

AUTOMOTIVE

## Jaguar releases film, special pair collection for E-type 60th anniversary

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*To commemorate the E-type's diamond anniversary, the Jaguar Classic team is releasing the E-type 60 collection. Only six matched pairs in an exclusive anniversary specification will be released. Image courtesy of Jaguar Land Rover*

By KATIE TAMOLA

British automaker Jaguar Land Rover is celebrating the 60th anniversary of its Jaguar E-Type with a new short film illustrating the vehicle's history and legacy while announcing a new commemorative collection.

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Presenter Amanda Stretton invites consumers to a thorough look back on the creation of the Jaguar E-Type, the minds that molded the vehicle and how the automaker is now celebrating its diamond anniversary. In a 19-minute short film, Jaguar representatives explore and discuss the prominence of one of the most notable cars ever built.

"Typically anniversary editions of luxury vehicles pay homage to the early editions of the vehicle, and this film provides the rich history of the E-type while creating buzz for the 60th-anniversary edition," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "The Jaguar E-Type has a storied history and was coined by Enzo Ferrari as the most beautiful car ever made,"

"It debuted to much fanfare and became a staple among celebrities and the elite," she said. "It was an instant icon and became Europe's first mass-produced sports car.

Looking back in celebration

The vignette is filmed in a special anniversary studio and opens with Ms. Stretton discussing the Jaguar's role in preserving its rich history with Dan Pink, director of classic works at Jaguar.

"Our mission is a straightforward one; it is to preserve and restore our heritage for future generations to enjoy," Mr. Pink said.

Mr. Pink says there are four ways that Jaguar celebrates its history. First is with its classic studio, which is over 14,000 square meters, the largest of its kind in the world, which is home to expert servicing and restoration with 54 service bays.

*Jaguar releases new short film illustrating the E-type's history and legacy*

The studio restores E-types back to reborn factory specification and builds new types of c-types and d-types from scratch. Jaguar also provides genuine Jaguar parts to consumers across the world to care for their vehicles.

The automaker houses a collection of hundreds of classic vehicles and operates a work legends program that invites customers to buy classic Jaguars that are on the market.

Mr. Pink goes on to discuss how the E-type has played such a prominent role in the Jaguar brand which merits the vehicle worthy of celebration. He goes on to say that the E-type story is especially connected to the automaker's heritage.

The video investigates the origins of the E-type in the 1950s, explaining how Sir William Lyons looked to develop the vehicle as a replacement for the XK sports car. Jaguar had learned lessons from its c-type and d-type vehicles on the racetrack, with these lessons informing the E-type.

The first prototype, the E1A, was built in 1957. The E-type vehicle really generated attention and success with its E2A, the second development car, reflecting Jaguar's dedication to the development of its vehicles.

To test the car, Jaguar even entered the E2A into the 24 Hours of Le Mans competition. This all predates the roadgoing E-type vehicle that consumers are most familiar with today.

The E-type was first officially presented to the world at the Parc Des Eaux Vives in Geneva in March 1961, with the 9600 HP and the 77 RW for demonstration.

Jaguar took its first 500 orders before the automaker's leaders left Geneva.

When the E-type first launched, it was faster than a Ferrari, but half the price. The E-type arrived in America a month after Geneva, which boosted demand.

Around two-thirds of the E-types built in the world—72,000 vehicles—between 1961 and 1974 were sold in the U.S., where the vehicle was known as the Jaguar XKE. In 1993, the E-type became only the third car in history to become part of the Museum of Modern Art design collection.

Although the E-type was not designed with the sole intention of racing, the vehicle did participate in racing. Jaguar also used the E-type in endurance competitions including Le Mans, Sebring and the Nurburing.

Mr. Pink then discusses how everyone associates the Jaguar name with the hard work Lofty England, Norman Dewis and Bob Berry. Mr. Berry was a racer, Mr. Dewis a test driver, both with genuine experience and passion.

Mr. England was a team manager and recruited Mr. Berry to Jaguar where he became PR manager. The gentlemen often appeared in previous anniversary videos, expressing their passion.

To build on the spirit of that passion, Jaguar is looking for current enthusiasts to share their experiences with the E-type on social media using the hashtag #ETypeStories.

The film then continues with an appearance from Thierry Bollor, the CEO of Jaguar Land Rover. Mr. Bollore says the future will see Jaguar as an all-electric brand and will lead modern luxury by design.

To commemorate the E-type's diamond anniversary, the Jaguar Classic team is releasing the E-type 60 collection. Only six matched pairs in an exclusive anniversary specification will be released.

There are only six pairs in existence and every vehicle in this collection is being built from the existing 1960s 3.8 liter fully restored to this anniversary specification.

The six 9600 HP-inspired fixed head coupes are finished in smooth gray and black tones. The other six vehicles will mirror the 77 RW with green paintwork and suede green interior.

Each vehicle features the commemorative E60 logo, a custom-designed engraved center console as a nod to Mr. Dewis and Mr. Berry's efforts to get to the 1961 launch, with the words "I thought you'd never get here," which is what Mr. Lyons said to Mr. Berry just minutes before the original E-type unveiling in 1961.

The E-type 60 editions are ready to drive with close-ratio 5-speed manual gearbox, an uprated cooling system, the Jaguar classic entertainment system, Bluetooth capability, a stainless-steel exhaust system, electronic ignition and a cooling upgrade with alloy radiator.

Consumers will not see one of these exclusive pairs at their local dealerships. Consumers who would like to learn about owning one of the exclusive E-type 60 pairs have to directly contact the Jaguar Classic team directly.



*Jaguar is offering a pilgrimage from Coventry to Geneva in the summer of 2022 in honor of the E-type's roots. Image courtesy of Jaguar Land Rover*

For those who secure a pair of these vehicles, Jaguar is offering a pilgrimage from Coventry to Geneva in the summer of 2022. Consumers will also receive a Bremont rally timer, Tod's shoes and accessories and Bennett Winch luggage.

British watchmaker Bremont is also releasing limited-edition watches inspired by the E-type 60 collection, implementing the colors of the vehicles. Only 120 timepieces will be sold in total, with 60 in green and 60 in grey.

### **The importance of anniversaries**

Jaguar is one of the many luxury brands proving that anniversaries are an opportunity to commemorate as well as redistribute the success of products from the past.

Porsche Travel Experiences, which launched in 1996 as the Porsche Travel Club, allows fans of the marque to enjoy exclusive tours behind the wheel of the luxury vehicles. To celebrate the 25th anniversary of the program, Porsche is sharing a digital tour each week to showcase unique experiences at a time when many are experiencing wanderlust and awaiting a return to travel (see story).

Porsche marked the 25th anniversary of its entry-level Boxster sports car by rolling out a limited-edition version and commemorating the vehicle's historical success in a fresh campaign. Loosely modeled on the 718 Boxster GTS 4.0, the 2021 Boxster 25 years is showcased in a short that casts a light on its illustrious history and continues the Porsche tradition of adding wistfulness and wonder in its marketing efforts (see story).

With such a special anniversary, comes such a special commemoration. With such an exclusive item, Jaguar hopes and anticipates that consumer interest will follow.

"The scarcity of these vehicles will make them sought after by collectors," Ms. Blackley said. "The experience also comes with a trip to recreate the E-Type's famed pilgrimage from Coventry to Geneva made during the vehicle's debut.

"Because the vehicles are sold in pairs, owning a diamond anniversary E-type will be attainable for the most well-heeled collectors," she said.