

In This Issue: ABHARetrospectibe





Somewhere in the mists of time a wise person wrote that "Nothing is certain except death and taxes." In slightly more modern times "Murphy's Law" was codified, along with several corollaries.



So, here we are winding down the 2024 Driving Season and looking forward to the several events the last quarter of the year holds for the club. Which brings me to some rather disappointing news for many members: Mike Scott received word from the Oregon Air National Guard (OANG) that our visit to the 142nd Wing has been pushed back to the month of November with no specific date set for our visit just yet. This is quite understandable, given that they are first and foremost a military unit. And, to put it delicately, there are a few areas on this planet where "local tensions" have passed the boiling point, making the global arena a bit less stable than it has been in the past few years. (REMINDER: When this event occurs, it will be on a Wednesday. We will try to give sufficient notice to you so you can plan a "mid-week vacation" to participate in this event.

Speaking of the future, a certain club president attended a high school class event recently, the outcome of which was meeting a fellow alum of our mutual alma matter. The upshot of this fortuitous rendezvous is that sometime in the new year, we will be able to visit the Leatherman Tool facility. (Your board members and officers strive to bring you interesting and compelling events, the Oregon Air Guard visit and this pending tour of the Leatherman

Board of Directors

Terms Expire January 20xx

Bill Relya Rex Schneider Matt Nowak West Linn Forest Grove Sandy

Terms Expire January 20xx

Tim Ashcroft Mandy Ashcroft Wynne Wakkila

Mike Scott

Portland Portland Tigard

Terms Expire January 20xx Ashley McKay Curt McKay

Portland Portland West Linn

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Partnership & JOCO Marketplace:

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Gene Owens, Hillsboro

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Gene Owens, Hillsboro

Newsletter Editor:

Rex Schneider

or:

Glen Enright, Hillsboro / Alt: Carl Foleen, Portland

Webmaster:

Tomas Bromander, Portland



Find us at: www.joco.org

JOCO Board Meetings are held the second Thursday of every month unless otherwise noted (please consult the JOCO website for the most current updates). JOCO events are in Bold face type on the Club Calendar, other Jaguar club and local events of interest are in regular type.

YOU are welcome and encouraged to submit ideas/ comments to the JOCO board. The editor is actively seeking articles / photos. Send submissions by e-mail

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Find us on the Internet: www.joco.org.



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facility are but two examples.)

One last reminder to all you history enthusiasts that you still have time to sign up to attend the JOCO visit to the PT-658. We meet at 9:45 AM on October 5th, and we will head over to McMenamin's Kennedy School to wet our whistle and have a spot of lunch after the tour.

Something else worthy of mention is that a few members have actually attended a board meeting recently, and we may have an addition (or two) to the Monday Lunch group that meets at the Clubhouse Bar and Grill (5134 SW Beaverton-Hillsdale Hwy., Portland 97221). Big deal, right? In a way, yes, it is. It indicates that there are members that are willing to at least "test the waters" and see what your club officers, board and other active members are up to. Please remember that these activities are open to any member who wishes to attend. No secret handshakes, passwords, or rituals, simply show up (although an advance notice of attending a board meeting would be welcome to assure we have adequate seating).

On a more somber note, we also want to take a moment to send our deepest condolences, loving thoughts, and sincerest prayers to Suzie Schneider. A member of Suzie's extended family passed recently, may their soul rest in peace. The board has sent a sympathy card and a flower arrangement on behalf of the entire club. £

Best to all, Carl



Keith Martin, publisher of "Sports Car Market" (fourth from right), brought his Jaguar to this years ABFM and graciously posed for a photo-op.

NOVEMBER EVENT: 60-KART RACING



ene Owens has arranged a fun and entertaining way to help "feed your need for speed," and keep in practice for some of next years driving events.

This event will take place at 10 AM on Saturday, November 9th, 2024, 10 AM at Sykart's location at 8205 SW Hunziker St., Tigard, 97223.

Following the event, participants will be able to recover any calories expended while exercising your brake-and-throttle muscles from Noon to 3:00 PM at Buster's Texas Style Barbecue, 11419 SW Pacific Hwy.,

Tigard, 97223.

If you have raced indoor karts in the past, you know it's a blast. If you haven't done this yet, what on earth are you waiting for?

The challenge for most of us will be who can keep up with some fierce competitors - namely Rex Schneider and "The Tigress From Taiwan" - Mandy Ashcroft. Some say that both were born with motor oil in their veins, a right foot that transforms into lead, and a killer instinct for overtaking the unwary. See you there! £ (Photos from JOCO's Sykart event in 2010 - ed.)

