

AUTOMOTIVE

Jaguar's SVO investment pays off as limited-edition supercar comes to fruition

May 26, 2017



Limited to 300 worldwide, the Jaguar XE SV Project 8 was developed by Jaguar SVO

By STAFF REPORTS

British automaker Jaguar will limit its most-powerful supercar to date to only 300 units worldwide.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Designed by Jaguar Land Rover Special Vehicle Operations (SVO), the new XE SV Project 8 is the automaker's most powerful, agile display of extreme performance that it has ever built. Jaguar's Project 8 is the second collector's edition vehicle to come from SVO, following 2014's limited-edition Jaguar F-Type Project 7.

Performance best

Jaguar's XE SV Project 8 has a 600PS 5.0-liter V8 engine, the most powerful supercar the automaker has designed in its history.

Project 8 serves as a prototype for the 600PS Jaguar sports car that will offer drivers supercar performance in a sedan.

The limited-edition Project 8 debuted on the Nürburgring Nordschleife racetrack in Germany where it will undergo extensive testing. During the testing process, the Project 8 will be adorned with an exclusive camouflage paint created by Jaguar's SVO Design team.

As with its predecessor Project 7, the Jaguar XE SV Project 8 will be limited to 300 models, all of which will be hand-assembled at the SVO Technical Center in Coventry, Britain.



Jaguar's XE SV Project 8 on the Nrburgring Nordschleife racetrack

"The time is right for SVO to produce the most extreme performance road car in the history of Jaguar," said John Edwards, managing director of Jaguar Land Rover Special Operations, in a statement. "The SVO team is possessed by the spirit of performance and committed to creating the most thrilling driving experience imaginable.

"Our clients worldwide were thrilled by the F-Type Project 7," he said. "The new XE SV Project 8 takes aerodynamics and performance engineering to another level – it is conceived for enthusiasts and the most discerning collectors.

"The price for such an extreme performance sports car available in strictly limited numbers will reflect that."

As of press time, a price tag for the Jaguar XE SV Project 8 has not been made public.

On June 28, Jaguar will announce the full specification details for the Project 8 on its Web site. Soon after on June 30, Jaguar will debut the Project 8 for the public during the Goodwood Festival of Speed in West Sussex, Britain.

Jaguar / Introducing the XE SV Project 8

Jaguar has invested heavily into its ability to produce high-performance supercars.

In July 2016, Jaguar opened a Technical Centre worth nearly \$26 million for the SVO branch and Classic division. As luxury's turn toward the bespoke permeates across sectors, Jaguar is preparing for revenue increases in its corresponding business.

Serving as the SVO and Classic headquarters, the 215,000-square-foot Technical Center includes manufacturing and paint facilities, a technical suite and a VIP commissioning and viewing suite ([see story](#)).