



# THE Cat Fancier

Official Newsletter of the Jaguar Owners Club of Oregon



Affiliate Member

## Retrospective: 2025 All British Field Meet



JOCO Members Meet JONA President Mark Mayuga

# As the Rank Turns

Welcome to Fall. There are still some days left for us to exercise our favourite motorcars, and the drive-out and "leg stretcher" on October 11th is a case in point. Matt Nowak has organized what promises to be a fun excursion "out east" toward Sandy (Oregon). Please sign up on the club's website as soon as you can, so that Matt can have an accurate count of participants. The link is here: <https://joco.org/october-11th-2025-matts-fall-into-october-drive/>.



"Herding Cats"

On another - and equally important note - I would like to extend bountiful thanks to everyone who pitched in to make this year's foray to the All British Field Meet the success it was. JOCO is indebted to JCNA President Mark Mayuga for immediately stepping in to fill our Chief Judge's role for this year's club concourse. The whole event could quite literally not have happened without him. Of course, Gene Owens also deserves abundant kudos as our Concourse Chairman, although he will be stepping down from that role, we greatly appreciate all of the time and effort he dedicated to this year's - and all of the past events he has ably shepherded.

Just as importantly, I want to acknowledge the extraordinary generosity of the dynamic trio of Keith Martin, Amy, and Alex Haugland. Keith generously donated space in Sports Car Market (he is the publisher, after all), promoting the ABFM and also donated his time as the host and interviewer for Alex and Amy's talk as the featured speakers at Saturday's evening meal. (If you were not there, you missed a fascinating look into their car

## Board of Directors

Terms Expire January 2026	
Rick Martin	Portland
Mandy Ashcroft	Portland
Wynne Wakkila	Tigard
Terms Expire January 2027	
Ashley McKay	Portland
Curt McKay	Portland
Mike Scott	West Linn
Terms Expire January 2028	
Clint Percival	West Linn
Rex Schneider	Forest Grove
Matt Nowak	Sandy

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Webmaster:	Tomas Bromander, Portland



Find us at: [www.joco.org](http://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](http://www.joco.org).



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collection and their philosophy behind it.) The Hauglands not only donated their time as the featured speakers at the ABFM dinner, but they also generously brought three Jaguars from their collection to put on display at the ABFM Town Square.

Last, but certainly not least, boundless gratitude is extended to everyone who volunteered in one capacity or other during the weekend, and those that made it a priority to bring their cars. That extends to the generous folks that spent hours on end in the weeks leading up to the ABFM preparing food for Friday night, and those who were there on Friday to help with table and chair setup in the main tent, to serving food during "Noggin and Natter." The members that helped park cars on Saturday were instrumental in helping control the inevitable chaos that ensues when several Jaguars in various classes appear all at once. (Of course, it doesn't help when the registration card is incorrect and a quick decision needs to be made as to where, exactly, that particular motorcar needs to be parked.) We were a little short of judges this year, but those of you who stepped up truly made a big impact on the success of the weekend. And, of course, to those who helped set up and run Sunday's JCNA slalom. Unfortunately, fewer cars participated than had signed up, but boy howdy, did the folks that did run the course have a great time!

What a fantastic group of people. Thank you, one and all. The words "What can I do to help?" truly display the sense of family and community that we share as club members. The ABFM is absolutely a case of "It takes a village," and many stepped up to answer the calls for assistance.

A special note of thanks goes out to Rich Olson for taking us along to the first-ever Brother's Collection Cruise-in on page eight. Looks like another something to do in 2026. Thanks, Rich, for the words and photos.

See you at Matt's October drive and (short) hike event! £

*All the best! Carl*

# In Memoriam, Mike Scott

Words courtesy of Sandi Sundquist Lesh, photo by Carl Foleen

## Michael H Scott 1946-2025



Mike Scott JOCO President,  
2017 - 2018

Michael "Mike" H Scott, was born in Portland, Oregon on March 29, 1946 and raised in Lake Oswego.

His young sales career began when he talked his father into purchasing a boat for Oswego Lake and sporty cars he wanted to drive. His first job was at Piggly Wiggly bagging groceries for gas money.

In his youth he played little league baseball and as a Boy Scout sold Christmas trees at Oswego's Diamond Acres.

Mike attended LOHS, Coalinga

College in California and Oregon State and Portland State Colleges. During college breaks he learned to scuba dive while canning pineapple in Hawaii.

He joined the US Coast Guard and served from 1967 through 1973 in the Transportation unit as an engineman where his early basic training was at Station Cape Disappointment at the mouth of the Columbia River.

As a young man he built dune buggys, jumped them over Oregon sand dunes and jumped out of planes, learned to fly and soloed while starting his purchases of Corvettes and exotic cars.

The highlights of his career were working for Pape CAT in Eugene and later Orkot where composite bearings were manufactured in Rotherham, England and Eugene. Mike supplied specialized applications in marine, hydropower, aerospace, off shore rigs and marine vessels including submarines. He traveled regularly to England and covered North and South America and Europe for Orkot, even learning how to get out of a crashed helicopter in the sea before being allowed to go out to oil rigs in the ocean to test special applications for Orkot bearings.

