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## **Jaguar's new 2010 XF and all-new XFR now at Al Saif Motors showrooms in Saudi**

Jaguar has announced the arrival of the new 2010 XF. Delivering high performance, excellent refinement, outstanding dynamic ability and driving experience, the XF has the essence of a sports car, the style and sophistication of a luxury saloon and the visual excitement of a coupe. The 2010 XF is true to Jaguar's philosophy of creating beautiful, fast cars.

The 2010 XF is powered by two all-new AJ-V8 Gen III petrol engines and the existing petrol V6. The new AJ-V8 Gen III engines (naturally aspirated or supercharged variants) deliver more power and more performance with comparable or better fuel economy and less CO<sub>2</sub> emissions than the engines they supersede. The addition of the Portfolio model offer customers a wider choice of exquisite craftsmanship, fine materials and rich specifications.

Strengthening its position as a luxury sporting saloon, the XFR adds more performance whilst retaining the XF's core values as a contemporary and beautifully crafted car. Powered by the new supercharged 510 bhp engine, the XFR accelerates from 0-100kph in just 4.9 seconds. The naturally aspirated 5.0-litre V8, producing 385bhp, accelerates from 0-100kph in just 5.7 seconds.

"The Jaguar XF has received a great response from customers since its launch last year and we are confident the all-new XFR and the 2010 XF

will continue to build on this success," added Alan Whaley, General Manager of Al Saif Motors.

Robin Colgan, Managing Director, Jaguar Middle East and North Africa said, "True to the Jaguar philosophy of creating beautiful, fast cars, engineering excellence and attention to detail, the 2010 XF adds a new dimension to the brand and creates the best-in-class driving experience and luxury. We are certain that our customers will appreciate the beauty, style and exhilarating performance the car offers".

The new XFR's driving dynamics are underpinned by the introduction to the XF range of Active Differential Control (electronically controlled rear differential) and Adaptive Dynamics, the latest in computer-controlled continuously variable damping (CVD). It is further distinguished by unique exterior and interior design features. The Portfolio model brings added customization to Sporting Luxury, with new levels of choice in veneers, interior trim and equipment.

The XF has already collected a sizeable number of global accolades since its launch; and recently won the 'Best Executive Car' from UK Auto Express Awards 2009 for the second year running. Ian Callum, Jaguar's Design Director has also picked up the inaugural 'Person of the Year' award at the Auto Express Awards 2009. These honors are recognition of a car that combines innovation with leading edge design.

The award-winning saloon is available at Al Saif Motors (exclusive importer for Jaguar and Land Rover in the Kingdom of Saudi Arabia) showrooms across the kingdom.