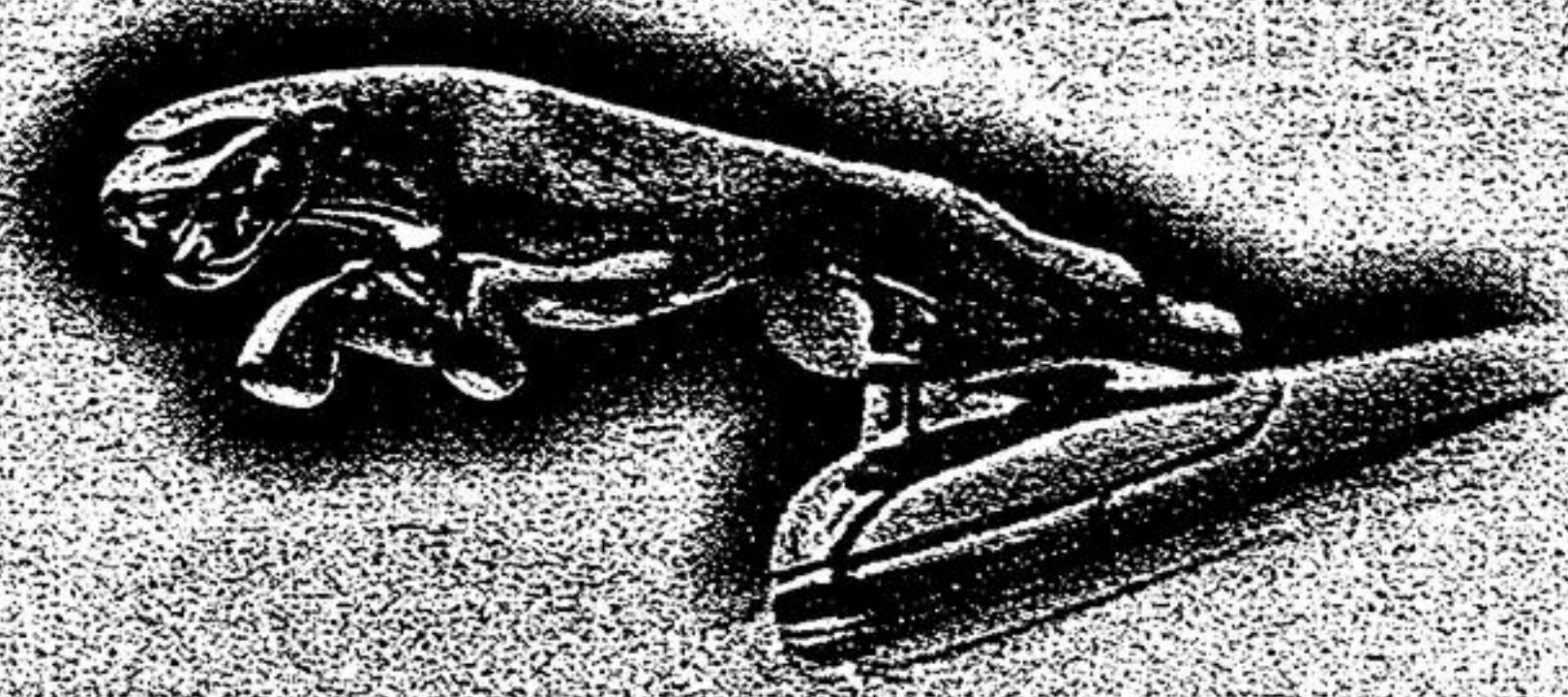


The 2005 XJ Sedan is the most technologically advanced Jaguar ever



From page 14

side mirrors make for greater top cruising speed and the cruise control is radar-controlled to keep cars at a safe distance, especially when closing at speed.

The new-to-the-lineup Super V8 (LWB) at \$126,195 is equipped like the XJR but with super premium features like four zone climate control, a DVD touch screen navigation system, a DVD rear multi-media entertainment system with two rear display screens imbedded in the front seat headrests, and an electronically adjustable rear seat bench seat. This seat also has a button that can move the front passenger seat forward to create even more legroom.

Amazingly, it offers supercharged performance without Canadian gas-guzzler tax.

And then there are the intangibles like the scent of the leather, the sheen of the polished burl and that unmistakable "thunk" of the door being shut - a sound only a Jaguar seems able to make.

Then there are the innumerable little touches like the muted amber illumination behind the rear seat grab handles that make them easier to find at night.



Swathed in burl wood, lambs wool carpeting and the finest hides, the optional package includes two DVD screens mounted in the front seat headrests.

The XJ has been the cornerstone of Jaguar dating back to 1968. It marked the transition, in my mind, from a sportscar maker to a luxury car brand.

But the pendulum seems to be swinging back to glory days when a Jaguar was all about performance and flamboyance.

The 2005 XJ is not only the most technologically advanced Jaguar sedan ever, but also the longest and most spacious.

And now it is the fastest with the XJR able to get from 0-60 mph in 5.0 seconds - wow that's scintillating motoring in any car let alone a premium luxury sedan.

