

2337 Commerce Street
Alpharetta, GA 30009
www.ngjc.us

April 27 - Drive & Brunch at Brasstown Resort & Spa
April 25 - 27 Walter Mitty Road Atlanta
May 18 - Atlanta British Motorcar Day



Walter Mitty Road Atlanta, April 25-27

One of the oldest historic and vintage races in the U.S. returns to Michelin Raceway Road Atlanta for its 47th year in 2025! The Historic Sportscar Racing (HSR) Mitty at Michelin Raceway Road Atlanta begins another decade as a can't-miss event for race fans and competitors alike.

The 47th HSR The Mitty on-track schedule is packed with 10 feature races and non-stop sprints, but an ample lineup of off-track activity and attractions are also part of this one-of-a-kind automotive celebration.

Club corrals fill the Michelin Raceway infield, camping is available at every level, vendors offer amazing finds and hospitality is available for all. A limited number of parade and touring lap sessions are also scheduled, offering a rare chance to drive your own car on the legendary Michelin Raceway Road Atlanta circuit.

Race car run groups feature everything from nearly every type of

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Cofer Collection Pictures page 9

Annual Spring Drive To Brasstown Resort Sunday, April 27

Submitted by John Hoffman

Our club's Annual Spring Drive to the Brasstown Resort for their scrumptious Sunday Buffet is set for Sunday, April 27. We have reserved the private Overlook room from 11:30 am to 2:00 pm. That will give all of us time for a leisurely lunch and visit before heading home. We will gather at 9:30 am in the back parking lot of the Georgia Outlet Mall (near the Nike store). Going north, the Georgia Outlet Mall is on your left off GA 400 just before highway 53. We will leave at 10:00 am and take the back roads over the Russell Scenic Highway to Young Harris and the Brasstown Resort. Be advised that the Mall does not have public restrooms,

but the RaceTrack Filling Station does, on your left as you approach the turn for the mall.

Please RSVP to me by text (770-598-6248) by Thursday, April 24 if you are planning on attending. I have anticipated 30 but will need to advise the Resort if we have more. This is a rain or shine event. Looking forward to seeing everyone on Sunday, April 27th

The lunch destination is:
Brasstown Valley Resort & Spa
6321 US Highway 76
Young Harris, GA 30582

Map page 4

Sunday, May 18, Suwanee Town Center

Submitted by Bill Flavelle

The Atlanta British Motorcar Day event is now open for registration. If you're considering entering your car, I suggest you sign up soon as spaces are filling up quickly. There are already about 50 cars signed up on the first day of open registration. In past years, they sold out weeks before the show! Here's the link to the website: <https://atlantabritishmotorcarday.org/so/92PNiKqXj?languageTag=en&cid=ecfb6996-9262-4e10-898b-371205d3d9da>

Entering our 5th decade, Atlanta British Motorcar Day has been a beloved tradition,

uniting British car and motorcycle enthusiasts across the Atlanta area. This annual charity event, which began in 1984, has flourished from its humble beginnings in Grant Park to now hosting over two hundred British cars at its grand gathering.

Calling All British Auto Aficionados! If you're the proud owner of a British automobile or motorcycle, seize this opportunity to showcase your prized wheels and connect with fellow enthusiasts. And even if you're simply an admirer of exquisite automobiles, prepare to feast your eyes

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Letter from the President

I think we get so involved with classic British cars that we often forget how the other half lived, meaning those who owned classic American cars. That changed on Saturday, March 15 when we visited the Cofer Collection in Tucker, GA. The Collection is commonly referred to as the Stable of Thoroughbreds, i.e., Automobiles with a Pedigree. The Curator Cecil McCall, Jr. gave us a wonderful tour of pre-WWII cars, some post-War cars, as well as his and the owner's personal cars.

The pre-War cars were in absolutely pristine Concours condition. He started the tour with a 1932 Pierce Arrow, followed by a 1936 Cord 810 Phaeton, and then an over-the-top 1935 Fernandez

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Please welcome new members

Craig and Brenda Gilbert
of Shoal Creek, AL
and
Dan and Janis Sullivan of
Cumming, GA



and Darin bodied Duesenberg originally owned by Madeline Astor, wife of John Jacob Astor. The phrase "It's a Duesy" comes from this car. There were also Packards, Cadillacs, a 1920 Marmon, a 1932 Ford 18 V8, and a cute 1948 Nash Metropolitan. I want to thank Dave Kirkman for arranging the tour, as well as John Yates and others for making it happen.

