a luxurious way. Cars were his life," he said. "We want to respect his legacy. This was his entire life. The Gallery Aldering brought the cars but we chose to name the collection after him to honor him."



Hi,  
I'm working on an upcoming photoshoot for Ralph Lauren advertising. We are shooting in Chattanooga, TN on May 4th and are in search of a British Racing Green Jaguar (XKE, XK120, or XK150) to use as a prop. Would any of the members of your club happen to have one and be interested? We might be open to an Aston Martin or MG in this color if no Jaguars can be found. The owner of the car would be paid for their time and the vehicle would be fully insured while

on location. Feel free to give me a call or send me an email with any questions.

Thanks,  
Tom  
Veloce Picturecars  
917.818.2827  
@velocepicturecars

## For Sale: BUTEC alternator core )

*Offered By Randy Shaw*

BUTEC alternator core removed years ago from a salvaged Jaguar E-type, Series 3, V12 (year unknown). External components have been lightly sand blasted clean. Rotor turns freely. Overall operational condition of the alternator and its electrical components are unknown and is being sold as is. Additional pictures available. \$200 firm. Contact Randy Shaw, rpsga@outlook.com or 770-837-2009.



## For Sale: Ilco key blanks FTR6 (F81G)

*Offered By Stan Cryz*

I ordered a number of Ilco key blanks FTR6 (F81G) which fit not only my 74 E type but a variety of other Jags and European cars from that era. I have a friend in the trade so he got me 10, therefore, I have 9 extra to sell. If you look online at Moss and other places they sell for between \$14-24 plus at least \$5 in shipping. I got them at wholesale so can sell them at \$7 each with shipping. Stan Cryz scryz@path.org



## For Sale: 1960 Jaguar Mark II

*Dick Preston Offered on behalf of Don Hart*



Has completed a no-expense (2 year) restoration & refurbishing & upgrade to

all mechanical, interior & exterior systems and components. The car is stunning in appearance and drives as new with key system upgrades for improved reliability, drivability and comfort. Chrome is excellent as the Claret Red paint and Tan Interior. Work includes but not limited to:

- 3.8 Engine Rebuild, fuel system, brake systems, gauges, etc., Knock-off wire wheels, Stainless exhaust and electrical etc.:

- Replace, up-grade & rebuilt Automatic Transmission
- Refurbished all Wood Panels and Trim.
- New light tan Connolly leather seats & door panels & headliner
- New Wentworth English Carpets
- Additional Details provided upon request.

Offered on behalf of Don Hart, contact Dick Preston at 678-427-4813 for more details.  
Asking Price: \$75,400.00



## For Sale: 1975 Jaguar XJ6C

*Offered By Bart Boyd*

Project car. The guy I purchased this from pulled the engine and transmission for a Chevy swap. Sold them twenty years ago, and the project sat for 20 years. I bought the car with the intention of restoration, but I have decided it is more than I am interested in

tackling. The car needs paint, interior, etc. It is a project. There is some surface rust here and there. The driver's side floor pan needs replacement. There is some rust on the driver side rocker. Boxes of new parts and removed parts included. The previous owner

had already purchased some of the seals and weather stripping new. A 1985 4.2 engine is included with the car. Its condition is unknown but complete. Asking \$4,500 OBO. Contact Bart Boyd at 423-584-9370.



# April Drive Mexican Brunch And Ice Cream Too

Submitted by Dave Kirkman

A good group of new and old club members gathered at Cinco's Restaurant for a good brunch before heading out on the country roads to Ball Ground and Scoops on Main. The conversations were delightful and we hope all the new members had a good time as we all shared ice cream before heading home.



Continued from Page 1

## 16th Annual North Georgia Jags 'N' Friends Picnic Saturday, June 3rd

Submitted by John Baxa

Mail checks to:

Linda Frost, Treasurer  
North Georgia Jaguar Club  
2337 Commerce Street  
Alpharetta, GA 30009