Upon retirement he enjoyed his passion for fast and exotic cars, being on the board and president of Jaguar Owner's Club of Oregon, designing a Shelby cobra and driving it at PIR, showing his Cobra, Corvette and Jaguar and regularly attending Formula1 Race

and Monday Night Football Watch parties.

Mike's first wife Rebecca "Becky" Krumdieck Scott preceded him in death in 2004. He is survived by his second wife Sandra "Sandi" Sundquist Lesh in West Linn, brother Jim and his wife Karen of Tucson, brother Roger in Eugene, son Tyler and his wife Alyssa and five children, son Tim and wife Teresa and daughter, all in Pleasant Hill, and step son Jason Lesh and wife Kerri and two sons of Portland.

Mike was a devout Lutheran and member and trustee of Mt. Calvary Lutheran Church and School in Diamond Bar, California and member and trustee of Pleasant Hill Lutheran Church and member of Our Savior's Lutheran Church in Lake Oswego.

Mike met the last years of his life with his faith, grace, positive attitude and a sense of humor as he faced multiple back surgeries, normal pressure hydrocephalus and Alzheimer's. He lived a big adventure in his personal and professional life right up until his death.

Mike died at home in West Linn with his wife Sandi at his side on August 23, 2025. Disposition was by cremation.

A Celebration of Life will be announced at a later date.

In lieu of flowers, donations may be made in Mike's name to the Oregon and SW Washington chapter of Alzheimer's Association.. £



Rob Enderle Tells All:

Image courtesy of author, © Apple Car Play

# Read it Here

The Self-Driving Cat: Navigating the Future of Autonomous Driving

One of the most frequent topics that comes up when we discuss the future of our beloved brand is autonomous driving. For those of us who cherish the feel of a Jaguar on a winding Oregon road, the idea of handing control over to a computer can seem like heresy. Yet, the technology is advancing at a blistering pace, and it's a future we must understand. The landscape is complex with competing philosophies, shifting alliances and a healthy dose of reality tempering the hype. So, where does autonomous driving stand today, and what does it mean for the future of Jaguar?

## The Two Paths: Tesla vs. Waymo

To understand the state of autonomous technology, one must look at the two titans forging distinctly different paths: Tesla and Waymo.

Under Elon Musk, Tesla has pursued a vision-based approach with its "Full Self-Driving" (FSD) system. It relies almost exclusively on cameras and a powerful neural network, aiming to create a system that learns to drive as a human would. This approach allows Tesla to deploy the technology as a "beta" in millions of customer cars, gathering immense amounts of real-world data. However, it is fundamentally an advanced driver-assistance system (ADAS), a Level 2 technology that requires constant driver supervision, a fact often lost in the marketing and tragically highlighted by several high-profile accidents.

Waymo (owned by Google's parent company,



Alphabet) has taken a far more cautious and methodical approach. From the outset, its goal has been true: Level 4 self-driving within specific, highly mapped geographical areas—a concept known as geofencing. Waymo's vehicles are equipped with a multi-sensor suite of high-resolution cameras, radar and, critically, expensive LiDAR systems that use lasers to build a precise 3D map of the world. This creates redundancy and a higher degree of safety but limits the operational area. This is the technology powering the robotaxi services you see operating in cities like Phoenix and San Francisco.

## Jaguar's Role with Waymo

For us in the Jaguar community, this story has a particularly interesting chapter. When Waymo was ready to launch its first commercial service, it needed a sophisticated, premium electric platform. Waymo's vehicle of choice was the Jaguar I-Pace. Seeing our beautiful I-Pace SUVs silently navigating city streets adorned with the Waymo sensor array was a moment of pride (though the implementation was really ugly) and a testament to the I-Pace's forward-thinking engineering. It positioned Jaguar at the forefront of the autonomous

revolution.

Recently, Waymo has begun migrating to other platforms, most notably the purpose-built Zeekr minivan. This vehicle looks like a rolling box, which is more consistent with an implementation that is more rolling elevator than car. This isn't a slight against Jaguar; rather, it's a natural evolution. Waymo is a technology company, not a car company, and their goal is to integrate their "Driver" into the best available hardware for the task, which in the case of a ride-hailing service, is a spacious, accessible people-mover.

## Are We Ready for This?

A key question is whether consumers are ready for this technology, and frankly, whether the technology is ready for us. The answer to both is largely no. Consumer confidence remains low, shaken by the inconsistent performance of Level 2 systems and a lack of clear understanding of the technology's limitations. High-profile incidents have created a sense of skepticism that will be difficult to overcome.

From a technical standpoint, while Level 4 systems like Waymo's are impressive in their geofenced domains, they still struggle with "edge cases"—unexpected events like unusual road construction, unpredictable human behavior, or severe weather. True, go-anywhere Level 5 autonomy remains a distant dream.

