

AUTOMOTIVE

Jaguar highlights speedy sedan with 186mph film

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Jaguar's XJR575. Image courtesy of Jaguar

By STAFF REPORTS

British automaker Jaguar is showcasing its most powerful XJ model yet with a high-speed interview with the car's designer.

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A short video captures what claims to be the "fastest interview ever," as TV presenter and racecar driver Amanda Stretton grills production studio director and SVO Projects Wayne Burgess about his auto design. Creating a visual representation of the XJR575's 0 to 186mph acceleration in 44 seconds, the conversation was kept to an identically short time frame.

Quick questions

After setting up the stunt, Jaguar's film shows the journalist and her interviewee getting into the vehicle. As the car begins to move, the pair begin a series of rapid fire question and answer.

Among the topics covered are the car's standout features and the best piece of new technology in the vehicle. Ms. Stretton also asks the designer about the fastest time he has ridden in a Jaguar, to which he replies, "Right now."

"I have done plenty of short interviews in my time, but nothing quite like this! It might have been a bit of fun but doesn't it just demonstrate perfectly the extreme performance of the new XJR575," Mr. Burgess said in a statement. "I could barely finish answering those quick-fire questions before we hit 186mph and then it was all over! Can we go again?"

Jaguar XJR 575 | 186mph Interview with Wayne Burgess

Aside from its 44 second climb to 186mph, the XJR575 also climbs from 0 to 62mph in 4.4 seconds.

"This is a performance vehicle, but that doesn't mean we have had to cut any corners when it comes to comfort or design," said Ian Callum, director of design, Jaguar.

"Jaguar is the standard bearer for interior refinement and the XJR575 is no different," he said. "It can go very quickly, but it does so with the serene comfort customers expect from a Jaguar saloon. That makes this a very special car

indeed."

While automakers frequently make claims about their vehicles' acceleration, sometimes creating a representation of the concept can help get the point across.

For example, Toyota Corp.'s Lexus reached out to college basketball fans through a sponsorship deal with Yahoo Sports. The automaker hosted a digital game on Yahoo Sports surrounding the 2017 Men's College Basketball Tournament, giving consumers the opportunity to try their luck for a chance at a luxury trip to next year's championship.

Lexus' "0-60 Bracket Challenge" was based on the automaker's LC Coupe hybrid, which can accelerate from 0-60mph in 4.4 seconds. Reinforcing this message, the brand's bracket asked participants to pick the team match ups that would reach a combined 60 points in the least amount of time ([see story](#)).

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