



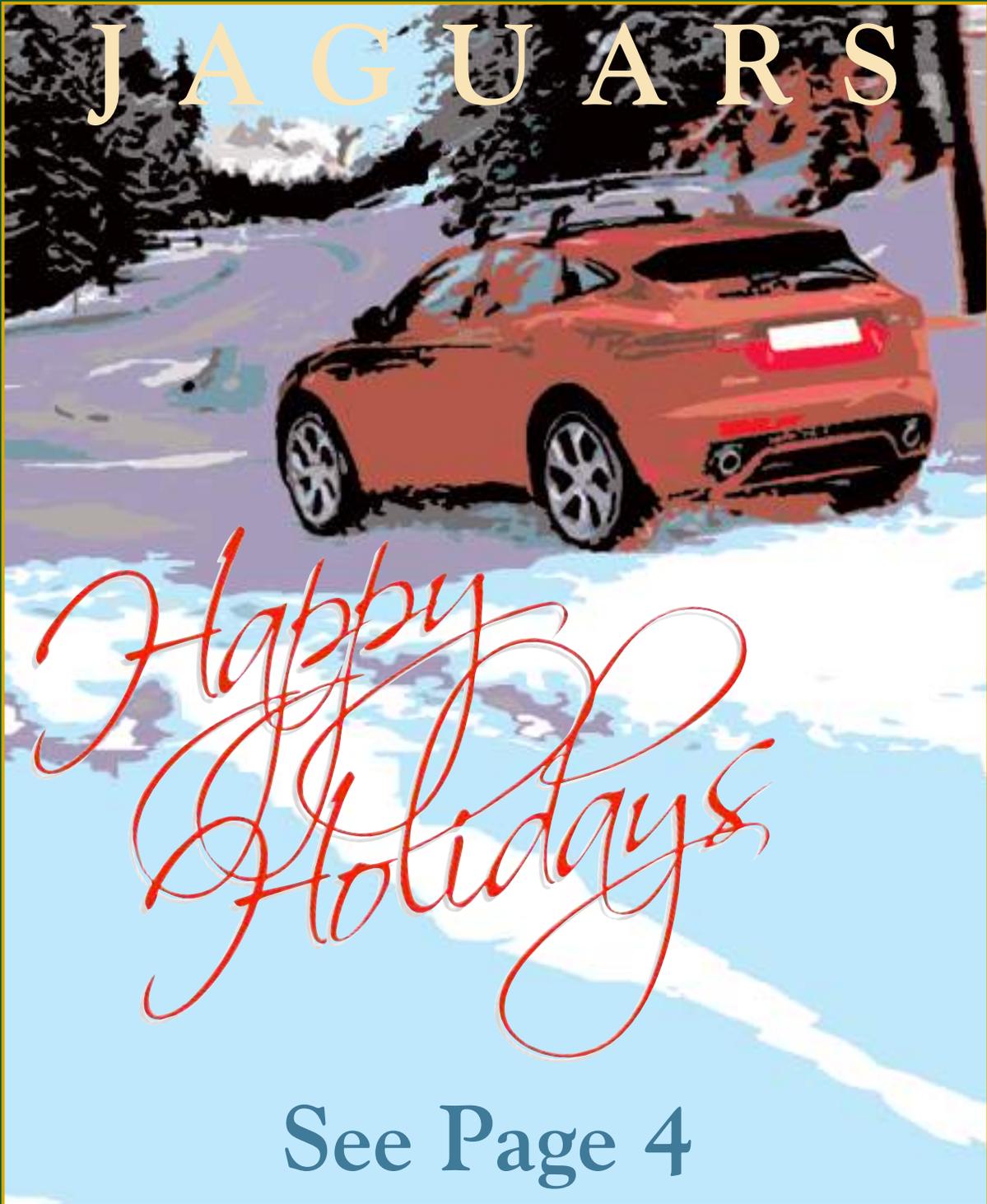
December 2022

THE Cat Fancier

Official Newsletter of the Jaguar Owners Club of Oregon



Affiliate Member



JAGUARS

Happy Holidays

See Page 4

Rex Loquitor



Christmas Wishes

Thanksgiving is behind us and the JOCO Christmas party is this weekend! It's official; we are in the midst of the Christmas season. All I want for Christmas is to find all the shorts in my XJS

and get the electronics sorted out. Way more complicated than two front teeth. O.K. That's the car thing I want. I have a greater hope for peace on earth and good will to all, as well.