## The Chinese Advantage

We cannot discuss this topic without looking

Autonomous Jaguars cont'd pg. 6

## Autonomous Jaguars cont'd from pg. 5

at the immense progress from Chinese automakers like BYD. These companies possess significant advantages. Their deep vertical integration—controlling everything from battery production to chip design—and strong government support allow them to innovate at a staggering pace. They are rolling out highly sophisticated ADAS features that rival Western offerings but at a much lower cost, putting immense pressure on established automakers.

## The Likely Path for Jaguar

So, what can we expect to see in the next

generation of electric Jaguars? It is highly unlikely that Jaguar will pursue a Tesla-style FSD. The brand is built on delivering a premium, refined safe driving experience. A more probable path is the adoption of a high-end, hands-free Level 3 system for highway driving similar to Mercedes-Benz's Drive Pilot. This would allow the driver to safely disengage on approved motorways, enjoying the comfort and luxury of their vehicle, while preserving the engaging driving dynamics the brand is known for on other roads.

## Wrapping Up

The road to full autonomy is proving to be much longer and more complex than early predictions suggested. The technology will mature incrementally. We can expect advanced Level 3 highway systems to become a luxury staple, and likely an option on new Jaguars, by the late 2020s or early 2030s. However, the dream of a car that can drive itself anywhere, in any condition—a true Level 5 Jaguar—is likely a reality for the late 2030s at the earliest. Until then, the joy of driving a Jaguar will remain firmly in our hands, and for most of us, that's exactly where we want it to be. £

## [A Few More Snapshots From Recent Events...]



# Hear De!



# Hear De!

The next scheduled meeting of your JOCO Board will be held at 6:30 PM on Thursday, October 9th, 2025 at Sue Kornahrens house, 8835 SW Bomar Ct., Tigard. 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, SWOT analysis of the ABFM, followed by any further discussion prior to the meeting's adjournment. £



## EVENT REVIEW

Article by Carl Foleen Photos by Scott +Nowak & Carl Foleen

# Tim (and Rick's) "End of Summer Drive"

Saturday, September thirteenth provided absolutely fabulous weather for our excursion into the occasionally unincorporated areas of Multnomah and Washington counties on this drive.



We started out at the Murray Scholls Jamba Juice and gathered about a dozen cars for the drive. Unfortunately, a few folks that signed up did not appear at our port of embarkation, so we had to forge ahead without them. We're sorry that you couldn't attend, this was a "Cracker Jack" event as my grandfather used to say. As usual, the Jaguars drew a certain amount of attention in the parking lot, and while we were on the road.

Tim and Mandy Ashcroft had sussed out the route, but a planned trip to Europe to participate in the Oktoberfest in Munich somehow took precedence when the tour date rolled around. Rick Martin took over, and led the group with his 1962 Mark 2, which ably performed its duties.

Inconveniently, our caravan was broken up a couple of times, largely due to traffic signals that were not terribly cooperative. (To quote Jar Jar Binks: "How rude!") However,

the rest-and-stretch stop at Bald Peak State Park allowed everyone to regain their optimum comfort level prior to climbing back into our cars and heading out once again to enjoy some more tasty, twisty roads on the way to McMenemy's Rock Creek Tavern. In just about 90 minutes we had navigated off Bald Peak, down into the valley, with a tour through some neighborhood streets in Cornelius (anybody remember Hank's Thriftway?). Somehow we lost a car before we reached Bald Peak and did not find it waiting for us in the parking lot at Rock Creek, so we hope that all is well



McMenamins set up a large table that almost fit the group. Alas, one extra table could not be added to the cluster that had been put together, so two people had to sit separately, but



adjacent to the group.



The food and libations were, as always, quite adequate, and in these times of seemingly unrestrained inflation, still somewhat reasonably priced.

There being no formal return to a post-event site, we were free to get into our cars, crank up the a/c (if so equipped) and set a course for home. At least a few of us decided that highway 26 eastbound was perhaps not the optimal route home, and opted to use service roads instead to head back home. Not exactly "take me home country roads," but generally easier on the blood pressure than the freeway. Up next: Matt's "Fall Into October Drive and Hike." £





# JOCO Member Attends First- Ever Brothers Cruise-In

Words & images by JOCO member Rich Olson



For what its worth, here's a rundown on The Brothers Collection First Annual Cruise in. Focus was of course on The Brothers Collection and the rare 5-6 times a year they open the collection to the public. All proceeds went to a Veterans group.

The staff at The Brothers were terrific. Well organized getting cars onto the field with wide spots for each car. Plenty of room to spread out. A few very basic vendor tents seemed focused on restomod services. Not much in vendor offerings really.

Given the provenance of The Brothers Collection, it was no surprise that the participant spots filled up fast. Registration closed quickly

over a month in advance. Car space was limited, I estimate about 150 cars. A number of people wanted to show but didn't register in time. However, they could still purchase tickets to get into the gates and see the Brothers Collection. Public access was limited to 500 people which was an early sell out too. I talked to people that came down from Seattle area and even a guy from Indiana came out for this. The Brothers Collection is no longer a secret.