Rob Enderle Tells All:

Read it Here

Concerns About Jaguar's Survival Mount

aguar is struggling through its pivot to luxury electric cars. This year, every car but the Jaguar F-Pace will cease being manufactured, including Jaguar's first electric car, the I-Pace which will cease manufacturing in December. This is creating a massive problem for Jaguar dealers who won't have much in the way of 2025 cars to sell for the rest of this year and into 2025.

Many I-Paces, particularly those

made in the first model year, are under full recall and will be bought back or exchanged by Jaguar for newer models. One owner of a 2019 was able to upgrade to a new 2024 for around \$20K, but that car is at the end of its life, so it isn't a full reprieve. And the upcoming cars are going to

be far more

expensive and more in line with exotic cars in terms of prices and focus, something that will also put existing dealers, who used to be able to offer more broad market vehicles, at risk.

Moving Up-Market

The rule is you can more easily move down than up-market. People form impressions of cars and where their prices should be. Lowering the price

of something that was thought to be expensive can increase demand as the result looks like better value. But raising the price of something is harder because the status that goes with that higher price isn't immediately conveyed.

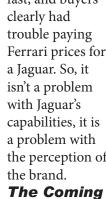
For instance, Mazda tried to bring out a premium car called the Amati and VW tried to do the same thing with the 12-cylinder Phaeton. Neither sold well even though they were

exclusivity that a more expensive car Jaguar does carry a certain amount

of legacy exclusivity, but it fights with a reputation of being unreliable and undependable which, sadly, isn't that uncommon with exotic cars, but will create some difficulty in moving the brand up-market.

Jaguar has tried up-market cars in the past, the amazing XJ220 was one of them, and the C-X75 project car

> was another such effort that wasn't launched. But the XJ220 wasn't successful due to cost cutting even though it was extremely fast, and buyers clearly had trouble paying Ferrari prices for a Jaguar. So, it isn't a problem with Jaguar's capabilities, it is a problem with the perception of the brand.



Relaunch of



Rendering/Image © Autocar.com

very premium vehicles because they existed outside of the price range people associated with those brands. Mercedes had the Maybach, but it ceased production in December of 2012 as a failure. More successful efforts like Lexus, Infiniti, and Acura required the creation of a different brand and different dealer networks in order to create the impression of

Jaguar

This isn't saying that Jaguar can't succeed. It isn't trying to make the mistake that Mazda, VW and Mercedes made by trying to again sell a supercar under its premium/ value brand so much as it's pivoting the entire brand to become more of a Ferrari/Lamborghini class competitor, or going from a less expensive Aston Martin to more of

Concerns cont'd

a peer to that brand.

Now it is interesting to note that initially Jaguar wanted a Jaguar E-Type for the movie *Goldfinger* but ended up with an Aston Martin instead (due to availability because the E-Types had sold out) suggesting these brands were more peers at one time and could be again.

Still, lifting this brand up won't be easy and coupled with a full pivot to electric cars, even more difficult because it'll also need to pivot the dealers.

Wrapping Up:

Interestingly, this will come at a time when we are seeing electric cars, particularly at the high end, like the new

Audi E-Tron GT Performance (996 peak HP) significantly outperform their gas counterparts. And we are also seeing significant advancements in battery longevity, capacity and electric car reliability due to eliminating the old 12-volt technology from the cars.

So, the right flagship performance Jaguar electric car could create the kind of halo Jaguar needs to make this pivot. So, it has a shot, a long shot, but there may actually be a light that isn't a train at the end of this tunnel. This will either be the end or the rebirth of Jaguar. I sure hope it is the latter, but I'm afraid it is more likely the former because the degree of difficulty in what Jaguar is attempting is off the chart. £



Setting up the ABFM Friday, August 30, 2024

ATTENTION All Members: Please check and confirm that your mailing address, email address, and phone number are current and correct in your 2025 Club Roster. Please email Sue Kornahrens with any corrections.







he next scheduled meeting of your JOCO Board will be held at 6:30 PM on Thursday, October 10, 2024 at Roger Rollins house, 17621 Lake Haven Dr., Lake Oswego, Oregon 97035. The Board's agenda will include: 1) Review of previous meeting's minutes; 2) Treasurer's Update; 3) ABFM Update; 4) Membership Update; 5) Historian's Update; 6) Webmaster's update; 7) Events / Calendar Update; 8) Old Business (this is not related to age discrimination); 9) New Business. Followed by any further discussion prior to the meeting's adjournment. £

EVENT REVIEW

Words by Sacha Poseur. Contributing Photographers: Anna Foleen, Sue Kornahrens, & Manual Phocus

2024 ABHM Retrospectibe

In many ways this was the year for us to step back and enjoy the event, without all the hustle and bustle of conducting a JCNA Concours.



