

Jaguar F-TYPE Coupe Launch Event:

***Description:** The Collection held a test drive event for the new 2015 Jaguar F-TYPE Coupe. This is the post I wrote for the CEO's blog as a recap of the event.*

Say hello **Miami**, a new British villain has arrived in the form of the all-new **Jaguar 2015 F-TYPE Coupe**, and its first stop — **THE COLLECTION!** We are thrilled to welcome the newest addition of the Jaguar family! To honor its arrival, we hosted a two day launch celebration on Friday, May 16 and Saturday, May 17. We were pleased to share this experience with a few lucky guests who stopped by to welcome the new British invasion.



Revelers at our “villainous launch” were amongst the first to experience what the roar was all about. They had the pleasure of experiencing firsthand what exactly makes this bad-to-the-bone sports coupe so spectacular. Guests were immersed in English hospitality as they admired the two beauties placed on display in our Jaguar showroom. The British flag welcomed guests as live performers played James Bond tunes and tables of delectable h'ordeuvres surrounded the main attraction. Guests were encouraged to share their experiences via social media by using the hashtags: #FTYPECoupeMiami and #ItsGoodtobeBad.



Starting at \$65,000, the F-TYPE Coupe is a pure Jaguar sports car. Simply imagine effortless, exhilarating performance, immediate response and precise, agile handling with everyday usability.

During the two day launch event, guests were given the opportunity to see for themselves just how rewarding this vehicle is to drive. And guess what? They discovered how swift it is! Test drivers familiarized themselves with the supercharged 3.0 liter V6 340 hp engine, which by the way delivers powerful and efficient performance. And just when you think you've heard enough, also of note? The customization options are infinite as drivers can choose from a wave of different color combinations for the car's body and cockpit.



Visual appeal is essential to Jaguar, and the F-TYPE Coupe follows the fundamentals of aesthetic significance. Naturally attractive and inspired by the design of the sensational **C-X16** concept sports coupe which won the 2013 World Car Design of the Year award, there is no doubt the F-TYPE Coupe will turn heads.

In case you missed the chance to experience the F-TYPE Coupe firsthand, here are some other notable features:

340 V6 Supercharged

18 inch Vela alloy wheels

8-speed "QuickShift" ZF® transmission with Sport mode

Intelligent Stop/Start

Sport Exhaust with center-mounted twin exhaust pipes

Jaguar Performance Braking System with silver calipers

Leather and Suedecloth Sport seats with six-way power/manual adjustment

GPS navigation system with Traffic Messaging Channel (TMC)

380 watt Meridian™ audio system with 10 speakers

So dare to be different — it's nice to be a little naughty at times. Simply said, the all-new F-TYPE Coupe is instinctively sly and ready for some action.



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