

AUTOMOTIVE

Jaguar follows through on goal from the past

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Jaguar Classic goes into production with its D-Type model. Image credit: Jaguar.

By BRIELLE JAEKEL

British automaker Jaguar is capitalizing on nostalgia while accommodating drivers who dream of joining the sport of racing in its latest production launch.

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Jaguar's iconic D-Type racing car is being resurrected from the 1950s for fans to purchase in 2018. The three-time winner of the Le Mans 24 Hours race will be incredibly exclusive, as only 25 will be put into production.

Classic rewind

After 62 years out of production, the D-Type will be brought to life again in time for the Salon Retromobile show in Paris from Feb. 7 to Feb. 11.

During the show, Jaguar has revealed its prototype for the new version of its legendary race car before it is available for purchase. However, very few fanatics will have the chance to own one.

Customers can choose between the 1955 Shortnose model and the 1957 Longnose design. The Longnose model can be identified by its prolonged bonnet and tail fin behind the driver.

The Classic division of Jaguar will be handcrafting 25 of the models to fulfill the brand's original D-Class mission. When the D-Class was first created in 1955, Jaguar's goal was to create 100, but only fulfilled 75.

Jaguar plans to keep its remodel authentic to the original, which was powered by a six-cylinder XK engine. Each new vehicle will be modeled after the specs, which were created in the 1950s by competitions manager Lofty England and his team.

The automaker's classic division, which is devoted to preservation and restorations of its iconic models from the past, will be assembling the cars at its Classic Works headquarters in Warwickshire, England.

Exclusivity and classic

D-Class designers will be holding high standards to keep its production of the car period correct.

Jaguar claims this is the third endeavor as a continuation, following its 2014 Lightweight E-types and 2017 remakes of

its XKSS.

Exclusive product launches like these help support Jaguar's position as a pinnacle of luxury auto making.

Working towards a similar goal of exclusivity, the brand recently limited its most-powerful supercar to date to only 300 units worldwide.

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 ([see more](#)).

Classic cars and retro commemorations are usually popular with affluent consumers.

However, classic cars are being dethroned as the number one avenue for luxury investments, as high-quality wine makes its comeback, according to Knight Frank's Luxury Investment Index.

While classic cars have risen in value by more than 500 percent within the past 10 years and 8 percent year over year, vintage wines are surpassing old-time vehicles in terms of popularity with consumers. A drop in the value of Bordeaux wines caused slow growth for the wine sector, but its recent price boom has caused a growth increase while at the same time the classic car market slipped below 10 percent growth for the first time in five years ([see more](#)).

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