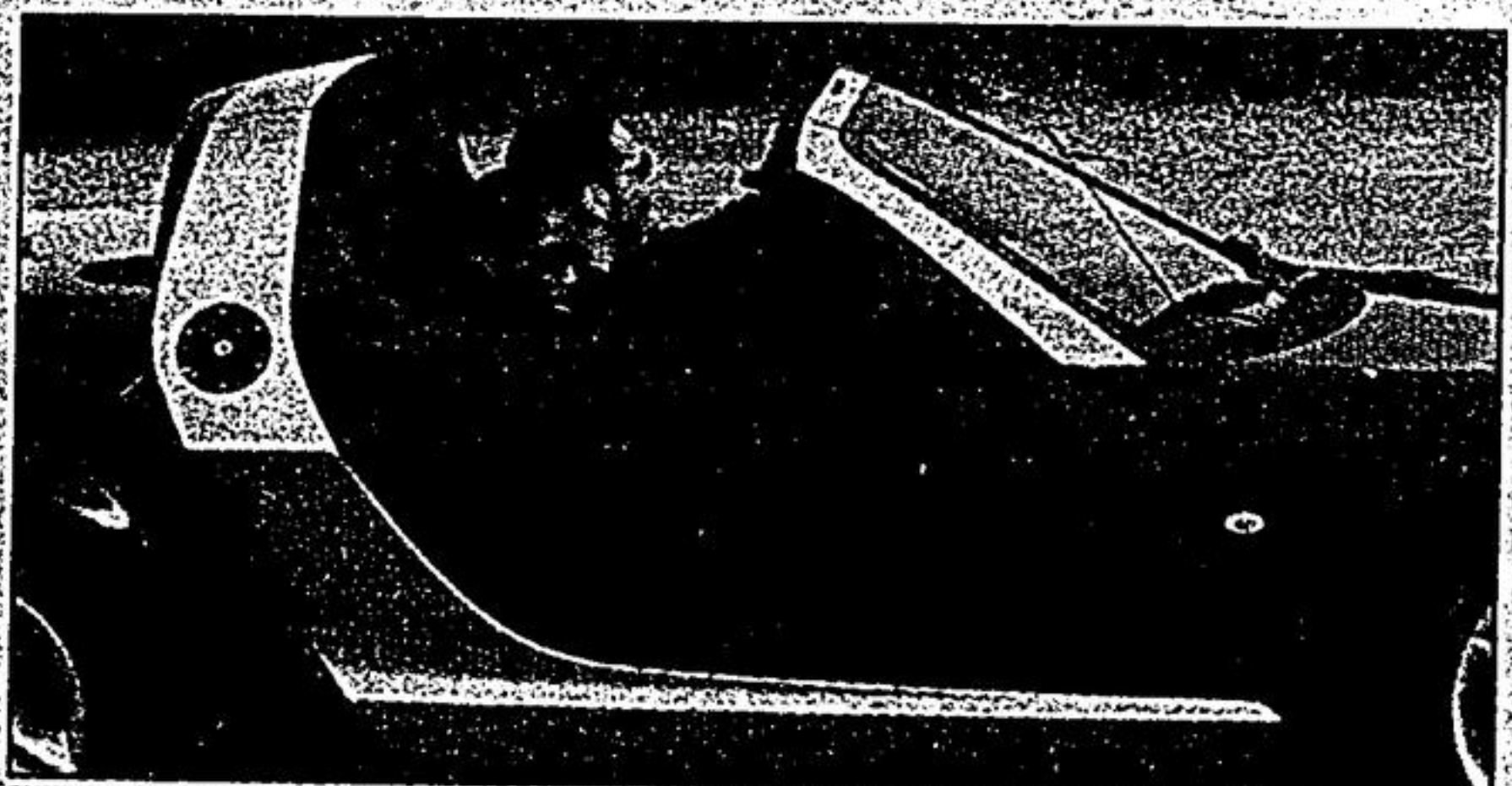
With the supercharged engine, it's also the most fun. There's nothing like whistling along a winding, undulating highway with the active suspension soaking up the surfaces, the transmission shifting transparently and the sweet V8 giving out a faraway shrill scream even over all the sound deadening material surrounding the cabin.

Performance is the ingredient that's the key here. It was an attribute associated with Jaguars that, somehow, became muted in the desire to build cars of civility.

With the new XJ sedans, you can have both.

When word gets around that the Big Cat can play havoc among with slower, heavier rivals, it's going to start swaying more buyers to consider Jaguar XJ sedans as being at the pinnacle of their class. Truly the cat's meow.

Smart Roadster & the Olympic Games in Athens 2004



Tiziano Ferro and Jamelia present the official Olympic song in a smart roadster.

Tiziano Ferro and Jamelia present the official Olympic song in a smart roadster. On 02 August, the official Olympic song by Tiziano Ferro featuring Jamelia will go on sale to mark the beginning of the Olympic Games in Athens. The song entitled "Universal Prayer" will be supported by a video clip showing both artists on the road in a smart roadster. In the style of a road movie, the video takes up an idea with Olympic tradition, namely people of different nationalities coming together and enjoying life.

Tiziano Ferro stands at the side of the road with his old, broken-down car and swears. Jamelia drives her smart roadster along winding roads through beautiful countryside. She stops and offers Tiziano Ferro a ride. The two drive on together, have lots of fun with the smart roadster, and finally arrive at a motel together.

Philipp Schiemer, Vice President Marketing & Sales at smart says: "The smart roadster is the perfect car for this story which focuses on driving pleasure and joie de vivre. These are two important features of our brand and our cars, and we are extremely pleased that this is being clearly shown in the context of this year's Olympic Games."

With the smart roadster and smart roadster-coupe, smart has revived the segment of the compact and purist roadster, which had not existed in this form since the '50s and '60s of the last century. The sporty, rear-wheel driven vehicles allow high lateral acceleration and invigorating cornering speeds.

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