



P.O. Box 1234
Gainesville, GA 30503

PRESIDENT'S CORNER

You know, our club is doing just great. We are over 130 strong with a full plate of fun activities. June brings us a fun drive to Wolf Winery followed two weeks later by our annual Jags n Friends picnic. As I've said before, take a look at the events calendar in this newsletter and pick something you'd like to do. If you haven't been on one of our outings I ask you give it a try. One of the best things I like about the NGJC is the people are a real fun bunch to be around. Having said this. Here's my point. None of this happens without people willing to sponsor and support our events and I need YOUR help to take a part in our club. We are now starting to prepare a slate of officers for our Fall elections. Larry Kludt is heading up the nominating committee. All positions are open and there is a listing in this newsletter. If you think you'd like to join the team please give Larry a call. Also, the JCNA Concours season is now underway with 49 events now on the calendar. Many are within driving range of our area and are listed under the Concours tab of the JCNA website. Consider entering your car in one of them. Believe me, its not complicated and you definitely do not have to have a pristine, show quality Jag to be competitive. Plus its a lot of fun. Speaking of Concours, heres another

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Jaguar Comments on Sex Storyline in 'Mad Men'

Sourced from Wall Street Journal and other news reports

English car maker Jaguar and its E-Type sports car have been part of the "Mad Men" story line this season, testing how far the SCDP agency will go to secure the company's ad business. In the latest episode the audience learns office manager Joan will go farther than the rest. The fictional ad firm Sterling Cooper Draper Pryce pulled out all the stops to win the luxury automaker's business - even enlisting Joan Holloway (played by Christina Hendricks) to sleep with a sleazy Jaguar dealer. The company finally won Jaguar over with the tagline, "At last, something beautiful you can truly own." But how does today's Jaguar feel about its representative demanding to sleep with Joan Holloway before granting the advertising contract?

"Loved the pitch, didn't love the process," the company said.

Jaguar has said previously it did not arrange to have its cars on the show, so it isn't a classic product placement. But researchers for the show did contact the car maker for information about its vintage models and how its Manhattan showroom would have looked in the 1960s.

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Over 200 Brit Cars Attend 29TH Annual British Motorcar Day

Submitted by Dave Kirkman

Berry College in Rome, GA, was the setting again this year for the 29th Annual British Motorcar Day celebration of British automobiles and British motoring. The setting is just perfect for British cars and the weather was quite delightful although several of the folks reported driving through a rain shower on the way over. Our club was the only Atlanta based Jaguar club to have representation at this year's charity event and I want to thank all of our club members who made the journey to Rome in support of our favorite marque.

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NGJC Nominating Committee Seeking To Fill Leadership Vacancies

Submitted by Larry Kludt

Any and all NGJC members who are interested in serving as a club officer for the 2013 calendar year should contact Larry Kludt of the

NGJC Nominating Committee at 770-905-1006 or 4LKM@bellsouth.net. An election for the positions will be held this Fall.

Positions open are the club President, VP of Activities, VP of Membership, Secretary, Treasurer and Member at Large. Thank you.

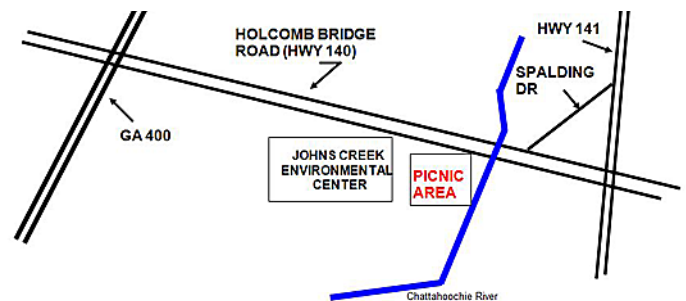
Jags and Friends Picnic, Saturday June 16th

Highlands Motoring Festival, Highlands, N.C., July 13-15th. Carolina Jaguar Club Concourse Overnight Trip, July 19-22nd.