ORDER DEADLINE IS Friday MAY 26th

### NGJC 2023 PICNIC MENU

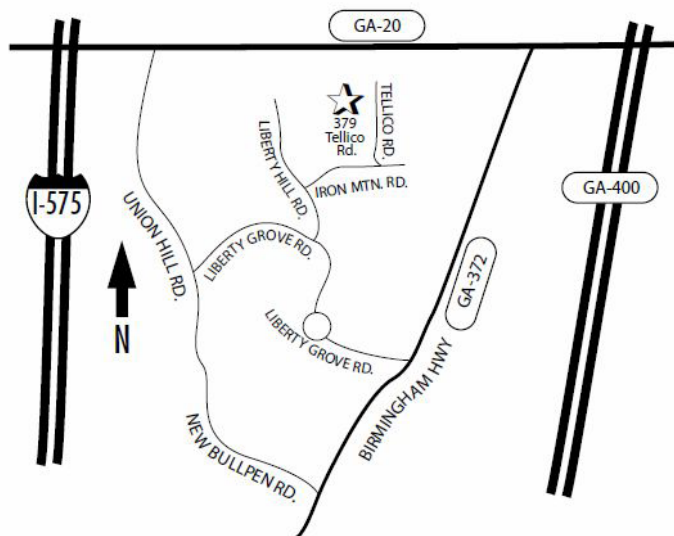
\$32.00 per person

Sandwich: Pulled Chicken & Pulled Pork  
Shoulder

Sides: Potato Salad, Cole Slaw, Corn Pudding  
Drink: Iced Tea & Water

All food orders must be made in advance with  
the registration as additional meals will not be  
available for sale.

Beverages other than those listed above will  
not be available so please bring your own  
if desired.



Look for the road signs



## Cornering Classic Cars

By Hannah Elliott, Bloomberg News

***In two years, McKeel Hagerty has transformed his modest family business for vintage vehicles into a conglomerate with unprecedented control of the entire industry.***

March 31, 2023 at 5:00 AM EDT,

Updated on March 31, 2023 at 4:52 PM EDT

Every August, the world's most discerning car collectors descend on Carmel-by-the-Sea, California, for an unadulterated automotive orgy. The occasion is Monterey Car Week, where enthusiasts staying at four-night-minimum resorts arrive on dew-drenched hotel lawns in the early hours to ogle vintage Jaguars and Porsches. By afternoon they'll cram into white auction tents to bid millions on the blue chips, a Mercedes-Benz 300 SL Gullwing or a Ferrari 250 GTO. Come evening, Bugatti, Lamborghini and Rolls-Royce will host candlelit dinners overlooking the yachts in Carmel Bay and offer VIPs private meetings with top-ranking car executives and sneak peaks of upcoming models. Flexjet parking is always on tap; the loafer and scarf count is high.

The week climaxes on Sunday at the Pebble Beach Concours d'Elegance, a car show on the 18th fairway of the golf course. It's like a very fancy dog show, but for cars. As guests order seafood towers and sip Champagne, navy-jacketed judges inspect the purebreds of the auto world: Alfa Romeos and Bentley Blowers decorated with liveries from races won last century; Duesenbergs and Packards with art deco fenders the size of card tables; Lamborghinis painted as bright as Skittles. The winner gets ribbons, a trophy, a bump in their car's value—and bragging rights.

This year brought with it an unusual addition to the upper-crust ranks: a Midwestern insurance company working hard to fit in. Auto brokers, nouveau riche collectors, restorers and retired racing champions gossiped near auction tents and late-night fire pits, noting that Traverse City, Michigan-based Hagerty Inc. had given itself a makeover.



On Wednesday, Hagerty hosted a gala at a local jet hangar. On Thursday its newly acquired Broad Arrow auction house took in \$55.3 million in total sales. On Saturday, it sponsored free food and drinks in a suite at Laguna Seca Raceway. On Sunday, it was Chief Executive Officer McKeel Hagerty himself, shaking hands near the winners podium. “They did seem to be everywhere during Car Week,” says

Greg Fazzio, a Hagerty insurance customer who attended the festivities.

Recently, Hagerty—the man and the brand—has been on a tear. The company, founded in 1984 by McKeel's parents, has long insured classic cars and provided market data on their fluctuating values. In the past two years it's tried to trade in its humble image for something much more audacious—that of a conglomerate that owns every aspect of the collectible car universe, including auctions, brand experiences, data, events, logistics, media and storage. It's acquired half a dozen major car events nationwide, such as the intimate Amelia Island Concours d'Elegance in Florida and the exclusive California Mille rally. It's opened car storage clubs in Chicago, Los Angeles, Miami and five other cities. It's purchased a handful of auto-related tech companies, including the creator of a motor sports event management system and a tech provider, Speed Digital. It also operates DriveShare, a peer-to-peer classic car rental service it bought and relaunched in 2017,

and runs an online classifieds section for 753,000 paying members. In recent years it began publishing Hagerty Drivers Club, a bimonthly magazine, and Radius, a quarterly distributed to top collectors.

Hagerty says that by cornering the market he'll save classic car culture, a loose term used to describe the disparate local groups of car aficionados scattered across the country and, these days, social media. It's a universe made up of an estimated 43 million collectible vehicles, whose values have risen more than 190% in the past decade, according to the Knight Frank Luxury Investment Index.