I hope you have wonderful plans for family and friends together this Holiday Season. But what do you get for that car aficionado in your life for Christmas? Oh sure, you can always go to Moss Motors and get a gift card, but that might not show the thoughtfulness you hoped. So let me share a few things that might go a bit deeper and fill the bill. Mrs. Schneider, if you are reading this, any of these would be great.

1. Do they like to watch racing? Is F1 something that would brighten their year? Then may I recommend F1 TV. I have had a subscription for a few years. For \$70 you will get not only all of the races streamed to any device you would like, but every practice and qualifying race. It also comes with added behind the scenes specials and includes the junior racing in F2 and more. I can even watch the race on my TV and on my computer see all the drivers cameras and data from the cars live. It's like you are working the pit wall. <https://www.formula1.com/>

2. Not into racing? We all love a road trip. How about planning a special trip for you and that special someone? The best vacation the first lady and I ever did was to drive Route 66 from one end to the other. You don't have to go that crazy. A trip to the coast or Leavenworth would be great. Surprise them with the trip already set up with places to stay and events to do. It's a gift for both of you.

3. How about encouragement? Is there a project your special someone would like to tackle? Do they need a

Rex Loquitor continued on page 3

Board of Directors

TERMS EXPIRE JANUARY 2023

Tomas Bromander,	Portland
Sue Kornahrens,	Portland
Fred Nuttall,	Portland

TERMS EXPIRE JANUARY 2024

Don Compton,	Gaston
Mathew Nowak,	Sandy
Clint Percival,	Milwaukie

TERMS EXPIRE JANUARY 2025

Carl Foleen,	Portland
Bill Relyea,	West Linn
Stuart Trenholme,	Portland

Officers and Chairs

President:	Rex Schneider, Forest Grove
Vice President:	Seth Shenker, Eugene
Secretary:	Open
Treasurer:	Mark Hull, North Albany
Historian:	Stuart Trenholme, Portland
JOCO Roster:	Barbara Grayson, Portland
JCNA Regional Liason:	Carole Borgens, Kurt Jacobsen,
Membership:	Sue Kornahrens, Portland
Partnerships & JOCO Marketplace:	Rex Schneider, Forest Grove
ABFM Liason:	Gene Owens, Hillsboro
ABFM Liason:	Rex Schneider, Forest Grove
JCNA Concours Chair:	Gene Owens, Hillsboro
JCNA Concours Chief Judge:	Rex Schneider, Forest Grove
Newsletter Editor:	Glen Enright, Hillsboro
Webmaster:	Tomas Bromander, Portland

www.joco.org

NOTICE:

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

Disclaimer: Any technical information published here is without claim for accuracy, and is to be used with caution unless and until verified by another source as true and accurate. Any information published is intended to be for educational purposes, and not for use by the reader for at-home repair and/or maintenance. JOCO recommends that our readers use the services of a well-qualified mechanic/shop for any and all service to your motorcar. £

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



Legal Stuff: The Cat Fancier and JOCO's website content are publications of the Jaguar Owners Club of Oregon, 1641 SW Multnomah Blvd., Portland, OR 97219. All images and descriptions therein are copyright Jaguar Owners Club of Oregon, or their respective owners if a corporate logo, or other image, is noted as copyrighted or registered. Except for use in The Jaguar Journal, or a sister JONA club publication, no item, image, or description therein may be reproduced in any form without expressed written permission. £

Rex Loquitor continued from page 2

push to get them started? I have a few of these. Maybe it's some parts for the car project. I know that probably sends us back to Moss Motors. How about building a classic pedal car for the grandkids? It's the building that's the fun. You can get plans here <http://www.stevproj.com/PedBugPg1.html>. Or maybe a little race car for themselves? <https://www.buildyourownracecar.com/racecartype-cyclekart/> I have been thinking it would be fun to put a cyclekart track out at my place.

4. Stuff to make our cats pretty is always running out. You can't go wrong with more Griot's supplies. There are buffing kits, polishing sets and washing mitts galore!