Sixth Annual "Jags and Friends Picnic" John's Creek Environmental Center Saturday, June 16, 2012 10:00 a.m. until 3:00 pm

Submitted by Dave Kirkman

The North Georgia Jaguar Club's "JAGS AND FRIENDS PICNIC" has evolved into one of our club's favorite events. What better way to spend a late spring day than with good friends, wonderful cars, and a catered lunch? This event is unique on our annual calendar as club members are encouraged to invite a friend or two that have interesting cars to come and spend the day with us. Please note that the picnic will be in a new location this year (see attached map). Brian Hernan has made all the arrangements again for us and will include catered barbeque sandwiches, cold drinks, and dessert. Please see the attached menu for your and your guest's food selections and Brian's return address. See you there!



JOHNS CREEK ENVIRONMENTAL CENTER
8100 Holcomb Bridge Road
DIRECTIONS:

GA 400 to Holcomb Bridge Road (Hwy 140). East on Holcomb Bridge Road 4.0 miles. Johns Creek Environmental Center is on your right. Turn in and follow the road to the picnic area.

HWY 141 Going South. Turn Right onto Spalding Drive 2.0 miles to Holcomb Bridge Road. Cross the Chattahoochee River. Johns Creek Environmental Center is on your left. Turn in and follow the road to the picnic area.

HWY 141 Going North. Turn Left on Holcomb Bridge Road. Cross the Chattahoochee River. Johns Creek Environmental Center is on you left. Turn in and follow the road to the picnic area.

ORDER DEADLINE IS Wednesday June 13TH

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Germany and France turn to British-made Jaguar and Land Rovers

Sourced from *The Telegraph*

area we could use some help. We are always looking for people to become Concours judges in our club. On August 4th we'll be having a tech session (including burgers and shopping) at the Sikes' home. At this session we'll be talking about how to prepare your car for a Concours and explaining how the cars are judged. This will be a great opportunity to introduce yourself to these events and see if you would like to give judging a try. My bottom line is this: This is your club and we want to see you doing things with us. Pick a piece of the pie and jump in!

Pat



Welcome new members

Dick and Linda Stallcup of Lawrenceville and Stuart and Tracy Weiss of Marietta.



German and French car buyers are turning to British-made Jaguar and Land Rovers at an unprecedented rate despite the eurozone debt crisis. Jaguar Land Rover revealed that its sales in Germany have increased 22.3pc in the last 12 months while sales in France have grown 57.4pc. The increase is one factor in the record financial results over the last 12 months for JLR, which has three plants in the UK Midlands and Merseyside. Revenues rose 37pc to £13.5bn in the year to March 31 and pre-tax profits grew to a record £1.51bn from £1.1bn last year. The stunning performance from JLR is being driven by surging demand from China and the success of the new Range Rover Evoque.

However, the growth in Europe is underpinning JLR's results. The popularity of new models such as

the Evoque and Jaguar XF is allowing the premium car maker to buck the trend of shrinking new car markets, as well as the difficulties British vehicle manufacturers have traditionally had on the Continent.

Ralf Speth, chief executive, said JLR is enjoying "very strong demand" for its vehicles in continental Europe and that the company is "cautiously optimistic" about the outlook. JLR said sales in the UK, still the company's biggest market, rose 3.2pc to 60,022, while Russia increased 38.1pc to 16,142, Italy 7.5pc and Spain 18.1pc.

North American sales increased 15.4pc to 58,003, and China 76pc to 50,994. The car maker sold 314,433 vehicles in total, a year-on-year rise of 29.1pc and the most in Jaguar and Land Rover's history.



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2012 NGJC Calendar

Submitted by Dave Kirkman

Officers

January
21 – An Evening with Hennessy Jaguar
 Sponsor: Pat Harmon
 Location: Hennessy Jaguar Gwinnett

February
11 – Valentine's Party
 Time: 12 Noon
 Sponsor: Dave Kirkman
 Location: Mamba Jamba, Windward Pkwy

March
9-14 – JCNA Annual Meeting & 2012 JCNA Western States Meet
 Location: Phoenix, AZ
10-11 – Amelia Island Concours Weekend
 Sponsor: N/A
 Location: Amelia Island, FL
14-18 – Atlanta International Car Show
 Location: Georgia World Congress Center, Atlanta
18 – Spring Slalom
 Sponsor: Dick Maury
 Location: Chicopee Ag Center, Gainesville, GA

24 – First Spring Drive
 Sponsor: Dave Kirkman
 Location: TBD
31 – Rain Date for First Spring Drive