Friday's setup was well attended with a sufficient supply of helping hands to make most of the tasks relatively easy. Unfortunately, Mark Hull's primary large load hauler communicated a desire to stay close to home (check engine lights can mean so many things), which meant that Mark had to call on the services of a sedan rather than an SUV. This prompted what can only be described as a master class of packing a maximum amount of gear into a barely adequate space. Under other circumstances this feat would probably qualify Mark as a "Tetrus" Grand Master.

Our club "easy-ups" were placed in our designated display area in what could charitably be described as "Upper-West Faroffistan" and club banners soon festooned our encampment.

Next order of business was setting chairs and tables in the main tent and wrangling the necessary dining and serving tables, electrical cords, containers of food and beverages, plus the other assorted accouterments into the (somewhat inadequate) food



service area. The area was rather cramped, and it didn't help matters that there was a first-ever "Pub" being set up directly next to where our food tables needed to go. The pub workers were also trying to set up furniture along with the sound system technicians who were also equipped with a formidable array of associated trappings. Somehow the whole thing was pieced together without any major conflicts, bumps, bruises, or harsh words. No small accomplishment considering how much work each group had to accomplish before the "Noggin and Natter" portion of the evening got underway.

Packet pickup seemed to go rather smoothly, and according reliable sources, almost all of the food that JOCO provided was consumed before the evening was over.



For this correspondent, Saturday always arrives extra early. Up at "zero dark-thirty" to pack the car, make a coffee drink to stave off the inevitable "caffeine headache," get to PIR and park, then immediately set up to start intercepting incoming Jaguars and forward them to the "Parking Gnomes" that will assist them with getting to their assigned area. As always, the core group of "parkers" are very grateful to anyone who assisted with this sometimes hectic task.

One note of special interest is that we had a distinguished visitor at our corner of the event. Keith Martin, publisher of *Sports Car Market*© magazine brought his Series 3 E-type



coupe and parked it in the appropriate area. If you are a subscriber (if not, why not?) you have seen several articles about how much he

enjoys the car, and how Ed Grayson

has coached Keith's son Bradley on the basics of keeping the car in good running order. (See photo on page 3 - ed.)

Since there was no judging to be done at this years event, everyone



was free to sit and relax while catching up with friends, view the cars, and work on getting a tan before the day got too hot. Just about everyone took advantage and walked around the entire event to take in the cars, look at all the vendors, and check out the many food items being offered.

It is nice to see our cars generate a lot of interest, and even though our display area was a considerable distance from "town center" we still entertained a fair number of visitors. Some of the visitors had enough technical wherewithal to vote for "People's Choice." As a result, Rich Stephens and Glen Enright both brought home some hardware from the event. Congratulations! £

Words by the Raving Reporter, photos by Mandy Ashcroft and Manual Phocus

EVENT REVIEW

"And of Summer" Dribe



The weather on the morning of Saturday, September 14th largely cooperated with the broadcast media's meteorological oracles' prognostication of mostly good weather for the majority the day. The skies were overcast to varying degrees, but the temperatures were conducive to wearing short sleeves and other



warm weather attire.

22 motorcars (mostly Jaguars with a mix of other beautiful machines) and approximately 33 people assembled at Powell Butte Park in Southeast Portland for a back country drive to St Josef's Winery & Vineyards in Barlow, Oregon. There was only one major "glitch" in the route: A bad



accident had closed SE Foster Rd. from SE Jenkins Rd. to SE 174th. After a surprise but necessary detour and some skillful "back road navigation," we re-established ourselves on course and

continued our "caravan" through the countryside.

Tim split the group into two sections of 11 cars each, and early on we wound up joining back together because of the "incident" on SE Foster Road (see?? "Foster"



for "beer").

We became one large group once again when we were backed up having to cross Hwy. 224 later along the route. (Left-hand turns from a secondary road onto a major thoroughfare without the benefit of a traffic signal are always a challenge, and in this case it was an order of magnitude at least 22 times more difficult to keep both groups together.)

