

AUTOMOTIVE

Jaguar leads by example in educational escapade

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Jaguar XE

By STAFF REPORTS

British automaker Jaguar is showing how its XE sedan fits into a well-mannered lifestyle in a high-class action film.

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Starring a Bond-like agent and his female pursuer, the "Jaguar Guide to Manners" runs through a list of rules, using the car to demonstrate examples. This playful take on a classic plot line enables Jaguar to naturally show off the XE's features and handling.

Etiquette lesson

In the opening scene, a man is seen walking out of the surf wearing a wetsuit and carrying a surfboard. Speaking directly to the camera, he shares the British saying "Manners maketh men."

A woman doing surveillance on him pipes up about manners' application for females as well. Sitting in her car, she snaps photos of her subject.

The film continues, with chapters displaying certain rules before showing their real applications in the XE. For instance, the need for a firm handshake equates to the woman turning the knob-shaped gear shift in her car.

As they race through the streets of a city, the pair take turns offering advice, such as the rudeness of shouting, which contradicts with the additional rule that whispering is impolite.

Aside from showing off the handling, some rules also pinpoint specific technical details of the car, including its head-up display, perfect for maintaining eye contact.

The Jaguar guide to manners featuring the all-new XE | Jaguar USA

The longer film is recut into shorter clips, which are shared on Jaguar's Web site and social media accounts, including YouTube.

Looking to create a social conversation about the XE, Jaguar has launched the hashtag #MannerUp.

While decorum and refinement are not limited to Britain, the nation's stereotyped formalities have been the subject of other amusing films.

Menswear brand Alfred Dunhill is taking consumers on a summer drive, dispelling witty British driving etiquette along the way.

The "Summer Drives" film explores dunhill's motoring heritage and adventurous spirit while also giving the brand an opportunity to feature its new eyewear collection. The eyewear collection, in association with De Rigo Vision, offers dunhill consumers optic and sunglass styles which reflect the brand's aesthetics and commitment to excellence, craftsmanship and innovation ([see story](#)).

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