5. How about a racing experience? Sure your special someone may not be the kind to go full out on the track each weekend, but everyone should experience the thrill sometime and there are some safe and mostly inexpensive ways to do this. Sign them up for starting line with SCCA. It's a great way to get started in auto cross. <https://www.scca.com/>. At PIR you can take classes that will teach you some great track handling skills. <https://www.prodrive.net/>. Or just send them out for a track day where they get to drive whatever car they bring as fast as they want in a controlled environment. <https://www.tracknighti-america.com/locations/1981694>.

I hope this gives you some good ideas to get you through the holiday shopping conundrum. I also hope Mrs. Schneider is reading this article.

Rex



You Are Cordially Invited To:

THE ANNUAL JOCO CHRISTMAS PARTY!

Date: Saturday December the 3rd

Place: The Chart House 5700 SW Terwilliger, Portland, OR 97239
We have the private room this year!

Time: 7:30 Mix and Mingle (No Host Bar)
8:00 Seating for Dinner

Your Choice of:

Orange Glazed Salmon

Salmon orange glazed with fresh basil, served with coconut ginger rice (910 cal)

or

Chicken del Mar

Grilled & lightly seasoned with Cajun spice, served with avocado pico de gallo & coconut ginger rice (830 cal)

or

Prime Rib

10 ounces slow roasted Prime Rib, served with Yukon garlic mashed potatoes (1130 cal)

or

Angel Hair Pomodoro (Vegetarian) (400 cal)

Dessert, Coffee, Tea & Iced Tea is provided.

Please RSVP with your meal selection- rex.schneder@ampf.com 503-206-1391
Mail check to: JOCO 4845 SW Martha, Portland OR. 97221 **or** Call Barbara to use your card. 503-246-8477

Price: \$30.00 per person.

The Club is subsidizing this event, so more of you will attend. We will not be taking payment the day of the event. We need to get a proper headcount for the Chart House.

Looking Forward To Seeing You There! Happy Holidays!

Rob Enderle Tells All:

Read it Here

Holoride and VR's Move into In-Car Entertainment

A number of companies, including BMW, Audi and even Jaguar, have been exploring the use of augmented and virtual reality (AR/VR) for passengers. With the advent of autonomous cars, everyone becomes a passenger. While much of this wasn't expected until the second half of the decade, this past summer Holoride announced with Audi that they would have a blended solution.

Let's talk about how extended reality (AR and VR) will change the in-car entertainment experience once it fully matures in the market.

Making Automotive VR Work

Unlike AR, VR takes over your entire field of view, so automotive VR is problematic because it makes the motion sickness

problem much worse. We get motion sickness using VR primarily for two reasons: poorly fitted headsets and the disconnect between the motion you are seeing and the motion you are feeling. When using VR at home, you are relatively stationary and the

images tend to move with your body. However in a moving car you'll feel the car moving, but the image typically won't move with the car.

What Holoride did is create game content that moved as the car moved. When the car turns, the image shows the car turning. When accelerating, the image shows the acceleration so that what you see isn't decoupled from the car's movement. Granted, this lends itself to games based on movement like driving or shooting games where you are in some kind of vehicle but where you are the gunner, not

the pilot, since taking control of the car during the game would likely end badly.

You can certainly picture a future where



passengers in cars on the same road could team up or combat each other as if they were in close proximity. I can imagine firing things at other cars while managing shields to prevent my own virtual destruction or fighting a rolling battle against some dragon or other monster that is virtually attacking my car and all of the connected cars around me.

An ideal benefit given the kids have both headsets and earphones on is that other than the occasional cheer or curse word, the kids remain out of sight and largely out of mind while the game goes on.

Headsets vs. Window Glass

While Holoride is initially using a VR headset to provide the in-car experience, both Jaguar and Mercedes have been

looking at turning the car glass into displays. The advantage to this is it gets rid of the headset and allows people in the car to immerse more fully and play better as a team. The downside is that using the car glass as a display would be wicked expensive to create and

maintain, and it would require the car be at least Level 4 autonomous because you don't want the driver swerving to avoid virtual obstacles on a busy road.