Car types shown on the field was little bit of everything. Seemed to me more of a typical cars and coffee type of selection ranging from a 2023 Porsche Dakar,

couple Cobras, lots of muscle car types but even a couple rat rods and a Mad Max recreation. Not a lot of pre 1960 metal although certainly something for everyone. Sadly, only myself and one other Jaguar participant. However, I did walk away with an award for "Best Original" car so that's something.

The Collection has 4 Jaguars on the floor but the collection focuses on American. I'm to understand that they have a XK120 Aluminum body getting paint now and will be adding that to the Collection. Should look good next to the XJ220 already there.

Will have to see what they have planned for next year before deciding if attending again. The staff will be sending out questionnaires to participants for input on how to improve for 2026.

Rich Olson, correspondent £





# OCTOBER EVENT: MATT'S SCENIC DRIVE AND HIKE

by Matt Nowak, car photos by Manual Phocus, Falls image via internet & credited .

**Date:** October 11th, 2025

**Meeting Time:** 9.30 AM

**Meeting Location:** Parking Lot of the  
"Bass-Pro Shop" (was Cabela's) in  
Tualatin (Click for Map)

**Anticipated Starting Time:** 10.00 AM

We will start out with a short drive, about 12 miles on "A" roads, I-5 & I-205. From then on it will be mostly all "B" roads of Clackamas county. There will be a stop in Sandy at Joe's donuts, then on to more interesting roads to a BBQ lunch. For those who wish, there will another, short, 7 mile drive to the trail head for Little Zig-Zag river falls. This is more a walk in the forest of 1/4 mile than a proper hike. Some stout shoes and clothing may be considered as weather requires.

Anyone with questions should contact Matt Nowak at [crops45@yahoo.com](mailto:crops45@yahoo.com)

BBQ Lunch TBD

Please RSVP. <https://joco.org/october-11th-2025-matts-fall-into-october-drive/> £



Little ZigZag Falls. Source: The Outbound .com

# The Olde JOCO 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, **and be sure to check the JOCO website often.** If you have an event(s) to add or want to tell others about, please notify JOCO's Event Coordinator, Rick Martin. With that in mind:



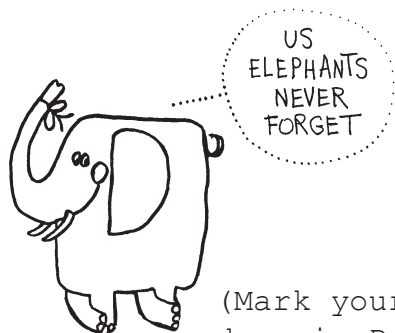
§ **October 4th** Drive out & participate in Concours de Maryhill. Meet Dan Simons at 6:50 AM at Steamboat Landing Park in Washougal, Washington. Depart at 7 AM for the drive to the Maryhill Museum. Bring \$20 CASH for on-site registration (no online registration).

§ **October 11th**, Matt's "Fall into October" Drive & short hike. Please sign up on the club's website. Also see article on page 9 of this issue

§ **November 15th**, Next Level Pinball & Arcade Games. Respond to your inner "Pinball Wizard's" call. Join Rex Schneider and other nostalgic delinquents for a rousing round of pinball before lunch. All day admission for a one-time fee. Over 600 arcade games.

§ **December 7th, Christmas Dinner** (Jake's Grill, 611 SW 10th Ave., ) Sign up on the club's website. Places are already filling up.

§ **January 18th, 2026 JOCO AGM** Once again held at Langdon Farms large (main floor) conference room. Sign up on the club's website. We are already seeing a good response for the Annual General Meeting. Attendees will be voting for new board members.



(Mark your calendar to pay your dues in December)



# JOCO MARKET PLACE

## FOR SALE:

For Sale - Triple Weber 45 DCOE Carburetors, manifold and linkage for XKE. Price \$2,100. Contact Jerry Kenney (JOCO member) at 503-970-5700 or pizzapride.jk@gmail.com.



## YOUR ATTENTION PLEASE! Welcome New Member!

Ryan H Blum. 2800 Mill Pond Ln., Astoria, OR 97103 Email Address: rhblum@gmail.com; Phone Number: (503) 741-5335 Jaguar owned: 2006 XJR; Profession: Investor and property manager; Hobbies: Reading, writing, travel, charitable causes

## [ Some More photos from events in this issue ]





# JOCO REGALIA

*Available for the discerning member*



Celebrate JOCO with any of the items below. Hats are tan with a full color club logo embroidered on the front. Adjustable size fits most.

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



Hats: \$35.00 / ea. \*

Embroidered Patches:  
\$5.00 / ea. \*

Self-Adhesive Car Badge(s): \$20.00 / ea. \*

Car Badge(s) with mounting hardware: \$25.00 / ea. \*

Stemless Wine Glasses: \$7.50 / ea. \*

License Plate Frame (pair): \$5.00 \*

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

Contact Sue Kornahrens (503) 708-9936 to order club regalia.