SAVE THE DATE for British Motorcar Day: May 18, 10:00-2:00 pm. You can now register online through the website. The cost is only \$25 to show your Jag. The location is the same as last year: Suwanee Town Center,

330 Town Center Ave., Suwanee. Let's repeat the great turnout we had last year when we had more Jags than any other British marque, including Triumph and MG.

I think everyone knows that our Club is hosting the JCNA International Jaguar Festival at the Savoy Automobile Museum in Cartersville, GA on September 25-28. You can register online at: <http://www.jcnaijf.com>. A special weekend is planned with the "Tire Side Chat", Concours, Awards Banquet, Rally, Scenic Drive, and possibly a slalom.

Dave



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Deadline for Newsletter Articles and Advertisements is the 26th of the preceding month. All submissions are nonbinding and subject to approval.

Continued from Page 1

Sunday, May 18, Suwanee Town Center

on some of the finest autos from the metro area and beyond! All makes, models, and years of British cars and motorcycles are warmly invited to join the festivities. Your

registration fee will cover our minimal show expenses, with proceeds directly benefitting local charities. The car show and festival are completely FREE for Spectators.



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Walter Mitty Road Atlanta, April 25-27

sports car from the past 70 years to Stock Cars and open-wheel formula and Indy cars.

Details: <https://www.roadatlanta.com/bsr-mitty>



Virginia Jaguar Club Concours d'Elegance June 14th in Richmond

Submitted by Wayne Estrada

The Virginia Jaguar Club invites you to our JCNA sanctioned Concours in Richmond, Virginia on Saturday, June 14th on the beautiful grounds of St. Joseph's Villa. As in past years, this is a "show within a show" as part of the 500+ car larger Richmond Antique Automobile Club of America (RAACA) annual show.

This is an excellent opportunity to enter your Jaguar(s) to qualify for national point qualification as well as also enjoying an outstanding automotive event.

Registration for the VJC show is \$60 per Jaguar, however there is also a required entry fee for the RAACA show of \$15 pre-register and \$20 on day of show.

All the details for both are on our web site at <https://www.vajaguarclub.com/2025VJCCconcours/> You can register and pay on-line; just follow the link at the bottom of that page. There is also a link for the RAACA page there as well.

One often asked question is about trailer parking, and yes, there is a large trailer parking area available. Once we have a map of this year's facility, we will post it on the Concours page on our web site, so please check back.

One last but important detail: Our club has a limited number of JCNA qualified judges, so registrations will be closed based on the number of participants that will also be able

Continued on Page 9

2025 NGJC Calendar, NGJC Sponsored event in **bold**

Submitted by Dave Kirkman

NGJC EVENTS: April

M	T	W	T	F	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

NGJC EVENTS: May

M	T	W	T	F	SAT	SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Club Event
 Other Event
 Holiday

January

OPEN

February

15 - Saturday, Noon, Valentines Day Lunch, Pearl Lian, John's Creek
Sponsor Dave Kirkman

March

15 - Saturday, Time TBD, Cofer Car Collection, Tucker
Sponsor Dave Kirkman

21 - JCOF Concours d'Elegance, Longwood, FL

29- Saturday, Gateway Caffeine and Chrome Show, Arrive by 8:45 AM
 2705 Ronald Reagan Parkway, Suite 200, Cumming, GA 30041

April

11-12 Brits on the Bay (Pensacola)

25-27 Walter Mitty (Road Atlanta)

24 - 27 - JCNA Annual Meeting, JCNA AGM, King of Prussia, PA

27 - Sunday, Brasstown Resort Drive Lunch Spring Drive, Brasstown Valley Resort & Spa 6321 US-76, Young Harris, GA 30582
Sponsor Dave Kirkman

May

18 - Sunday, Motorcar Day Suwanee Town Center, Suwanee, GA Registration will open in March.

June

6 - 9 - Thursday - Sunday Highlands motoring festival, Highlands, NC

14 - Saturday JCNA Sanctioned Concours – Virginia Jaguar Club, Richmond, VA.