Fortunately the last section of the course led us out into more rural areas of Marion and Clackamas counties, which enabled the drivers and their navigators to enjoy scenic and much less crowded rural roads.

Interesting to note that at random



intervals

our "lead" caravan received waves, thumbs up (no other single digit salutes, thankfully), and the occasional toot of a horn from cars coming the opposite direction.

St. Josef's had reserved a beautiful and shaded area of their property for us to park the cars. Happily, positioning and parking the cars was handled with great aplomb by the drivers. Congratulations an thanks to everyone for being considerate of how the cars were parked and displayed. A very orderly display was accomplished without the need for any marshaling, which is a tribute to the respect and camaraderie that the participants have for each other.

On the drive home, at least one car decided to take the Canby Ferry back toward Portland rather than deal with the traffic on either I-5 or Hwy. 99E. The scenery and quite placid Willamette river made it a very beautiful and relaxing drive back into town.

We are looking forward to our October event what will have club members and their guests tour the PT-658. £



Tim Asheroft Recounts the 2024 Forest Grove Concours

Words and photos by Tim and Mandy Ashcroft



wife and I had the pleasure of organizing the luncheon for this years Forest Grove Concours d' Elegance. We didn't realize that the Concours includes a whole weekend of fun activities starting with a concert on Friday night, a rally with a luncheon on Saturday and the Concours itself on Sunday in beautiful Forest Grove under the tall shady tress of the University campus. If you have never been to the Concours then you are really missing



out as one of the top twenty concours' worldwide with a stunning array of vehicles from all ages and classes, but more about that later.

We organized a lunch stop at the Quailhurst Vineyard in Sherwood. The cars left Forest Grove for a mini rally, stopping off at some collectors' private garages for a private garage tour. The cars arrived at around 11:45am for lunch and were parked up in a row along the vines, with a total of around 40 cars that joined the rally. We had some star cars with a Lamborghini Miura from 1967 that was fully restored and a 1929 Mercedes, along with classic Mustangs, Corvettes, Austin Healeys and some one-off specials. Lunch was provided by



Elephants
catering that did an outstanding
job on presentation, taste, and overall
quality with many comments praising
the food. All washed down with some
outstanding Chardonnay and Pinot Noir



for those that imbibed from our host at Quailhurst Vineyard.

Sunday was the main event and this year was the 50th year of this amazing event



produced by the Rotary club of Forest Grove as the longest running Concours in the Northwest. The featured marques were to celebrate 100 years of Chrysler and 60 years of the Mustang, with some phenomenal examples parked



on the serene Pacific University lawns. I happened to see some club member winners with Fred and Bonnie Nuttall with their 1973 Citroen SM, a very special car and Charles and Linda Gepford with their just finished immaculate 1963 Jaguar XKE – you need to hear the story of this car purchased for \$200 and a stereo swap! What a fabulous day but with not enough Jaguars! The Best of



Show was a hard choice with such a great selection, but the 1929 Mercedes Benz 680 S Barker Tourer was the winner and also had an amazing story from its original owner Lord Howe from England. £



Pe Olde IOCO Event Calendar

Where are you likely to meet other JOCO members and their cars this summer? Here is a list of the events that are currently on the JOCO calendar. If you have others to add or want to tell others about, please notify JOCO's Event Coordinator, Rick Martin. With that in mind:



- § October 5th, 2024 PT658 Tour 10 AM, 5555N. Lagoon Ave, (Swan Island) Portland, Oregon (Carl Foleen is subbing for Rick Martin)
- § November ??, 2024 JOCO visits the Oregon Air National Guard base. 6801 NE Cornfoot Rd., Portland, Oregon 97218 Organizer: Mike Scott NOTE" This event occurs on a Wednesday.
- § November 9, 2024 Go Cart racing at SyKarts 10 AM start time. Address: 8205 SW Hunziker Rd., Tigard, Oregon 97223 3 10-minute races for \$50.00 (Organizer: Gene Owens)
- § December 8, 2024 Christmas Party, McCormick & Schmicks; 17015 SW 72nd Ave., Tigard, OR. (Bridgeport Village)
- § January, 2025 AGM Langdon Farms, 24377 Airport Rd. NE, Aurora, Oregon 97002
- § First quarter of 2025 Weekday tour of the Leatherman Tool factory in Portland. Date and time TBD
- § July 18 20, 2025 OTI Jaguars On the Island, Victoria, B.C. Canada. Lodging reservations: Delta Ocean Pointe Resort



JOCO MARKET PLACE

For Sale:

§ Complete AC unit for SII Coupe. I decided NOT to use it after a complete restoration. I am in NW Portland. Abed Farhan

8730 NW Terraceview CT., Portland, OR 97229 Email: abedfarhan@gmail.com (503) 481-2233

§ 1962 E-Type Series 1 "Road Legal Race Car." Ex-Alan Bond 1963 Malaysian Grand Prix car (restored). approx. \$250k (USD) Contact Richard @ madonc.com



Please Welcome Our New Members!