\* Shipping & Handling: \$10.00 / order





**Steve Mackley**

Owner/General Manager

5465 SW Western Ave

Suite G

Beaverton, Oregon

97005

503-626-2123

503-643-5808 fax

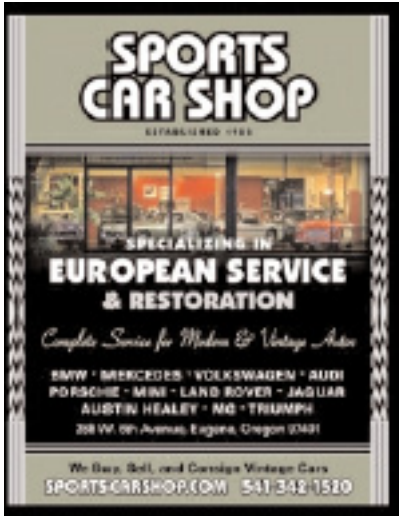
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## Welcome JOCO Partners

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.



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#### From the editor's desk:

It is not too early for everyone to mark their calendars to renew their JOCO & JCNA memberships in November and December. It is always thrifty to save money, and there is a discount for renewals before January 1st, 2026. As some product commercial once said "Be wise, economize!"

I would also like to encourage our members to think about throwing their hat in the ring and for some positions that will open up on the JOCO Board in 2026. The members that attend the 2026 Annual General Meeting (AGM) will vote for a new slate of board members that will serve a three year term. It is important to emphasize that Board member terms are for three years, and your attendance at each board meeting is essential. £

# Florida to Jaguars on the Island

by Ron Redpath, commentary by Glen Enright

When Jan and I went to Jaguars on the Island last July, we met Ron and Beverly, who were on their way to JOTI, as well. "Not too strange," you might say, except they had driven all the way from Florida! Their intended goal was to attend JOTI, the Heritage classic on mainland BC, and the Seattle club's Jaguars on the Green JCNA concours. They piloted a beautiful 2024 F-type coupe to exhibit at each show. They didn't have the time to stay for our show at the ABFM. The following is an e-mail I got recounting their adventures to and from the Northwest. Enjoy!

## 2025 Jag Journey

Since joining the Jaguar Club of Florida, I always enjoy reading Jaguar Journal articles about local club activities in places I have lived. Before retiring to Vero Beach, Florida, Newcastle, Washington was home for 30 years. Reading about Jaguars on the Island (JOTI) and Jaguars on the Green (JOTG) and seeing they were scheduled two weeks apart started the wheels turning. The key to the trip was booking a reservation on the Black Ball Ferry which runs from Port Angeles, Washington to Victoria, British Columbia. Once this was booked, the potential of the trip became real. Having never made a cross-country road trip, I initially planned to ship my 2024 F-Type to Seattle and drive it back to Vero Beach. Dealing with shipping companies and having to meet a hard delivery date for the ferry schedule became a stumbling block. We, Bev Toulson and I, members

of the Jaguar Club of Florida, decided to drive. We planned a northern route out and a more southern route back to visit family and friends along the way. The total planned time for the trip was 42 days.

Living in Florida with an F-Type, you rarely have the opportunity to experience the true handling capabilities of the car. Our journey began when we left Vero Beach on July 8 and spent the first night in Montgomery, Alabama. From there it was on to Russellville, Arkansas. Leaving Arkansas, we headed north on I-49, which was a bit more interesting. Roads to this point had been basically flat and straight. We now started to enjoy the handling capabilities with elevation changes and curves, at least for a while. This was just a teaser for what was to come in the western states. Passing through Kansas City Missouri, we stopped at the Arabia Steamship Museum. Arabia was a steamship that sank on the Mississippi River in 1856. The cargo, 200 tons of general store merchandise, was eventually recovered in 1988, restored and is on display in the museum. We then continued to St. Joseph, Missouri. From St. Joseph we drove to Sioux Falls, South Dakota, stopping in Omaha, Nebraska at the Strategic Air Force Museum. At Sioux Falls we made the left turn onto I-90 for the run to Seattle on miles of straight, very straight road.

Bev lived most of her life on the East Coast between Delaware and Florida. This trip was an opportunity for her to see large parts of the country for the first time. We

stopped at Mt. Rushmore, which was very impressive and a first for both of us. We then stopped in Buffalo, Wyoming, at the Historic Occidental Hotel. Arriving late on a Saturday evening, we enjoyed dinner in the bar, which was packed with families of all ages, and were entertained by a live country singer and couples dancing the length of the room. The hotel was founded in 1880 and has hosted many famous and infamous guests over the years. We stayed in the Teddy Roosevelt room. One of the hotel's claims to fame is that "The Virginian" was written by Owen Wister while staying in one of the rooms.

