



Jaguar Design

A Story of Style

Nick Hull

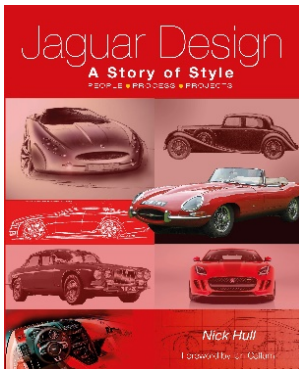
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One ingredient is common to every Jaguar – style



Arguably a greater proportion of people have more passion for Jaguar than for any other car manufacturer. And the reason for this passion is style. Being more than merely functional motor cars, Jaguars stir the blood.

People *like* their Mercedes, BMW, Audi or Lexus, but they *love* their Jaguar!

Now this tremendous new book tells the great Jaguar styling story in fascinating detail from the earliest Swallow motorcycle sidecars, which the fledgling firm began producing in Blackpool in 1922, through the famous icons - such as the XK 120s, the Mk 2 saloons, the E-type and the XJ6 – to the very latest stylish pre-eminent cars produced so successfully today.

This is, essentially, the story of three men – company founder and owner Sir William Lyons, aerodynamicist Malcolm Sayer and current Design Director Ian Callum. But author Nick Hull, himself a former Jaguar designer, also introduces readers to the little-known men behind the scenes and how each of the great trio achieved their stunning cars. Callum, who has written the Foreword, has opened doors and contributed great insights.

With 512 pages and over 500 illustrations, including drawings and designers' renderings, as well as many unseen photographs, this weighty, beautifully produced book is a great addition to any enthusiast's library.

The Author: Nick Hull has over 25 years' experience as a designer, writer and academic on automotive design. From 2002-2015 Nick taught at Coventry University, latterly as Course Director for Transport Design. He is a visiting tutor at ISD in France and Umea Institute of Design in Sweden. His areas of research include the history of automotive design and the study of proportions in car design.

Nick worked for Honda from 1992-2002, initially heading up the interior design studio in Germany. Previously, he was employed by Jaguar as a designer, being involved in such projects as the Jaguar XJ41, XJ220 and XJS facelift. He later moved to Peugeot and then joined TWR, where he was involved in bringing the Jaguar XJ220 into production.

He is also a contributor to several publications, including *Car Design News* and its sister publication, *Interior Motives* magazine. Nick attends most major international auto shows and commentates on car design and industry trends.

For more information regarding the book or to request a review copy, please contact: Rebecca Leppard/Eventageous PR Ltd on T: 01452 260063 or email: rebecca@eventspr.co.uk

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