14 - Saturday- Jaguar & Friends BBQ Picnic, Canton GA
Sponsor John & Robbie Yates

July

TBD - Saturday - Tech Session 10:00 to 12:30

TBD - Carolina Jaguar Club Concours, Little Switzerland, NC

August

TBD - Saturday - Judge's Training, Sponsor:

TBD - Pebble Beach Concours, Pebble Beach, California

TBD - Saturday - Jefferson Car Show Jackson County Agricultural Center

September

TBD - British Car Fayre, Time: 10am-3pm Norcross, GA

25 – 28, International Jaguar Festival Savoy Museum in Cartersville, GA

TBD - Fight To End Alzheimer's Car Show, Jefferson, GA

October

TBD - Festival of Speed, Avalon, Alpharetta

TBD - Fifth Annual Chattanooga Motorcar Festival, Chattanooga, TN

TBD - Roswell Motoring Festival, Roswell, GA

TBD - Eurofest, Greenville, SC

TBD - Door Car Show, Cumming, GA

TBD - Suncoast Jaguar Concours, Sarasota, FL

November

1 - 3 Hilton Head Concours

TBD - - Saturday, 10:00 AM, NGJC Business Meeting - Sponsor: Dave Peck
December
TBD - Holiday Party,



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September 25 – 28, 2025

Register online at www.jcnaijf.com

Savoy Automobile Museum,
Cartersville, Georgia



Celebrating 70 Years of JCNA

The venue this year is the beautiful Savoy Automobile Museum in Cartersville, Georgia, 40 miles north of Atlanta. Festival events include Concours d'Elegance, Rally, Scenic Drive and Slalom, plus numerous activities at the Savoy and nearby locations.

Roar of the Jaguar: Jaguar race cars will be on display at the Savoy during our event. Including a Friday Night Savoy Museum "Tire Side Chat" Featuring Jaguar Race Cars, Hosted by Ken Gross and Wayne Carini.

Secure Trailer Parking has been arranged less than a half mile from the Savoy Museum Pavilion.

Several hotel discount rates are available in the area including:

- Courtyard by Marriott (Host Hotel)
- Home2Suites by Hilton
- Fairfield Inn and Suites

CURRENT ITINERARY

- Thu Meet and Greet @ Courtyard Hotel
(heavy hors d'oeuvres, Cash Bar)
- Fri Savoy Museum "Tire Side Chat"
Featuring Jaguar Race Cars and Hosted by Ken Gross and Wayne Carini
(includes heavy hors d'oeuvres)
- Fri Slalom, place, timing, price, determined upon location
- Sat IJF Concours, All judged classes
- Sat Display Cars
- Sat IJF Awards Banquet
(Includes after hours museum admission, banquet and awards ceremony in theater)
- Sun IJF Rally For National Points with prizes
- Sun Fun Monte Carlo style Rally with prizes
- Sun Scenic Drive

Registration is now open. Go to: www.jcnaijf.com

Type 00: a smart move from Jaguar

By James Ogilvy, *The Blend*

A car-nut – and luxury industry guru – dissects the claws-out debate around that Jaguar

Well that got everyone's attention. Let's talk about the advert first: at the end of November, 30 seconds of colour-saturated, slightly dystopian video ricocheted around the world. It turns out that Jaguar had millions of highly opinionated fans, who expressed themselves not only quite lucidly, but regrettably quite personally towards chief creative officer Gerry McGovern and his JLR colleagues. JLR (or Jaguar Land Rover as it used to be known) is no stranger to stirring emotions, but usually this involves doing the stirring with the latest iteration of an already well-loved vehicle or engine. In this case, a lot of the emotions expressed were both negative and forceful. Unfortunately many – perhaps most – of these outraged “fans” have never actually bought one of their cars. The sheer volume of negative comments almost certainly outweighed the number of vehicles sold last year. “Do the math” as they say, because therein lies the problem. For decades, Jaguar has been producing some wonderful and groundbreaking vehicles. From the D-Type of the 1950s, the iconic E-Type of the 1960s (described as “the most beautiful car in the world” by Enzo Ferrari), to the Mark 2 and Mark 10 saloons, the various XJ iterations, shapely XKs and most recently the F-Pace SUV, I-Pace and F-Type coupé. These are all great vehicles, cars with real soul. But car companies, like any brand, cannot survive on love alone. They need sales, and Jaguar has struggled in recent years to achieve the numbers to make it profitable. Brands are strange things. Brand “memory” can be even stranger. I recall perhaps 15 years ago listening to a despairing friend at Jaguar Land Rover (as it then was), describing the uphill battle to overcome the “gin and Jag” perception held by younger potential buyers. Somewhat presciently, I remember him wondering if that battle would ever be