Roads got more interesting passing through western Montana, Idaho and Washington with elevation changes and curves. Again, we experienced and enjoyed the grace and pace of the F-Type. Washington then flattens out until passing through the Cascade Mountains. We arrived in Renton, Washington. Monday evening July 14, one week after leaving Vero Beach. The first order of business was to find a self-service car wash which the F-Type desperately needed. Tuesday, we took the WA State Ferry from Seattle to Bainbridge and then drove to Port Angeles, Washington. Wednesday morning, I had an appointment at a detail shop before the ferry ride to Victoria. Waiting in the ferry staging area, we met Glen Enright & Jan Whittlesey and Carolyn Arnquist from the Jaguar Club of Oregon. They were both driving beautiful XKEs. Also, in the staging area there were about

JOTI cont'd on pg .16





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:

**MEMBERSHIP** Please select one of the following membership options

Amount

Paid

Annual Membership Renewal - (existing membership if paid before December 31 - \$55 for JCNA Dues)	\$95	\$_____
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Annual Membership Renewal - (Existing membership & paid before December 31 - \$55 for JCNA Dues)	\$55	\$_____
Annual Membership Renewal - (After December 31 - \$55 for JCNA Dues)	\$100	\$_____

NEW Annual Membership - (1 yr. December to December Includes \$10 Initiation Fee & \$55 JCNA Dues)	\$105	\$_____
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<b>NEW 15 Month Membership (October to December of following year Includes Initiation Fee &amp; JCNA Dues)</b>	<b>\$117</b>	<b>\$</b> _____
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**Membership Accessories** (the following are available, if requested)

JOCO Member Stick-on Car Badge(s) - Please specify quantity	\$20 ea.*	\$
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JOCO Car Badge(s) for mounting bracket - Please specify quantity \_\_\_\_\_ \$25 ea.\* \$

JOCO Member Name Badge(s) - Please specify quantity & name(s)	\$18 ea. ***	\$
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**Total Amount Enclosed**                      \$

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## JOTI cont'd from pg .14

a dozen hot rods. We learned that Deuce Days, an event held every three years in Victoria, was also being held the same weekend. While JOTI is a major event, Deuce Days attracts an estimated 1,500 hot rods. Arriving two days before the start of JOTI, we were able to enjoy Victoria, visiting Butchart Gardens and walking around town.

Carole Borgens and The Jaguar Car Club of Victoria know how to host a Concours d'Elegance. It lived up to its reputation as the largest gathering of Jaguars in North America with more than 90 Jaguars on the field supplemented this year with 25 Aston Martins. Friday evening's gathering at the Delta Hotel's Victoria Ocean Pointe Resort gave us the opportunity to meet members of the Jaguar Car Club of Victoria and the Seattle Jaguar Club. Arriving at Windsor Park on Saturday morning, we received our registration packet and were parked for the show. Word quickly got around that we were from Florida. Many people stopped by to talk, surprised we had driven all the way to Victoria. The venue at Windsor Park was the perfect setting with an open green space with plenty of room to walk and appreciate Jaguars, and Aston Martins, of all years. At the Saturday evening dinner and awards, we were surprised and pleased to receive First place for our Driven class. We also received the Longest Driven award. Sunday morning, we took part in the Prowl and Farewell luncheon. Following the close of JOTI activities, we took advantage of Deuce Days, enjoying the largest hot rod show we had ever seen prior to sailing back to Port Angeles, Washington.

With two weeks between the Concours, we took advantage of many activities and events in the Seattle area. We visited Mt Ranier, the Olympic National Park, the Pacific Northwest Highland Games, Snoqualmie Falls, the Museum of Flight, Pike Place Market (yes, they still throw the fish) and visited friends, former neighbors and coworkers. The Seattle Jaguar Club is very active and growing. They have a monthly roving dinner which we learned was being held at a restaurant about a mile from my former home. We were invited to attend, which gave us the opportunity to meet more of the Seattle Jaguar Club members.

The Seattle Jaguar Club, led by Brian and Sharon Case, also hosted a first-class event. Headquartered at the Swinomish Casino & Lodge, cars are parked on the show field as you arrive and are there for the duration of the Concours. At Friday evening's welcome reception, we saw many of the people we had met at JOTI. The two clubs support each other's events. With an estimated 50 cars on the Green, the venue provides plenty of space to walk around and enjoy the grace and beauty of the Jaguars. We saw several of the cars from JOTI, but there were also many that we had not seen previously. At Saturday's award banquet, we received second place in our Driven class. The competition was stiff. We did not take part in the Sunday morning drive since we were going to drive part of the Cascade Loop, a well-known scenic drive through part of the North Cascade Mountain range. It was another opportunity to enjoy the Grace and Pace of the F-Type. We stayed overnight in

Leavenworth, Washington. This is a Bavarian themed town nestled in the Cascades. On the recommendation of Kurt and Cheryl Jacobson from the Seattle Jaguar Club, we stayed at Pension Anna, a lovely hotel with a wonderful European style breakfast.

