

Alina's Guide to Jaguar



Jaguar's business was founded as the Swallow Sidecar Company in 1922. It started originally by making motorcycle sidecars before developing bodies for passenger cars.

Why did Jaguar change its logo? Jaguar said that "[the] dramatic alteration, including significant changes to the brand symbols of the 'leaper' and 'growler,' is the most extensive change Jaguar has made to its visual identification in 40 years." In 2002 when Jaguar was owned by Ford, Ford sought to revamp both its and Jaguar's logos.

Where are Jaguar Cars manufactured? In 2008, Ford sold Jaguar and Land Rover to Tata Motors. Jaguar is now a brand of the merged company called Jaguar Land Rover (JLR). The company was originally in Blackpool, but moved to Coventry. Today Jaguar cars are made at the JLR factory at Castle Bromwich in Birmingham.

What is the newest Jaguar? It's the new Jaguar XE, which is the most advanced, efficient and refined sports saloon that Jaguar has ever produced.