won. Even though these would-be customers agreed that the Jaguar in question was at least as good, if not better than, the equivalent BMW or Mercedes, they still thought it was a brand their parents bought. Fifteen years on, it appears that is still the case, the bottom line being that Jaguar represents only 15 percent of total JLR sales, and while Range Rover and Defender are both highly profitable, Jaguar is not. From a business point of view, this is not a sustainable situation. Put simply, something had to be done.

“Something” was a major reset. Back in February 2021 the announcement was made that Jaguar would be relaunched as an all-electric brand from 2025. To begin with it looked as though this would be done with what might be called “conventional” cars – simply evolved versions of the existing portfolio. But there was a distinct risk that Jaguar would merely find itself in a whole new frying pan. BMW and Mercedes already have rapidly developing ranges of EVs – some

“Significantly it was in the setting of Art Basel Miami, one of the pre-eminent global art gatherings – not the Geneva Motor Show – and that tells you a lot.

dedicated, some just electric versions of regular models – to say nothing of Tesla and the impressive products coming from the likes of Kia and Hyundai. You can begin to see how and why Jaguar is where it is.

And so we come back to the ad. Two weeks

later, JLR gathered in Miami for the unveiling of its Type 00. Significantly it was in the setting of Art Basel Miami, one of the pre-eminent global art gatherings – not the Geneva Motor Show – and that tells you a lot. Beforehand, there were a series of briefings with MD Rawdon Glover and his teams, laying out the context of the brand development – the logo, monogram, colour, detailing, touchpoints and architecture. It also included materials probably never before seen in a car, such as travertine veneers and brass that will be allowed to patinate naturally. This takes car design into truly new territory and is hugely impressive, but perhaps not surprising as this reset has been led by Gerry McGovern, who is not your average car designer. Later that day the world got to see not the production car but a design vision – very different in the flesh to the flat renderings that leaked hours earlier. It was undoubtedly a “wow” moment.

A great deal of modern car design ends up looking very similar. Even for car enthusiasts like myself, it is hard telling many of them apart. But more than that, I am simply not stirred by the great majority of what is on sale, and that includes well-known brands that I was once excited by. That makes me sad. Some of the models are embarrassingly unattractive with aggressive plastic mouldings, and the interiors are frequently a soulless place to be, with uninspiring materials (and yet more plastic). This is not how Gerry works.

Firstly, he has established “Creative” as being the driving force at JLR, with Design now a 700-strong operation, and Engineering playing second fiddle. Normally it is the other way round. And secondly, his design ethos has been forged in a more cerebral place, rather than a practical one. His creative aesthetic is

informed by a deeply held belief in modernism, a philosophy which is now a century old, with design heroes such as Breuer, Mies van der Rohe and Le Corbusier. “Reduction” is a central tenet: lines with a purpose and subtle



For Sale: Jaguar Oenta Wheels Used

Randy Shaw

Excellent condition, 18x8 PENTA alloy wheels (part number MNC6118AA) mounted with 255/40X18 tires that need replacing. They were last used on a 1995 XJ6. They fit 1988-2003 XJ sedans (bolt pattern 5x120.65mm). Sale includes 20 Jaguar special extended length lug nuts. \$400 firm, Randy Shaw, rpsga@outlook.com, Alphareta



For Sale: 1950 Daimler DE 36 Convertible

William Buchanan

One of a kind street rod or perfect for restoration. Original body and frame in good condition. Free of any significant rust. Built in England, it has right hand drive. Built by the original Daimler factory by hand, it is styled after the 1920-30's model with wooden frame work.

This unique car can easily be converted into a one of a kind street rod. A rebuilt 327 Chevy motor is included. For easy restoration. 85% original. Restoration began, motor, dash and transmission removed, but still available.

\$26,000. OBO.