It was now time to start heading home. We planned a different route to visit family and friends along the way in Oklahoma and Texas. Leaving Washington and driving through Oregon, Idaho and Wyoming, the F-Type was a joy to drive with smooth roads, lots of elevation changes and curves. It was exhilarating, especially as the car negotiated the curves at speed. The roads in eastern Wyoming, Nebraska, Kansas, Oklahoma, and Texas flattened and straightened out, which was definitely not nearly as much fun. The road home continued through Louisiana, Mississippi, Alabama and finally home to Vero Beach.

This trip was an amazing experience for both of us. We have seen so much of the country. Making the trip in an amazing car has been a joy. Other than the shows, we have only seen four other F-Types, one in Oklahoma City and three in Austin, Texas. We received positive comments at gas stops and thumbs-up from motorcyclists and passing cars. I have mentioned Grace and Pace previously. The only issue with a six-week trip in the F-Type is Space. One must pack carefully. The car is very comfortable. It is meant to be driven and enjoyed, especially on proper roads, which we did for 7,700 miles! We hope our story inspires you to plan your road trip in your Jaguar!

(Signed) Ron Redpath (author) £



# Another Perspective on Jaguar Marketing

## Jaguar Rebrand Is Absolute Genius—Here's Why

By James Morris, Contributor. James Morris covers the rapidly growing world of electric vehicles.

Everyone is talking about the Jaguar rebrand. The 30-second launch video, which dropped four days ago, has come in for particular attention. The choice of actors and the lack of an actual vehicle in the video have been questioned. But there's also the new logo and removal of the "growler" big cat emblem that has adorned so many Jaguar cars over the decades. Many people are up in arms, acting like parent company JLR has smashed a kitten with a sledgehammer. At first, I was dubious too. But not anymore. Here's why.

## Jaguar Land Rover's Revived Fortunes

First, it's important to underline the context. JLR had been going through some financial difficulties five years ago but has turned that around more recently. The group overall is now profitable and is reducing its debt. One of the key elements in that success has been the ability of the Range Rover brand to sell unfeasibly expensive special edition models. In early 2023, the company had sold 6,000 Range Rover SUV's averaging over £100,000 (\$125,000) apiece.

This marked a turnaround in strategy for the company. In 2019, according to figures presented by JLR in April 2023, the average sale price for a car from the group was £44,000 (\$55,000). By early 2023, it was £71,000 (\$89,000).

The company was selling 660,000 units a year in 2019, but not making a profit. By 2023, the volume had dropped to 300,000 units, but with a positive balance sheet. The Range Rover and Land Rover models reportedly now make \$25,000 profit each on average.

The problem in 2023 was that 75% of its orders at that time were from Range Rover, Range Rover Sport and Defender models. Jaguar was still a net drag on resources, making a loss per car. There are still some much-loved models in the portfolio, such as the F-type, but the brand only sold 64,241 units worldwide in 2023 out of JLR's total of 431,733. It was clearly not good economic sense to keep Jaguar going in its existing form, so the Reimagine strategy announced in 2021 and fleshed out in early 2023 entailed the end of all internal combustion sales and a relaunch as an all-electric automaker. Jaguar is ending sales in the UK this month, which will mean a break of over a year before the EVs kick in.

Jaguar cars such as the F-Type are well loved, but have not been profitable for JLR.

This strategy has been known for over a year, and already had its detractors who lamented the demise of Jaguar's V6, V8 and V12 engines, reminisced about the racing pedigree, and questioned where this left those who have loved the brand over the decades. The new electric Jaguar won't be JLR's first EV, with the electric Range Rover set for imminent launch. But that's going to coexist with combustion-powered versions for a few years to come.

The new electric Jaguar will be a clean slate, with not even the I-Pace remaining.

## Jaguar Reimagined

Then came the new video advert. My 20-year-old son described it in ways I can't repeat here. Colleagues wondered if there were enough customers in Jaguar's apparent new target audience. The culture wars rallying cry of "go woke, go broke" has been particularly frequent in appearance. The comments on the YouTube video seemed to almost universally consider the new image self-sabotaging. My first reaction was "where is the car?" and Elon Musk's first comment was along those lines too.

But four days later, having seen the media reaction, I've changed my mind. Even the BBC is covering the backlash as breaking news. At the time of writing, the video has had 1.5 million views, and over 24,000 comments. I can't remember any automaking launch or rebrand getting this much attention in all my years writing about the car industry.

There will be an electric Range Rover before the new Jaguar arrives.

From my totally unscientific subjective perspective, the attention has generally been quite negative. But I'm not sure that's a bad thing. As Oscar Wilde famously said, "There is only one thing in life worse than being talked about, and that is not being talked about." If a brand isn't profitable, that by implication means its existing customer base doesn't provide sufficient financial benefit. To

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## Jaguar Marketing cont'd from pg .17

all those who complain about alienating core customers, they weren't really working out for Jaguar as an ongoing concern anyway. Jaguar is going upmarket towards customers it didn't have many of before, more like those who will buy a Range Rover for \$200,000.

