

F-TYPE PROJECT 7  
A LEGEND IS BORN



JAGUAR

// F-TYPE PROJECT 7

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- 05 A MISSION TO EXCITE
- 06 THE SPIRIT LIVES ON
- 08 INSPIRATION MEETS PASSION
- 11 EVOCATIVE DESIGN
- 15 VISCERAL PERFORMANCE
- 16 BESPOKE ENGINEERING
- 19 REWARDING HANDLING





## // A MISSION TO EXCITE

F-TYPE Project 7 is an exclusive, limited-edition performance car from Jaguar Land Rover's Special Vehicle Operations (SVO).

SVO has been specifically established to design and engineer a range of high-performance production models and derivatives, luxury products and limited-run collector editions.

F-TYPE Project 7 is the first model to be developed at SVO's state-of-the-art Technical Centre in Warwickshire, UK.

Each F-TYPE Project 7 will start life at Jaguar Land Rover's advanced manufacturing facility, before being transferred to the new Technical Centre for hand-finishing to exacting specifications.



**SPECIAL VEHICLE  
OPERATIONS**

// THE SPIRIT LIVES ON



### JAGUAR D-TYPE

ONE OF THE MOST REVOLUTIONARY AND ICONIC RACING CARS EVER MADE, THE JAGUAR D-TYPE WON THE LEGENDARY LE MANS 24-HOUR ENDURANCE EVENT THREE TIMES, IN 1955, 1956 AND 1957.



F-TYPE Project 7 is inspired by a truly legendary Jaguar race car – the inimitable D-Type, which marks its 60th anniversary this year.

The D-Type raised the bar with its revolutionary monocoque construction and beautiful bodywork that was not only aerodynamically superior to the competition but also a true design icon, remaining to this day one of the most famous automotive silhouettes. With a ferocious 3.8-litre six-cylinder, twin-cam engine and Jaguar's advanced technology such as disc brakes, the D-Type took three back-to-back

Le Mans 24 Hours race wins and earned its place in the history books. In fact, between 1951 and 1990 Jaguar triumphed at Le Mans on seven separate occasions – the perfect platform for the Project 7 name.

In spirit and form, the new F-TYPE Project 7 pays tribute to this iconic Jaguar. From its flowing lines to evocative details such as the racing-style roundels, from its visceral performance to its state-of-the-art dynamic technology, F-TYPE Project 7 represents the purest essence of the soul of a Jaguar sports car.

## //WHEN INSPIRATION MEETS PASSION

Initially created as a concept car, driven by nothing more than the inspired enthusiasm of Jaguar's designers and engineers, the original F-TYPE Project 7 was built in under four months and revealed to the world at the Goodwood Festival of Speed 2013.

The response was nothing short of sensational. The unprecedented clamour and excitement generated by F-TYPE Project 7's incredible looks, awesome sound and jaw-dropping performance was beyond all expectation. Right then we knew this was a car we couldn't keep to ourselves.

The production of F-TYPE Project 7 was announced at the Goodwood Festival of Speed 2014, exactly one year after its debut. With just 250 vehicles being produced globally, F-TYPE Project 7 is one of the rarest and most sought-after Jaguar cars ever produced.





## // EVOCATIVE, PURPOSEFUL DESIGN

F-TYPE Project 7's distinctive body is a stunning combination of the key design lines of the World Car Design Award-winning F-TYPE, and the swooping form of the D-Type-inspired fairing behind the driver's head.

A new front bumper, lowered windshield and a host of aerodynamic modifications – including a carbon fibre front splitter, side sills, rear

diffuser and adjustable rear spoiler – enhance F-TYPE Project 7's aggressive looks. Rollover hoops for both driver and passenger are neatly integrated into the car's lines.

The two-seater interior features lightweight, race-inspired Sabelt sports seats finished in a quilted, racing-style diamond pattern echoing Jaguar's historic vehicles. Located between the seats is a unique commemorative plaque, signed by Jaguar's Director of Design Ian Callum.