(Please update your club roster as well)

* Dr. Christopher Hamilton

455 Forest Hills Way NW, Salem, 97304 (503) 701-0882; hamiltonchrist@hotmail.com 2017F-Pace, 1997 XK8 Coupe, 1963 Mk. II, 1969 E-type 2+2, 1967 Daimler V8

* Steve Theisssen

222 E. Crestline Dr., Boise, ID.83702 2019 F-type R

* Garth Fernandez

PO Box 822227, Vancouver, WA 98682 (808) 551-2137 garthf@consultant.com; 2008 S-type, 2005 XJ, 2004 XJ



Hats Off To You!



Celebrate JOCO with a Club hat or apparel patch. Hats are tan with a full color club logo embroidered on the front. Size is adjustable, will fit most.

Embroidered patches are suitable for attaching to coats, skirts, shirts, coveralls, blankets, or what have you. Show your Club pride!

Hats are \$20.00/each Patches are \$5.00/each

We have the ability to put our club logo on a variety of regalia objects: Mugs, cocktail glasses, tumblers, even jackets and other types of hats.

Contact Sue Kornahrens (503) 708-9936

P.S.. Don't forget a Club Car Badge for your favorite ride! **Only \$20!**

Steve Mackley Owner/General Manager 5465 SW Western Ave Suite G Beaverton, Oregon 97005 503-626-2123 503-643-5808 fax

Beavertonautoupholstery.com







Welcome JOCO Partners

Our special Partnerships are with organizations dedicated to the highest level of laguar preservation and care. They are supporters of our Club who understand our apprecia-tion and pride that comes from owning one of the finest automobiles ever made, one with a Royal heritage.

Each of our Partners stand ready to address your needs with absolute professionalism and as a fellow enthusiast. They will appreciate your support as much as we appreciate theirs. And your Cat will carry on with a purr.





Please support our partners whenever possible

that it had been overlooked. The only good news is that we have the pleasure of reading it now. So "Keep

If you, or someone you know is willing to step forward and help produce the Cat Fancier, please let a board member know.

It looks like our post-summer event season is shaping up nicely. It will be fun to see everyone at our upcoming determined in November. Don't forget to smile when you see a camera pointed your way. £





laguar Owners Club of Oregon

MEMBERSHIP APPLICATION

We look forward to having you as a member of the Jaguar Owners Club of Oregon. Since our founding in 1968, JOCO has been dedicated to the care, preservation and exercise of Jaguar automobiles, and we have lots of fun together. Upon receipt of the completed application we will be contacting you with everything you'll need to head down the road with us.

Date		
Name(s)	<u> </u>	73.3
Address		
City, State, Zip	die	W. GI.
Home PhoneBusiness Phone	2 76	et,,
Cell PhoneFaxEmail	2 E. W.	
Jaguar(s) owned	-he	
Profession		
Hobbies_		
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MEMBERSHIP Please select one of the following membership options	Amount	Paid
Annual Membership renewal - (If paid before December 31 - \$40 for JCNA dues)	\$ 70	\$
Annual Membership renewal - (After December 31 - \$40 for JCNA dues)	\$7 5	\$
NEW Annual Membership - (Includes \$10 initiation fee and \$40 for JCNA dues)	\$8 5	\$
MEMBERSHIP Accessories (the following are available, if requested)		
JOCO Member Car Badge(s) Please specify how many you would like	\$20 ea.	\$
JOCO Member Name Badge(s) Please specify how many you would like and the name(s)	\$18 ea.	\$
Total	Amount enclose	d \$
Pay by Check or Credit Card		
Make check payable to the Jaguar Owners Club of Oregon		
If you would rather pay by credit card, please fill out the following information Visa MasterCard		
Card Number		
Expires on Security code		
Name as it appears on card		
Signature		

Mail this completed application with your check or credit card information to