Located outside Atlanta, GA in Loganville, GA.
William Buchanan
770-972-5595
mrat30052@aol.com



For Sale: Components from our S1 E-Type

Submitted by Mark Dawley

Items include the entire bolt-on & go 2" SU triple carb setup including manifold, linkage and air filter assembly, a good original radiator with undamaged shroud and some other miscellaneous items. Complete carb set-up \$6500 and \$200 for the radiator w/ shroud.

I would prefer to get the parts sold

to someone local instead of doing the eBay thing.

I have many more detail pics of the carbs as well as the car running with them a few weeks ago before we started taking it apart.

Contact Mark Dawley: (864) 723-2238 located near Lake Keowee SC.



For Sale: Original Jaguar (Thule) roof rack system and two bike carrier attachments.

Submitted by Dan Brown

I recently sold my 2017XE 2.0d and still have the original Jaguar (Thule) roof rack system and two bike carrier attachments. Retail on the combo is about \$842. Is there anyone in

the club that might be interested in these. I would split the items up, bike racks separate etc. the bike racks go for \$242each retail and cross members \$358. I'm located in Acworth

and if anyone interested could contact me via email. I'll take offers!
Many thanks, Dan Brown
dbrown01@gmail.com

Type 00: a smart move from Jaguar

By James Ogilvy, *The Blend*

details that are celebrated and executed beautifully. What this means in practice can be seen in the new-generation Range Rover. This vehicle may not be for you, but it can still be appreciated as a piece of great design, and is highly sculptural in a way that almost no other cars are. It is very “considered” and immediately strikes you as the product of a truly integrated design vision, not just a collection of parts.

But there is another aspect to all of this and I think one that has largely been missed in the rush to respond to Miami. McGovern is also a long-time admirer of luxury brands such as Hermès, Cartier, Chanel and Loro Piana. These historic businesses have made an art of the way they curate themselves, their attention to detail, materials, how they develop an

emotional connection with their customers and, above all, their craft. They are very good at it and hugely successful commercially. That, I believe, is the ambition for Jaguar. Significantly the first “brand house” will open in Paris, the centre of so much of the luxury industry, and will be followed by London and a small number of other luxury hubs. It is a very clear move away from the old – and rather tired – “dealer” model, where cars are lined up in boxes on the edge of town and you may or may not get attended to by one of the salesmen (and they are usually men).

So for me the bottom line is this: Jaguar is not just being reinvented as a car brand, but is actually being reimagined as a luxury brand that happens to make cars. And it is a smart move. We are in a completely different

world in just about every respect from the brand’s heyday. As McGovern said to me, “What is the point in trying to replicate what went before if it’s not relevant in a modern context?” Furthermore, the reality of modern-day driving is actually pretty depressing and only likely to get worse with heavy traffic, 20mph speed limits, cameras everywhere and soon satellite monitoring and control. It is not a lot of fun any more (although it may at least be quieter thanks to EVs). In this future, I want to be in a considered, cossetting, calming, crafted space surrounded by beautiful materials and details – a place that enriches me. This is the vision that Jaguar has presented. Yes, it is a leap of faith, to use an apposite word, but I believe we are in good hands.



31st Annual All British “Brits on the Bay” April 11-12 Pensacola, FL

Hosted by the Panhandle British Car Association. This year’s feature car is the Aston Martin. Show location is in Seville Square which is a shaded park only a few feet from the beautiful waters of the Gulf of Mexico. It’s a lovely vacation or weekend paradise only walking distance to restaurants and shopping in the historic downtown Pensacola area. There will be a meet & greet Friday afternoon, details to be announced.

- Registration Fee: \$25 Pre / \$30 Gate
- Phone: (615) 418-1446
- Email: timwitz@comcast.net
- Website: <https://pbca1.com/show.htm>

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Virginia Jaguar Club Concours d’Elegance June 14th in Richmond

to be part of this year’s judging team. John Larson of the D.C. based NCJOC will be the Chief Judge for this year. When you register on-line, please let us know if you are able and willing to judge.

Thank you, and hope to see you at this year’s event.
Kind Regards,

Wayne Estrada
2025 VJC Concours Chair
Founder of VJC, 1999
<https://www.VaJaguarClub.com>



Cofer Collection in Tucker, GA

Submitted by Dave Peck