**IAN CALLUM**

DIRECTOR OF DESIGN, JAGUAR





## // VISCERAL, THRILLING PERFORMANCE

At the pounding heart of F-TYPE Project 7 is Jaguar's acclaimed 5.0L V8 Supercharged engine, in unbridled 575PS/680Nm form.

It has been enhanced by a dedicated team of SVO engineers into the most powerful engine to have ever graced a production Jaguar. Fuelling and mapping changes have unleashed an extra 25PS over the standard engine, and the Quickshift transmission shift points are recalibrated to suit.

This tremendous output enables the aluminium-bodied car – which weighs in at 1585kg – to accelerate from 0-60mph in just 3.8 seconds (0-100km/h in 3.9 seconds) and reach an electronically-limited top speed of 186mph (300km/h).

F-TYPE Project 7's immense levels of performance, allied to the visceral exhaust note and open-top design, makes for an utterly exhilarating driving experience.

## // BESPOKE ENGINEERING, CUTTING-EDGE TECHNOLOGY

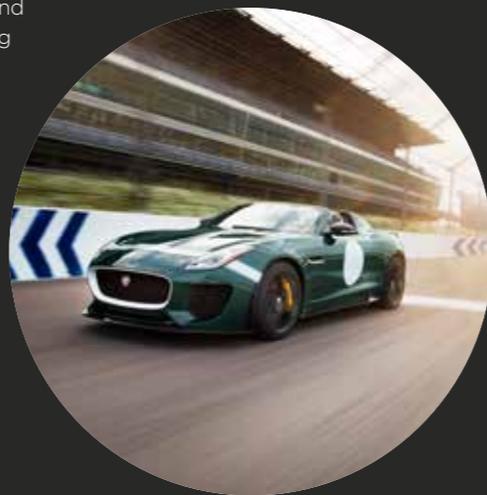
SVO engineers have built on the key ingredients of the F-TYPE – its compact size, lightweight and extremely stiff body – to exceed the performance metrics of any other Jaguar road car.

F-TYPE Project 7 features bespoke suspension, with uniquely-tuned springs and dampers and greater camber in the front suspension geometry. The aerodynamic elements have been carefully designed to generate additional downforce in the most balanced manner. A significant weight reduction of 80kg has been achieved.

Advanced dynamic technology on Project 7 includes a uniquely-tuned Electronic Active Differential (EAD). Utilising an array of electronic sensors allied to an electric-motor-driven multiplate clutch, EAD automatically redistributes torque between the rear wheels, for excellent on-the-limit control.

Torque Vectoring by Braking (TVbB) enables the car to maintain the perfect line through a corner. When the system detects signs of understeer, it intelligently applies precise amounts of braking force to the inside rear wheel, as well as feeding more power to the outside rear wheel, to subtly tighten the car's line around the corner.

Carbon Ceramic Matrix (CCM) brakes offer vast and reassuring stopping power, helping to deliver F-TYPE Project 7's remarkable driving performance.





## // INTUITIVE, REWARDING HANDLING

F-TYPE Project 7 is an incredibly responsive and focused expression of the award-winning Jaguar F-TYPE sports car.

The stiffness of the chassis, the aerodynamic modifications and the lighter weight all deliver an instantly tangible difference. F-TYPE Project 7 responds quickly to direction changes, with the extra downforce generated - 177% more than in a standard F-TYPE Convertible - further enhancing driving dynamics.

The Electronic Active Differential and Torque Vectoring by Braking systems work progressively and in tandem to maximise stability, traction, turn-in and overall agility.

The overall result is a fast cornering stance with a great sense of control, delivering a superbly rewarding experience for even the most demanding of drivers.



