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SAMPLE OWNER LETTER

November 2007

RE: Service Action K011 – 19-inch Performance Tires

Specific Vehicles Affected: 2008 XJ with 'Performance' tires

Dear Jaguar Owner:

A limited number of 2008MY Jaguar XJ vehicles have been supplied with 19-inch Performance tires in place of the normally specified 19-inch All Season tires. Your vehicle has been identified as one of these vehicles. The 19-inch Performance tires are entirely suited to most road conditions. However, the 19-inch All Season tire is better suited for certain usage conditions.

Jaguar is providing you with the opportunity to have the existing 19-inch Performance tires replaced with 19-inch All Season tires at no cost to you. Owners should consider the likely operating conditions for their vehicle to aid their decision. The following points should be considered:

- The 19-inch Sport/Performance tire traction in snow is less effective than the 19-inch All Season tire.
- If you are likely to drive your vehicle in snow, Jaguar strongly recommends you have the 19-inch All Season tires installed on your vehicle.

Should you decide that your vehicle will not be used in snow, you may elect to retain the 19-inch Sport/Performance tires. In that event as a gesture of goodwill, Jaguar Cars is offering a complimentary three year scheduled maintenance plan. Currently all owners are provided with a complimentary one year or 10,000 mile service. The additional maintenance program offered will cover the two year or 20,000 mile and three year or 30,000 mile scheduled maintenance service. Normal wear items (brake pads etc) and service adjustments are not covered by these Services. Please note that the complimentary scheduled maintenance program has maintenance guidelines that must be adhered to. Refer to the Jaguar Passport to Service for an explanation of the scheduled maintenance requirements.

The tire replacement OR free scheduled maintenance offer is valid for up to **two months after the date of this letter**.

What you should do

Contact your dealer **promptly**. Inform the Service Department that your vehicle is included in Service Program **K011** and tell them whether you wish to have the tires replaced on your vehicle OR take advantage of the free three year scheduled maintenance program offer. At the same time please make an appointment to have the tires replaced if that is the selected option.

What Jaguar Cars and your dealer will do

Jaguar and your servicing dealer will provide you with the program option that you select - either replacement of the tires on your vehicle, or enrollment in the extended scheduled maintenance program. A letter confirming selection of the maintenance program will be sent from Jaguar Cars to owners making that selection.

If you have purchased a Factory Scheduled Maintenance Optional Upgrade contract, the provisions of that contract apply. Cancellation is possible under the terms of the contract to permit acceptance of the free extended maintenance offered under Service Program K011. Please refer to the terms and conditions on the reverse of the contract form for additional guidance.

How long will it take to replace the tires?

The work will be carried out as quickly and efficiently as possible in order to minimize inconvenience to customers. It is expected to take approximately two hours, although your dealer may need your vehicle for a longer time due to service scheduling requirements.



SAMPLE OWNER LETTER

Attention Leasing Agencies:

This notification should be forwarded to the lessee at the earliest opportunity.

Moved or no longer own a Jaguar?

If you are no longer the owner of this vehicle, Jaguar would greatly appreciate the name and address of the new owner, using the enclosed return postage-paid card.

What should you do if you have further questions?

Should you have any questions regarding this Service Action or need assistance in locating your nearest authorized Jaguar dealer, please contact the Jaguar Customer Relationship Center at **1 800 4JAGUAR** (1-800-452-4827).

You can also contact Jaguar by e-mail. Visit the web site www.jaguarusa.com and send an email from the "Contact Us" section.

If you have the need to contact Jaguar by mail, please use the following address:

Jaguar Cars
ATTN: Customer Relationship Center
555 MacArthur Boulevard
Mahwah, NJ 07430-2327

We appreciate your confidence in our product and wish to do everything we can to retain that confidence. Jaguar in cooperation with your authorized dealer will strive to minimize any inconvenience to you caused by this campaign.

Sincerely,

Benjamin I. Weiner
Customer Satisfaction Manager