Again the images would change depending on the car's movement, but these implementations also tend to better use the cameras around the car to blend a more realistic image on the window displays. For instance, you might see the actual shopping center you are passing, but see space aliens or monsters swarming out of it and running after your vehicle, or see what the city looked like a hundred years

AR-VR continued on page 12

Amazing Collection Right in Our Own Back Yard: Alex & Amy Haugland

A large crowd of JOCOites found their way to the large and varied collection of multi-national autos acquired over the years by Alex and Amy Haugland in Eugene.

When we visited the Sports Car Shop and Vintage Underground in the past, Alex and Amy have been on hand to show a sampling of their cars either coming in for work or going out after having various procedures performed in either of the two venues. This time their collection took center stage at two of the buildings housing a substantial number of their collection.

Not only are these two avid collectors, but the main reason for collecting at all for them is to drive the cars on as regular a basis as their time allows. Both have very specific likes and dislikes and are happy to share their enthusiasm with other like-minded folks.

JOCO was pleased to be allowed to wander at will and ask as many questions as they could. We want to thank the Hauglands for opening up their collection for us and we hope to repeat this event.



Alex & Amy continued on page 7

Alex & Amy continued from page 6



SHARING *the future*

Northwest Regional Reps: Carole Borgens & Kurt Jacobson

JCNA Report: Beyond Boundaries

Without major news from the Jaguar Clubs of North America mother ship, your two Northwest Region directors will focus on our five Northwest clubs.

We all want our clubs to be rewarding and healthy so that we can continue to share our enthusiasm for Jaguars with others. As a social construct, our clubs tend to operate within boundaries, some real, others self-imposed. Real ones included Covid restrictions on travel between U.S. and Canada (and within Canada), and JCNA rules for sanctioned events and insurance.

Self-imposed boundaries might be thinking we are restricted to Jaguars and car stuff and not pestering members with too many emails to members.

Fortunately, many of our Northwest clubs are rewarding and healthy because they see opportunities, not boundaries. A few years ago, my home-base, the Seattle Jaguar Club didn't have many long or overnight drives because we believed few members would drive that far. Where short local drives might attract 20 - 25 people, we discovered that a long, 600-mile overnight drive attracted 24 Jaguar club members. Unbounded by brands, the Aston Martin club we invited added 12 enthusiasts. Events don't have to be about cars, as Jaguar Owners Club of Oregon has shown with visits to railroad attractions. What is keeping us from partnering with education, art, fashion and human services non-profits?

Some of us worried that sending too many event emails would turn off members. In fact, each event's successive email tends to get more people to register. The content manager of a Seattle zoological attraction that annually hosts 1.4 million visitors, advised me that to promote an event, you have to reach each individual many times (using 17 as a for-instance) through multiple media starting about six weeks out and ramping up through the day of the event. And although the attendee may think about attending right away, it is a later communication that prompts action.

The millennial content manager uses social media for her attraction, with Instagram far more powerful at driving engagement (4.21% engagement rate) than Facebook (0.70%), the latter most familiar and comfortable to Jaguar enthusiasts. You younger Instagrammers in the club can lead us all past our self-imposed boundaries and to an enjoyable future.

What other boundaries do we set that limit participation and enjoyment of the club?



One is to continue repeating past activities, even if not totally successful, in the thought that this time it will work. Or repeating events in the same geographical area because it is preferred by a few members who happen to be the organizers.

Looking to the past to plan the future has benefits but refreshing and updating is also needed. A focus now is on attracting new and younger members with modern Jaguar cars. This presents opportunity for club growth if crossing the line from sedentary activities to new thought patterns is implemented.

The few clubs who open to including other marques in their invitations are thriving. There are those with British connections that add interest and energy to Jaguar club social events, whether they be drives to tour destinations, meals, or overnight get-aways. A common interest in automobilia prevails, boundaries are crossed and new friendships begun. The term, "thinking outside of the box" is relevant here, in that previous taboos can now become aides to club successes. If we ask ourselves, "why not?" when proposing club activities, there may not be a good answer, and going forward with untried or new to most ideas for club events, creates a bridge to a new, "what is" and "what works."

Inter-club events such as a mix of driving tours and lunch meet-ups is a favorite with the Vancouver, B.C. and Seattle Jaguar clubs. While there is a border (US/Canada) between these groups there is no boundary keeping them from meeting together to share the Jaguar hobby.