April
8 – Easter
21 – Second Spring Drive
 Sponsor: Dave Kirkman
 Location: TBD
28-29 – Walter Mitty Speedfest
 Triumph vs. MG
 Sponsor: HSR/Classic Motorsports
 Location: Road Atlanta, Braselton, GA
29 – Rain Date for Second Spring Drive

May
12 – British Motor Car Day
 Location: Berry College, Rome, GA
13 – Mother's Day

June
2 – Wolf Mountain Winery Drive
 Sponsor: Dave Kirkman
 Location: Wolf Mt. Winery, Dahlonega, GA

6-10 – MG 2012 National Meet
 Sponsor: Peachtree MG Club
 Location: Dillard, GA
16 – Jags 'n Friends Annual Picnic
 Sponsor: Brian Hernan
 Location: TBD
17 – Father's Da02

July
13-15 – Highlands Motoring Festival, Highlands, N.C.
19-22 – Carolina Jaguar Club Concourse Overnight Trip
 Location: Little Switzerland, NC

August
4 – Tech Session at Marvin Sikes'
 Location: Sikes Home, Duluth
18 – Summer Drive
 Sponsor: Dave Kirkman
 Location: TBD
25 – Rain Date for Summer Drive

September
1-3 Labor Day Weekend
8 – British Car Fayre
 Sponsor: British-American Business Group

Location: Norcross, GA
16 – Fall Slalom
 Sponsor: Dick Maury
 Location: Chicopee Ag Center, Gainesville, GA

October
7 – NGJC Concours d'Elegance
 Sponsor: Pat Englehorn
 Location: Gainesville, GA
13-14 Euro Auto Festival
 Location: BMW Plant, Greer, SC
28 – Fall Drive
 Sponsor: Dave Kirkman
 Location: TBD

November
3-4 – Hilton Head Island Concours Weekend
 Location: Hilton Head, SC
10 – NGJC Annual Business Meeting
 Time: 10:00 AM
 Location: TBD
22-25 – Thanksgiving Weekend

December
16 – Christmas Party
 Sponsor: TBD
 Location: TBD

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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.



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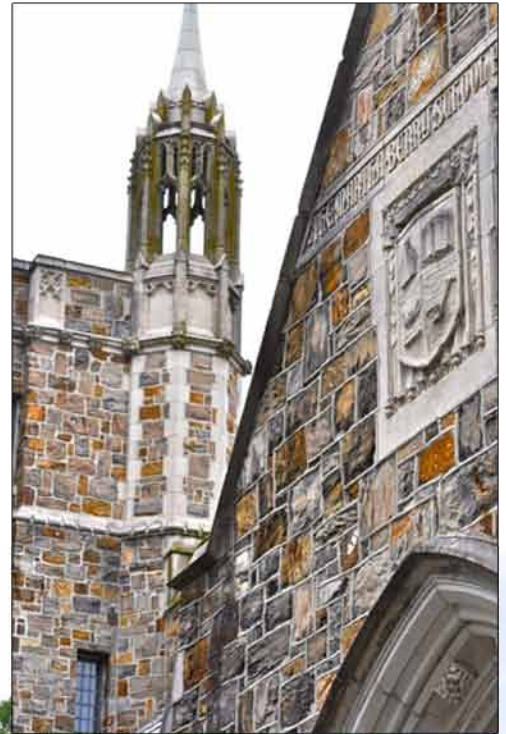
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Over 200 Brit Cars Attend 29TH Annual British Motorcar Day

Submitted by Dave Kirkman

Our club's E-types always make a spectacular presence at BMCD and were well represented again this year with Jim and Nina Potter's 2+2; Jeff Smith's Series III OTS (Lori drove the "Blue Bomb" with the kids and the dog), Ray Gore was there with his beautiful 67 Series I; Pat Harmon's six-Webber Series III OTS and my Series II OTS were also on display. Roy Cleveland and John Hoffman brought more modern Jags and, hopefully, next year their E's will be ready for the 30th British Motorcar Day. Dr. John's red XJS and Jack Wissner's black XK8 made the trip over to Rome.



Phil and Karen DiTrolio were there with Phil's new Aston Martin while Karen drove their XK8 coupe. New club member Jim Spencer has just acquired a Series III 2+2 and, hopefully, it will be on the field next year, too.



