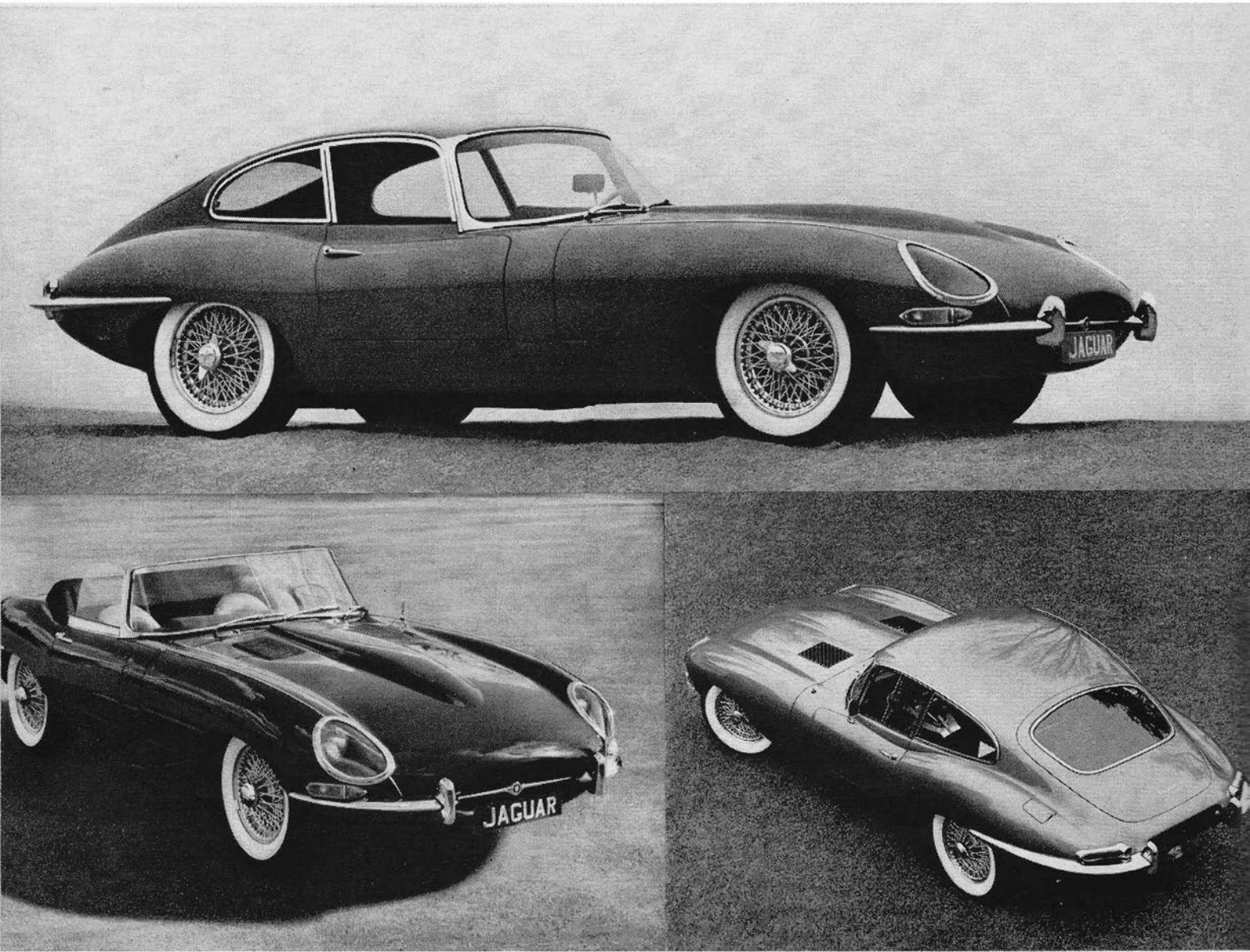


Every Jaguar XK-E comes only one way—fully equipped\*  
(and ready to go!)



The unique features of the Jaguar XK-E are on each car—at a realistic price.

You don't have to "build-it-yourself" from a costly list of optional extras, modifications and frills.

Much of what you get in an XK-E is immediately apparent. The long, sleek, aerodynamic look of the car tells at a glance of its phenomenal speed (150 m.p.h.) and roadability.

You always feel completely in command of an XK-E, no matter what the speed, road or driving conditions. It's a thoroughly enjoyable confidence that no lesser car can give you.

A few of the reasons for this are: twin overhead-cam, race-proven engine;

"Monocoque" body (more strength with less weight); independent suspension all around; four-wheel disc brakes.

The interior is functional luxury. Genuine leather covers the bucket seats. The dash panel is completely instrumented. A rear door on the Coupe opens wide for access to the large luggage area.

**Roadster price: \$5,325 P.O.E.** (Coupe \$200 more). Competitive domestic cars start a little lower in price, but catch up when comparably equipped. Also, inquire about Jaguar's money-saving Overseas Delivery Plan if you're going to Europe. Inspect and drive the XK-E at your Jaguar dealer's...or write JAGUAR CARS INC., 32 East 57th St., N. Y. 22.

\*All this at one price: 265 HP, twin overhead-cam engine (finished in highly polished alloy)—full-flow engine oil filter—three S. U. carburetors—dual exhausts, chrome plated pipes—top speed 150 m.p.h. plus—0 to 100 in 15.8 secs.—Monocoque construction—knock-off wire wheels—torsion bar front suspension—anti-sway bar—-independent suspension all around—2 shocks front, 4 shocks rear—limited-slip differential—4-wheel disc brakes (power-assisted, quick-change pads, dual systems, foot and handbrake self-adjusting, fluid level and handbrake warning light)—hydraulically operated clutch—special high speed RS-5 tires—genuine leather upholstery—heater and defroster—roll-up windows—racing type steering wheel, adjustable for height and reach—rack and pinion steering, 2½ turns from lock to lock—submerged fuel pump, fuel filter—windshield washers—three 2-speed windshield wipers—complete instrumentation—electric clock—back-up light—mohair top, with boot on Roadster—rear-deck trunk opening on Roadster—rear door to luggage area on Coupe.