The newest regional club is the Canadian Prairies Jaguar Club, an organization with mileage to cover. They include the provinces of Alberta and Saskatchewan in membership, and regularly travel to each for gatherings. They find that enthusiasm, and intention to support activities in both areas, makes for success. Distance is no boundary, only Prairie winters can interrupt the flow of Jaguars between provinces.

Carole *Kurt*



Hats Off To You!



New this year are Club hats and patches. As you can see the hats are one color fits all, beige with a full color club logo embroidered on the front. Adjustable, it will fit most.

Hats are \$15.00
Patches are \$5.00

Contact Sue Kornahrens
503-708-9936.

The patches are also embroidered and are suitable for attaching to coats, skirts, shirts, coveralls, blankets or what have you.

SAVE THE DATE! **January 7, 2023**

It's Almost time for the JOCO Annual General Meeting!

We want to see you there. Don't miss the opportunity to have a voice in the club's direction. Vote for our new Board and officers. Find out what the next year will have in store for us as a club!

When: Jan 7th at 10:00am

Where: The Stockpot Restaurant 8200 Southwest Scholls Ferry Road, Beaverton, OR 970089

Cost: \$25.00 a head

What: A great Brunch where we, as a club, say adieu to 2021 and plan for a great 2022!

We will be voting for new Board Members William (Bill) Relyea and Carl Foleen. We still have a position open for Secretary and another Board position. Have a recommendation?

Call Rex and let him know.

Mail check to: JOCO 1641 SW Multnomah Blvd., Portland OR. 97219 or Call Barbara to use your card.
503-246-8477

AR-VR continued from page 5

ago or could look like a hundred years in the future. In other words, the images don't have to be just about gaming, but changing the scenery you are driving through. Imagine driving across some of the flat, monotonous parts of Texas or Kansas, only to have that reimagined as Tolkien's Middle Earth, or Burroughs' idea of Mars (Barsoom). You could even be driving under the sea and approaching Atlantis while the screens show a variety of fish and the in-car AI answers questions about what you are seeing.

Augmented Reality

While I'm talking about VR here, BMW and Jaguar have also been exploring AR as a way to get away from the heads-up display in many cars (my I-Pace for instance) and provide better navigation and driver information using that technology. Jaguar was again testing putting the technology in the windshield while BMW was looking at AR glasses.

The advantage to the BMW approach is that the experience could go with you if you left your car, basically navigating you

from the car to your destination and back (particularly useful for those of us that misplace our cars in large parking lots). However, the downside is that the AR glasses tended to look goofy, making it unlikely they would be worn and powering them via cable could create safety concerns.

Jaguar's approach was, therefore, more likely to be used given it was just an extension of the heads-up display capability that was already in its cars as an option. The advantages to full-screen AR are that the navigation arrows can overlay the road and provide more intuitive directions. Using the car's sensors, the larger screen can more effectively point out things like potholes, kids or animals you might have otherwise missed. Where I live, it seems a person, pet or wild animal is hit and killed daily, and this could eliminate most of that. But, again, the cost of the windshield with this capability wouldn't be cheap. Since windshields tend to be rock magnets, it's likely you'd need to replace the thing at least once, which would be a far more difficult task, given

the required interconnects, than replacing most windshields today.

Wrapping Up

AR and VR will be coming to vehicles over the next few years. The VR Holoride approach is already out, but it's just the beginning of what will likely be a wave of technology designed to change our in-car experiences both when the car is being driven by a human and when it is autonomous. These technologies range from making heads-up displays more effective, to massively changing the entertainment options in the car from huge virtual video screens to video games that increasingly integrate what is going on outside of the car into the experience. At some point, it could become more fun to game in an autonomous car than to drive a car, but that is for the future. For now, the Holoride option is just one more interesting way to keep the kids occupied and quiet on a long family trip.

Have a wonderful Holiday Season!

Congratulations!

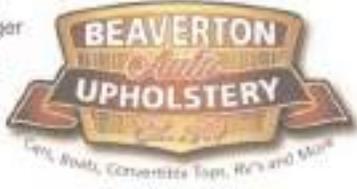


JOCO members Ashley (Widmer) and Curt McKay were married October 22nd in Portland, OR. The McKays are pictured here with Ashley's 1993 XJS.