**“PROJECT 7 IS AN  
ANGRY-SOUNDING,  
DROP-DEAD GORGEOUS  
ASSAULT ON THE  
SENSES, AND A WORTHY  
D-TYPE TRIBUTE”**

**AUTO EXPRESS**



**“THIS IS THE PERFECT  
MACHINE TO GET OUT  
OF THE GARAGE ON A  
SUNDAY AFTERNOON  
AND JUST DRIVE FOR  
THE SHEER JOY OF IT”**

**IAN CALLUM,  
DIRECTOR OF DESIGN, JAGUAR**



## IMPORTANT NOTICE

Jaguar Land Rover Limited is constantly seeking ways to improve the specification, design and production of its vehicles and alterations take place continually. While every effort is made to produce up-to-date literature, this brochure should not be regarded as an infallible guide to current specifications, nor does it constitute an offer for the sale of any particular vehicle. Distributors and dealers are not agents of Jaguar Land Rover Limited by any express or implied undertaking or representation. Comparisons are based on manufacturer's own data and testing.

## ENVIRONMENTAL INNOVATION AT JAGUAR

Jaguar is proud to continue the company's tradition with its approach to Environmental Innovation. From the choice of lightweight materials and lean production methods to the efficiency of its engines and designs, Jaguar is committed to operating as a more sustainable business and reducing its overall environmental impact.

Jaguar's flagship XJ was the first in the company to achieve ISO14040, the international standard for vehicle 'life cycle assessment'. This certification measures the environmental impact of XJ from component material sourcing and manufacturing process, through driving 200,000 km. But that's not all. Every new Jaguar is designed to be 85% Recyclable/Reusable and 95% Recoverable at the end of the vehicle's life.

The XE, XJ, F-TYPE and XK's innovative use of lightweight aluminium, which incorporates up to 50% closed-loop recycled material from the manufacturing process of the body structures, provides considerable performance benefits. This includes improved fuel consumption and less CO<sub>2</sub> emissions during the use phase of the Life Cycle due to lighter structures. Our on-going target is to ensure scrap aluminium reclaimed from our stamping process is to be segregated and recycled through a closed loop system and re-melted into the same grade quality sheet, therefore reducing CO<sub>2</sub> emissions during the production phase of the Life Cycle. Jaguar is committed to reducing dependency on fossil fuels, using fewer resources and creating less waste as part of our approach to sustainability excellence.

The company plan includes 25% reduction targets in operating and tailpipe CO<sub>2</sub> emissions, waste to landfill, logistics efficiencies (15%) and water consumption (10%), all based on per vehicle built since 2007. In addition the manufacturing assembly CO<sub>2</sub> emissions of each Jaguar built in the UK since 2009 is 100% offset. For each tonne of CO<sub>2</sub> emitted in the assembly process, Jaguar invests in projects that reduce an equivalent tonne of CO<sub>2</sub> elsewhere. Taking into account the company's global sales growth and increased investment in more efficient operating facilities, we are proud to have delivered and in some cases exceeded our Environmental Innovation targets as planned for 2012. And we are on track to meet our 25% reduction in joint European fleet average tailpipe CO<sub>2</sub> emissions by 2015.

Looking forward, we have developed our 2020 vision for sustainable business growth that focuses on continued improvements in tailpipe CO<sub>2</sub> emissions, operational carbon neutrality and zero waste. To date the company has offset over 6 million tonnes of CO<sub>2</sub>, provided over 4,000 direct jobs in 60 emissions reductions projects in 17 countries and improved the lives of over 1 million people in our global cook stoves emissions reduction programme.

But it doesn't stop there. Our manufacturing facilities have been certified to ISO14001 since 1998 and we are credited to Platinum Plus level in the UK's Business in the Community Corporate Responsibility Index.

Castrol® EDGE™ Professional is exclusively recommended by Jaguar.

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Registered in England Number: 1672070

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Estimated fuel economy figures for the Jaguar F-TYPE Project 7 in mpg (l/100km):  
Urban 16.2 (17.4); Extra Urban 34.9 (8.1); Combined 24.6 (11.5). CO<sub>2</sub> Emissions  
275g/km. Subject to official EU tests and certification. For comparison purposes only.  
Real world figures may differ.

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