Hagerty says this culture is threatened by increasingly stringent transportation regulations and a declining interest in the more

*Continued on Page 9*



## Cornering Classic Cars

By Hannab Elliott, Bloomberg News

traditional aspects of the hobby, like learning how to operate a manual transmission. As people become captivated with autonomous driving, he says, the network required to preserve old cars—brokers, collectors, curators, drivers, investors and mechanics—dwindles. Those gorgeous old Bentleys and Jaguars with their rumbling engines and antiquated brakes are already so rare that seeing one drive across a concours lawn is like encountering a Bengal tiger in the wild. If they're not protected and well cared for, Hagerty believes, this endangered species will go extinct. "I love the car world," he says. In 2014 he created the National Historic Vehicle Register to document important cars in America's past. "I really wanna see it last long term, but I don't think that's a given."

The industry has never witnessed a shake-up like this. Hagerty's growing empire not only presents uncomfortable potential conflicts of interest, it also raises the question of whether the nation's 120-year-old classic car culture—rich with hundreds of tribes devoted to everything from American lowriders to Italian exotics—can maintain its diversity under an expanding corporation posing as its savior. "There is a terrific automotive lifestyle business being built before our eyes," says Donald Osborne, an automotive appraiser, TV host and writer who worked as a consultant for Hagerty for a decade and hasn't been seen in public without a bow tie for years. "But what does that have to do with insuring collector cars?"

Hagerty believes consolidating the industry under its banner will keep America's car culture alive, even though it's not all that clear the culture needs saving. These days popular hangouts such as Lower Manhattan's Café Leon Dore are pulsing with Alfa Romeo and Porsche groupies, while coffee meetups from Malibu to Montauk are drawing teen and twentysomething car fans who spend their free time playing Gran Turismo and watching Netflix's docu-series Formula 1: Drive to Survive. Last year online auction platform Bring a Trailer—

## Hagerty believes consolidating the industry under its banner will keep America's car culture alive

half of whose users are 44 or younger, according to a company spokesperson—reported a record \$1.3 billion in sales of classic cars. Even auction sales of the oldest, most expensive classics are up, and increasingly popular with buyers under 50, according to Bonhams. "It seems like every show that I go to, it's starting to get a younger crowd, a more diverse crowd," says Bradley Brownell, a co-founder of Radwood who's now director of the Crawford Auto-Aviation Museum in Cleveland. "I just don't know that Hagerty is the one doing that."

At the 2023 Amelia concours weekend in early March, Hagerty's corporate fingerprints were everywhere. As 25,000 car enthusiasts rolled in, they received QR codes for entry, alerting them about impending rain, scheduling changes and parking, while jumbo screens broadcast the awards ceremony across the main lawn. Meanwhile, old-timers grumbled they could no longer park freely along the country road leading into the concours, instead having to leave their cars in nearby fields for \$40 a day. Hurley Haywood, the retired American racing driver, expressed disappointment to anyone who'd listen that he had to purchase tickets to the opening dinner, when in prior years he'd attended for free. The vibe, as it were, has shifted. "If Hagerty can bring corporate organization and financial support to events that might not exist, good for them, that's terrific," Osborne says. "On the other hand, I think it's important to understand why people participate in those events in the first place."

Editor's Note: There is much, much more to this story—too much for our space here—but it would be worth your while to read the complete version. Here's the link:

<https://apple.news/Aix5kYCOzSNG0Hm2iYoUeCA>



## Official: First All-New Electric Jaguar Is £100k Four-Door GT Jag's rebirth is imminent, first new car arrives next year *Vijay Pattni, Top Gear*

Under the title 'Project Renaissance', McGovern tasked his team to entirely reimagine what Jaguar looks like. Some 18 models were built by three design teams in a very short space of time. Indeed they're still finessing the final designs now.

There's been no mention of nameplates, nor what form the next two cars will take. When pushed by TG on one of the three new electric cars being a two-door, two-seat sportscar - part of Jaguar's DNA you'd argue - they wouldn't confirm.

A final note about badging, mind: there'll now be a 'house of brands' spanning Range Rover, Defender, Discovery and Jaguar. Each is its own brand if you will, McGovern noting how, for example, 'Land

Rover Range Rover' is a bit of a mouthful.

That said, Land Rover - a nameplate with a country tonne of heritage and equity - will underpin RR, Disco and Defender. So, glad that's cleared up then.

What was clear was Mardell and the senior team's passion about Jaguar's long-anticipated revival; about its Britishness and storied heritage. Mardell himself has been working at JLR for 32 years in a career spanning 19 roles, the most recent one at the very top of the tree... having started as an apprentice. So it means a lot.

"This is the beginning to put right unfinished business," Mardell said of Jaguar's all-electric revival. "This is personal."

