

AUTOMOTIVE

Jaguar uses Wimbledon as canvas to tease latest model

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Jaguar's XF Sportbrake model from above

By STAFF REPORTS

British automaker Jaguar has cut the sporty silhouette of its new XF Sportbrake model into the perfectly manicured center court of the All England Lawn Tennis Club at Wimbledon.

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Jaguar is the official car partner for the upcoming Championships at Wimbledon, which runs from July 3-16 ([see story](#)). With less than 70 days until the tennis tournament begins and the sporting world turning its attention to Wimbledon, timing is of the essence for Jaguar to promote its latest models.

On the green

Jaguar has used the center court of the iconic All England Lawn Tennis Club as a canvas to draw a large-scale outline of the XF Sportbrake onto the lawn.

The out of home effort was created by the sporting venue's ground staff who turned its famous white lines into the outline of a Jaguar. The project was undertaken by the expert eye of head groundsman Neil Stubley as Jaguar's director of design, Ian Callum, looked on.

"With XF Sportbrake we've created a silhouette which sweeps toward the rear, almost into the distance, and really gives the car a sense of speed and sportiness," said Mr. Cullum in a statement. "It will bring new levels of practicality to the range without sacrificing the dynamic design and agile handling our customers expect."



Jaguar's out of home XF Sportbrake effort at Wimbledon's All England Lawn Tennis Club

Head groundsman Mr. Stubley said, "Ian and I come from very different professions but the roles of head groundsman and design director at Jaguar have one thing in common – our dedication to achieving perfect precise lines.

"If we get one line out of place, the whole world will see it, so it is vital that we achieve 100 percent precision with every line we draw," he said.

Jaguar's XF Sportbrake will join the XF sports models in summer.

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