The content of the advertisement is a red herring. The point is that everyone is now looking at Jaguar. A representative from JLR has asked me to reserve judgment until the actual car is revealed, but that's

not far away - on 2nd December. Everyone will want to see exactly what the fuss is all about now, and that won't have waned in the week or so between now and then.

I've actually seen it already, heavily hidden under camouflage disguise at a test track I was visiting for another reason (they told me not to take photos and I begrudgingly complied). Even behind these black-and-white coverings, the vehicle looked sleek and audacious. The company is investing £15 billion over

five years to electrify Jaguar, so there will be solid technical underpinnings for the vehicle, aided by the battery software intelligence of specialist Elysia.

In the end, it will be all about the car that is released on 2nd December. With a price expected to be above £100,000 (\$125,000), the new electric Jaguar will need to be very special indeed. But thanks to all the controversy around the branding video, the world is now watching. And that's a stroke of genius. £

## JOCO SAYS FAREWELL TO "TOMAS THE WEBMASTER"

By Cat Fancier editorial staff -- photos by Mandy Ashcroft and Manual Phocus

It is not without some considerably mixed emotions that JOCO bid a fond "Farväl" to JOCO's very own native son of Sweden. Thursday, September Fourth fourteen members made the journey to the Helvetia Tavern to share a pint and a burger (or another menu item at the very least) before Tomas wrapped up all of the left-over business of selling his house, packing things into various containers (including his cars), and seeing everything safely into the hands of a shipping agent for the trip across the Atlantic.

Several gifts of various descriptions



were also presented after everyone had consumed their chosen fare. Oddly enough, someone forgot to order a custom computer keyboard with various JOCO graphics splashed all over it (just to help Tomas remember all of the "fun" he had while a member of the club). More's the pity.

We wish Tomas and Ann-Marie nothing but the best for the future. Our time together was far too short. £





# ABFM Review: Read It Here First - Or You May See It in the Jaguar Journal Later

Editors Note: Owing to time and production constraints, there was insufficient time to create a separate, second retrospective of the ABFM. These words \*may\* appear in edited form in the fourth quarter "Jaguar Journal" - or not.

First and foremost, JOCO owes a huge "Thank You!" to JCNA President Mark Mayuga for stepping into the Chief Judge's role, enabling our JCNA-sanctioned concours to move forward.



The weekend of September 5th to 7th, 2025, brought the 48th annual All British Field Meet (ABFM) to the Portland International Raceway (PIR), with Jaguar as the featured marque, including a second feature display at "Town Square" by the Rolls Royce/Bentley club. The weather was almost perfect (a little too humid for Pacific Northwest sensitivities, but tolerable). Many British marques populated the field from MG's to McLarens, Land Rovers to hand-built exotics that had a passing resemblance to Lola's of yesteryear, and all marques betwixt and between.

ABFM Fridays are devoted to setting up display tents, vendor placement, packet pick-up for registered participants, and a bit of "Noggin and Natter." Susan Schneider's pulled



pork is always a favorite, served up by volunteers from JOCO. Plates could also be filled with other victuals to make a delicious fare for any participant desiring an evening meal.



Saturday is event day, bringing out approximately 85 Jaguars to the display area. Final tally of judged cars in Driven: eight, while ten cars were judged in Championship division. This is a smaller number of judged Jaguars than at neighboring events (Jaguars on The Island – a Jaguar Car Club of Victoria event, and Jaguars on the Green – ably produced by the Seattle Jaguar Club). The number of cars joining from "up north" was very low due to concerns about crossing the border.



The field allowed plenty of room to roam between the rows of carefully cared for motorcars. The piece de résistance was the display of Jaguars at "Town Square." Eleven immaculate motorcars representing a wonderful step through time, highlighting Jaguar's ability to blend "Grace, Space, and Pace" into the shape of

By: Carl Foleen; Photos: Mandy Ashcroft & Manual Phocus

motorcars. The timeline traversed models from an SS100 to a replica D-type, and all the way to an F-type R coupe.

Saturday's activities concluded with an evening meal highlighted by an in-depth interview featuring esteemed Jaguar collectors (and JOCO members) Alex and Amy Haugland, who were captivatingly interviewed by (JOCO member) Keith Martin, publisher of *Sports Car Market* magazine.

Sunday brought equally comfortable weather for two feature midday events: the JCNA slalom, and parade laps around PIR's racecourse. JOCO member Tyler Hayward set up the course and recorded the contestant's progress around the slalom. There were two E-types, one F-type R, and an XF that completed all five of their allotted runs. Two "Class Z" cars (a newer Mini Cooper and a Mustang) also participated. A pair of spectators came over from the swap meet that replaced yesterday's car displays. One of the spectators was brave enough to don a helmet and climb into the Mini Cooper and be driven around the slalom course for three hot laps. (It is possible that the track parade laps siphoned away some of our slalom participants.)

As we look to the future, this year's event points toward many more successful outings in the years to come. Grateful thanks are extended to everyone who helped make this event come to fruition. £