Active in the club prior to their move to Tokyo, Japan in 2020 for work, the McKays should be seen at more JOCO events after returning home earlier this year.

Steve Mackley
Owner/General Manager

5465 SW Western Ave.
Suite G
Beaverton, Oregon
97005
503-626-2123
503-643-0868 fax



BeavertonAutoUpholstery.com

Welcome JOCO Partners

Our special Partnerships are with organizations dedicated to the highest level of Jaguar preservation and care. They are supporters of our Club who understand our appreciation 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.

"I know my clients and the markets."

Ameriprise Financial



Ray E. Schmitt CRPC®
Financial Advisor
Client Service & Planning Consultant
503.466.1587
Branch Chief, Financial Advisor
5 Financial Services Practice at Ameriprise
Financial Services, LLC
220 SW 6th Ave, Ste 200
Portland, OR 97204
rschmitt@ameriprise.com
www.ameriprise.com/RSchmitt

Contact me today

Ameriprise Financial Services, LLC, Member FDIC. © 2022 Ameriprise Financial, Inc. All rights reserved.

KINGS CROSS
AUTOMOTIVE
QUALITY • KNOWLEDGE • FAMILY

**YOUR TRUSTED
JAGUAR SERVICE
DEALER ALTERNATIVE**

PROUDLY SERVING
PORTLAND AND SW WASHINGTON

360 | 695 | 3353
KINGSCROSSAUTO.COM



SPORTS CAR SHOP
ESTABLISHED 1985

SPECIALIZING IN
EUROPEAN SERVICE & RESTORATION

Complete Service for Modern & Vintage Autos

BMW • MERCEDES • VOLKSWAGEN • AUDI
PORSCHE • MINI • LAND ROVER • JAGUAR
AUSTIN HEALEY • MG • TRIUMPH

288 W. 6th Avenue, Eugene, Oregon 97401

We Buy, Sell, and Consign Vintage Cars
SPORTSCARSHOP.COM 541-342-1520



JAGUAR PORTLAND
**THIS IS NOT
BUSINESS AS USUAL**



JAGUAR

Jaguar Portland
A JAGUAR RACER COMPANY
503.336.9200 | JaguarPortland.com

HO HO HO! We made it through another newsletter without inflicting grievous bodily harm on too many dangling participles and intransigent verbs! As always, I'd like to thank my continuing contributors: Rob Enderle, who gave us a look at Augmented and Virtual Reality for new vehicles. I had another batch of photos in this issue thanks to Carl Foleen, Sue Kornahrans and Tim and Mandy Ashcroft. **So, too, do I thank Mrs Yrs Trly for her invaluable assistance, grammar-wise.** I would also like to thank our Northwest Regional Reps, Canadian Carole Borgens and Washingtonian Kurt Jacobson, for keeping us in the know on all things related to the Northwest Region. Even with the Wintery weather, drive your Cat whenever you can. After all, our cars are meant to be driven. **Motor On! This being the Holiday Issue, we here, at Cat Fancier-Central want to wish you all the Merriest of Christmasses, Chanukahs, Qwanzas and Festivus for the Restofus! See you in the New Year!**



J a g u a r O w n e r s C l u b o f O r e g o n

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) _____

Address _____

City, State, Zip _____

Home Phone _____ Business Phone _____

Cell Phone _____ Fax _____ Email _____

Jaguar(s) owned _____

Profession _____

Hobbies _____

*Did you see a great Jag?
Give this to the owner.
The more the merrier!*

MEMBERSHIP Please select one of the following membership options	Amount	Paid
Annual Membership renewal - (If paid before December 31 - \$30 for JCNA dues)	\$65	\$ _____
Annual Membership renewal - (After December 31 - \$30 for JCNA dues)	\$70	\$ _____
NEW Annual Membership - (Includes \$10 initiation fee and \$30 for JCNA dues)	\$80	\$ _____

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 enclosed \$ _____

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

Jaguar Owners Club of Oregon • 1641 S.W. Multnomah Blvd. • Portland, Oregon 97219

You can also fax your application with credit card information directly to JOCO at 503-246-8478