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**2010 RODEO DRIVE CONCOURS D'ELEGANCE TO
CELEBRATE 75 YEARS OF JAGUAR**

***ANNUAL FATHER'S DAY EVENT WILL FEATURE JAGUAR'S ALL-NEW XJ
AND MORE THAN 100 EXCEPTIONAL CLASSIC COLLECTOR CARS***

BEVERLY HILLS, Calif. – The 2010 Rodeo Drive Concours d'Elegance, held on Sunday, June 20, 2010, will celebrate 75 years of Jaguar and the launch of the company's new XJ model. The annual Father's Day event, themed "A DIFFERENT ROAD," will feature more than a hundred classic collector cars, including a selection of celebrated vintage Jaguars, as well as test drives of the all-new 2011 model line-up. Over the years, Jaguar has had a close relationship with Rodeo Drive, working with the Rodeo Drive Committee on memorable events such as Jaguar's Tribute to Style.

"The Rodeo Drive Concours d'Elegance has established itself as a "must-see" event for auto aficionados and families alike here in Southern California," said Bruce Meyer, Chairman of the Rodeo Drive Concours d'Elegance. "The collection of vintage Jaguars on the 200 block of Rodeo Drive promises to be a stunning display and the overall caliber of vehicles is highly impressive. We are truly looking forward to another great show."

Entries will include Classic Cars 1925 – 1948, Pre-1975 American Cars, Muscle Cars, Sports Cars, European Cars, Woodys, Hot Rods, Customs, Race Cars, Vintage Motorcycles and special interest vehicles from throughout Southern California and the Western United States.

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"Being a part of this year's Rodeo Drive Concours d'Elegance is a brilliant way to celebrate 75 years of Jaguar heritage while looking forward to the exciting future of this brand." said Richard Beattie, Executive Vice President, Marketing & Sales, Jaguar. "As one of the world's most recognized shopping destinations, Rodeo Drive is an apropos venue to showcase the flagship of our marque, the All-New XJ."

The theme, "A DIFFERENT ROAD," accurately captures the essence of both the Jaguar brand and Rodeo Drive, both of which are renowned for their unparalleled sophistication and inimitable approach to luxury. The launch of the all-new XJ exemplifies Jaguar's revitalization and modernization of the classic brand over the course of the past 75 years. The XJ's bold and cutting-edge design paired with unsurpassed technological advances and performance makes it the most bold and daring automobile to date in the Jaguar line-up.

"Jaguar's involvement is fitting for the Concours event, as their brand is recognized globally for the same renowned quality that is associated with Rodeo Drive and our retailers," said Rodeo Drive Committee President Tom Blumenthal.

The annual Rodeo Drive Concours d'Elegance was recently named one of the "300 Unmissable Events & Festivals Around the World" by top travel publisher Frommer's.

The 2010 Rodeo Drive Concours d'Elegance is presented by the Rodeo Drive Committee in association with the City of Beverly Hills and is free and open to the public. For exhibitor information or to download the entry form, please visit www.RodeoDrive-BH.com.

About Rodeo Drive

Rodeo Drive, internationally recognized as the intersection of fashion and entertainment, is a unique destination for both Southern California residents, as well as visitors from around the globe. The City of Beverly Hills' beautification projects, the prestigious Rodeo Drive Walk of Style® Award and the distinguished retailers all help create an unparalleled atmosphere only found on this famed street. For more information, please visit www.rodeodrive-bh.com.

About Jaguar

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From its beginning as a manufacturer of motorcycle sidecars in 1922, Jaguar Cars has grown to become one of the world's premier manufacturers of luxury sedans and sports cars and with that, one of the most recognized commercial brands. The company's vision is simple: To produce beautiful fast cars that are desired the world over. The company operates two manufacturing plants in the United Kingdom and is fully engaged in environmental programs, community work and brand awareness exercises such as motorsports. For more information, please visit www.interactivejaguar.com.

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