Jaguar Comments on Sex Storyline in 'Mad Men'

Sourced from Wall Street Journal and other news

Telecast on the cable network AMC, "Mad Men" is now in its fifth season. It's set in the 1960s, initially at the fictional Sterling Cooper advertising agency on Madison Avenue in New York City, and later at the newly created firm Sterling Cooper Draper Pryce. The focal point of the series is the character Don Draper (played by Jon Hamm) the creative director at Sterling Cooper and a founding partner at Sterling Cooper Draper Pryce, and the people in his life, both in and out of the office. As such, it regularly depicts the changing moods and social mores of 1960s America.



Jaguar employees do watch the show, which has caused a buzz at the company's offices. "As fans, our North American marketing and PR teams are following the story line, and offering up our views of the Jaguar story line via Jaguar USA's Twitter and Facebook pages," Jaguar said. Its reaction after the latest episode included, "We applaud Peggy leaving SCDP."

The latter part of the tweet referred to Peggy Olson, the copywriter who decided to leave the ad firm after yet another dismissive outburst from mentor Don Draper. The realization that Holloway had earned a 5 percent partnership by playing by the old boys' rules

only validated her decision to walk out the door. May 29th, Ad Age ran a brief interview with David Pryor, the vice president for brand development at Jaguar USA. He sounded moderately freaked out by the skeezy Jaguar-dealer executive in the show, but he added, "At the end of the day, though, we're confident that people know it's a fictional character."

He might also have added that the Jaguar ads in the show were fictional, too. In the episode, SCDP comes up with a car-as-lady-you-can-buy tagline (in case you were too slow to catch on to woman-as-commodity theme): "Jaguar: At last, something beautiful you can truly own." The example ad from 1974 is about as racy as Jaguar got (and would still have been years away, in the "Mad Men" timeline). If you browse through the late-sixties and early-seventies ads Jaguar actually produced, you'll find that engineering was most often emphasized as Jaguar's appeal. One of the most common taglines was "When Jaguar make a new engine they don't do it by halves." Only people from the time can confirm how deals were reached, but it looks like Jaguar ads ran clean. For more examples check out the following web page: <http://www.car-brochures.eu/jaguaradverts.htm#266041825>

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NGJC 2012 PICNIC ENTRY FORM Saturday, June 16th

Submitted by Dave Kirkman

Name: _____

Cars Entered: _____ Year Model (Entry Fee: \$10.00/car includes one lunch)

Lunch Choices (Lunches are \$10.00 per person. Please enter quantity in box)

Sandwich: Chicken Pork

Side Dish: Potato Salad Cole Slaw Chips

Drink: Iced Tea Water

Please complete this form and send it with your check
(payable to North Georgia Jaguar Club) to:

Brian Hernan
1080 Grace Hill Drive
Roswell, GA 30075

All food orders must be made in advance with the registration as additional meals might not be available for sale. If you do not want a meal due to special dietary needs, etc. please put a zero in both sandwich boxes.

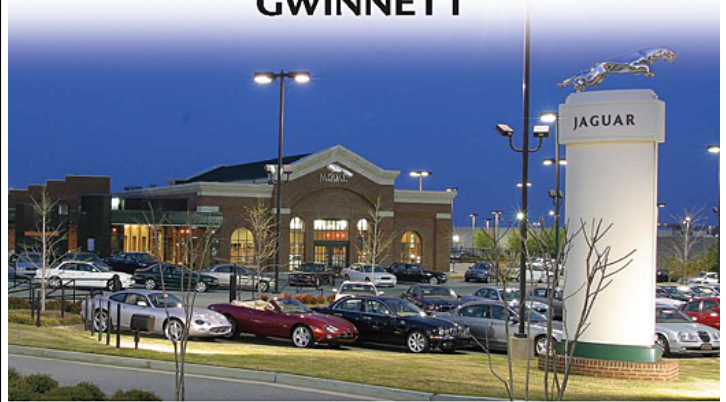
Beverages other than those listed above will not be for sale so please bring your own if desired.

ORDER DEADLINE IS Wednesday June 13TH



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The operation of the plan is simple. First go through the normal purchase procedure at the dealership. Then show your JCNA membership card and 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 inventory is exhausted and new cars 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

XF Models	\$750
XJ Models	\$1,000
XK Models	\$1,000

This program is not transferable and is available only to JCNA members in good standing. Membership verified via prior fiscal year roster (Dec 31). Cannot be combined with A/Z plans.



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