

# SERVICE MARKETING



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# Content

- ⦿ History
- ⦿ The values of Jaguar
  - Case study of XJ model
  - Case study of R model
- ⦿ Conclusion

# Birth of the company



- ◎ William Lyons
- ◎ 1935
- ◎ Mid- 50s

# Jaguar Models



XK

XJ

XF

R

# Common Values

- ⦿ Roadside assistance
- ⦿ Winter health check
- ⦿ 3-year Warranty + Extended Warranty
- ⦿ Information
- ⦿ Brand

# Brand



# Case study of the XJ (luxury) model



# Value?

- ⦿ Luxury design and comfort
- ⦿ Driving dynamics
- ⦿ Safety
- ⦿ Sustainability
- ⦿ Value creation tool
- ⦿ Special promotion



XJ

BE NOTICED WHEN YOU ARRIVE



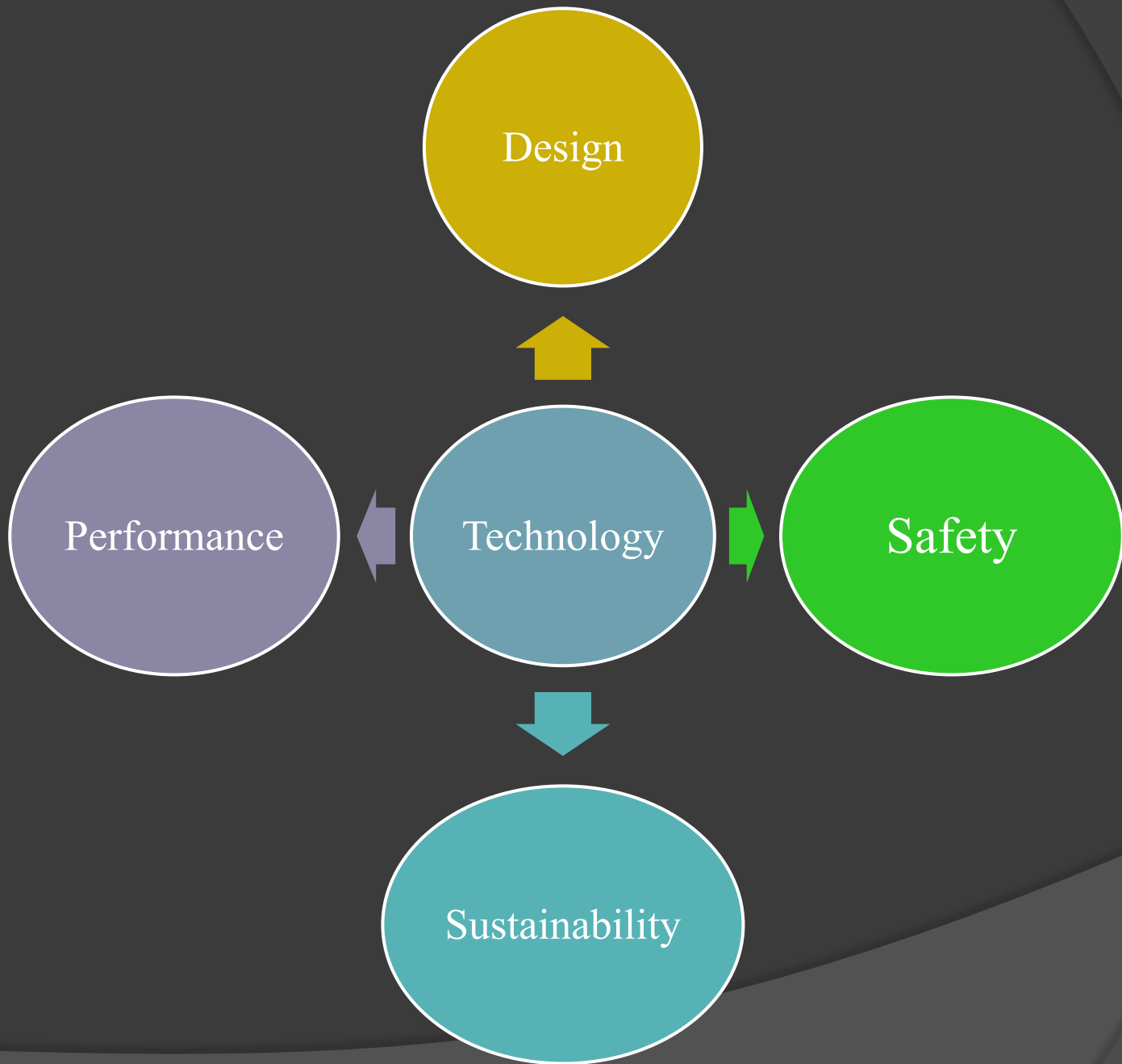
THIS IS THE NEW JAGUAR

# Case study of R (XKR-S) model



# Value?

“The XKR-S takes the Jaguar sports car experience to soaring new heights, with adrenaline-pumping performance, driver-focused technologies and assertive, sporting design.”



# Value?

- ⦿ 5.0L V8 Supercharged engine □ 550hp
- ⦿ Top limit 186 mph
- ⦿ Acceleration 0-60 mph in 4.2sec
- ⦿ Aerodynamic
- ⦿ Blind spot monitor
- ⦿ CO<sub>2</sub> emissions: 292g/km



# Promotion Video





The **VALUE** is the issue, not the **PRICE**



# References

<http://www.jaguar.com>(last accessed 01-11-2011)

<http://www.cyberparent.com/wheels/jaguar.html>  
(last accessed 01-11-2011)

<http://www.car-nection.com/jagbase/timeline2.html>  
(last accessed 01-11-2011)

Thank You.

Any Questions?