

EVENTS / CAUSES

Jaguar targets affluent males with Playboy auto weekend party

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By TRICIA CARR

British automaker Jaguar is bolstering its presence at the Pebble Beach Automotive Weekend by holding an exclusive event with Playboy magazine and debuting the 2013 XJL Ultimate in North America alongside sister brand Land Rover.

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Jaguar and Playboy are holding the first joint invitation-only cocktail party Aug. 17 to show off the 2013 XJL Ultimate and the brand lifestyle to a group of select consumers. Additionally, Jaguar will debut the XJL Ultimate, 30 of which will be sold in the United States, at Quail: A Motorsports Gathering and feature the vehicle at other event appearances with the Jaguar and Land Rover model ranges.

“Jaguar and Playboy wanted to create something new – a private, fun evening to get the Pebble Beach Automotive Weekend going and a place where automotive aficionados and friends of Playboy and Jaguar could get together, without all the crowds and sales pitches experienced the rest of the weekend,” said Stuart Schorr, vice president of communications and public affairs at [Jaguar Land Rover North America](#), Mahwah, NJ.

“Owners of Jaguar cars like an upscale, but relaxed and fun environment,” he said. “Playboy reaches an obviously male target, but it also represents a fun, sexy lifestyle that aligns with our view of a great evening.

“We are showcasing the Jaguar XJL Ultimate this Pebble Beach Weekend, including at Quail and at the Jaguar Playboy Party as it is our most exclusive and luxurious product, with great appeal to the car and luxury enthusiasts who attend these events.”

Play time

Jaguar and sister brand Land Rover are making multiple appearances during Pebble Beach Concours d’Elegance to exhibit vehicles and offer test drives, including the Aug. 17 North America debut of the Jaguar 2013 XJL Ultimate at Quail.

However, Jaguar will likely grab the spotlight from affluent male Concours attendees later that night at the Jaguar Playboy Party.

The exclusive event will celebrate the rebirth of the Jaguar brand and the partnership between the automaker and the magazine, per Jaguar Land Rover.

Invitees, which include loyal customers and friends of the brand, can get a close-up look at the 2013 XJL Ultimate.

The party is being held at a private residence on the bay in Pebble Beach. There will be cocktails and live music.

"Over the past few years, Jaguar, around the world, has had some positioning difficulties," said Garen Moreno, Los Angeles-based partner at [CuldeSac](#). "Although the brand is incredibly well-known and offers a sexy line-up of sports cars and luxury sedans, it has had difficulty in reaching the young-at-heart consumer.

"In December of last year, Playboy named the Jaguar XKR-S the 2012 car of the year," he said. "Playboy is sexy and Jaguar want to stay sexy.

"An attractive brand partnership for Jaguar fell into its lap and it has been wise to utilize the relationship as much as possible."

In addition, Jaguar will exhibit its C, D and E-Type models to push the new 2013 F-Type two-seater model Aug. 16-19 at Peter Hay Hill, The Lodge at Pebble Beach.

Embedded Video: <https://www.youtube-nocookie.com/embed/V1LbSashErE>

F-Type video

There will be an interactive display centered on the F-Type and test drives of its XKR-S Coupe and convertibles XJ and XFR.

At Quail, Jaguar will also show its current model line-up and offer test drives.

On the scene

There will certainly be an abundance of affluent consumers at Pebble Beach Concours d’Elegance, and automakers that draw eyes with model reveals and exclusive events could get the most out of their appearances during the weekend.

Jaguar’s sister brand Land Rover will be highlighting its 25th anniversary in North America

during the weekend by offering off-roading test drives of its model year line-up at Quail and the Mazda Raceway Laguna Seca.

The automaker will also be present Aug. 16-19 at Peter Hay Hill to offer test drives of vehicles including the Range Rover Supercharged, Range Rover Sport Supercharged, Range Rover Evoque and LR4.

Meanwhile, competing British automaker Aston Martin has also announced that it will show the new Vanquish model to the U.S. market for the first time at nearby Monterey Auto Week Aug. 15-19 in Monterey, CA.

The first U.S. showing of Aston Martin's Vanquish will be Aug. 15 at Gordon McCall's Motorworks Revival at the Monterey Jet Center. The invitation-only annual showcase event draws affluent consumers during the evening before Monterey Auto Week begins.

The Vanquish will be featured Aug. 17 at Quail and Aug. 19 at Pebble Beach Concours d'Elegance.

Aston Martin will also host select guests Aug 18-19 at the Aston Martin Estate in Carmel, CA. Events will be held at the estate such as private viewings of the Vanquish for existing customers with the automaker's design director Marek Reichman and test drives of Aston Martin's range ([see story](#)).

There seems to be no replacement for physical brand experiences, especially for automakers that rely on the look and feel of vehicles to sell them.

Jaguar will likely add to its list of consumers by approaching Pebble Beach Concours d'Elegance attendees with test drives and exclusive events.

"In general, Jaguar has one of the most prominent presences at the Concours with the display of the iconic Jaguar XKE," Mr. Moreno said. "Collectors from around the world flock to get close to these cars and heritage positioning is basic for luxury brands that want to capitalize on a rich history of power and design.

"What will be important for Jaguar is to secure a strong presence throughout the Concours in a variety of locations and create a strong word-of-mouth campaign on the concourse to get people talking about the brand," he said.

"In a week when sexy brands like Ferrari, Rolls-Royce, Bugatti and Aston Martin roll off everyone's tongues, the Jaguar Playboy Party might just be the way to get Jaguar out there."

Final Take

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