

Jaguar and Global Beach Receive "Best Automobile Website" Award from Web Marketing Association

Submitted by: Global Beach

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Irvine, CA – September 16, 2003 – Jaguar Cars North America and Global Beach today announced the all-new 2004 XJ online campaign (www.jaguarusa.com/2004xj) has been awarded the Best Automobile Website WebAward in the 2003 WebAward Competition.

This annual competition is designed to judge corporate Web sites against an Internet standard and against peer sites within their industry. More than 1,000 site entries were reviewed from 19 countries for a variety awards including Best Automobile Website by a panel of judges including the news media, advertising executives, site designers, content providers, and webmasters.

The site ranked highly with site design, innovation, content, interactivity, navigation, ease of use, and use of technology - all considered first class. With a score of over 85% in each section, the judges declared it the only outright winner in the Best Automobile Website category against some of the world's best brands presenting themselves online.

The all-new 2004 XJ online campaign was the final destination for an integrated launch campaign of print and direct marketing initiatives. The introduction of the new, seventh generation XJ range opened a fresh chapter in the story of the Jaguar marque. Jaguar's most innovative and advanced product to date brings a newfound sense of modernity and substance to address limiting brand perceptions: it is stronger, faster, safer, smarter - and the very blueprint for the future of Jaguar.

The site used product proof points and new corporate identity via intriguing and unexpected communications to successfully launch the all-new 2004 XJ. It was launched on January 3, 2003 and has already helped to re-position the Jaguar brand to both current and new customers and capture customer data more effectively.

During the pre-launch period (January through May) the site was refreshed every 4-6 weeks in "phases", and introduced to handraisers through HTML emails and the Jaguar e-Newsletter, In Form, and to Jaguarusa.com visitors through a promotional unit on the home page. Online media in conquest and retention placements on automotive research web captured in-market shoppers, and lifestyle placements on non-automotive sites like CBS Marketwatch and Wall Street Journal increased brand awareness and consideration among non-shoppers.

The first phase of the US pre-launch activities, "Preview," announced the XJ's North American debut at the Los Angeles Auto Show and introduced the all-new XJ as the unexpected redefinition of the ultimate luxury and performance sedan. Phase two, "Innovative Approach," highlighted the planning, development and manufacturing process for the aluminum-intensive body and featured the XJ's class-leading and innovative technology in strength, speed, safety, and intelligence. "Attention to Detail," the third phase, demonstrated Jaguar's quality, craftsmanship and uncompromising attention to detail. "Hallmark of Performance" focused on Jaguar's engineering expertise and its commitment to creating a truly exhilarating driving experience.

The launch site, deployed on June 2, allowed visitors to experience the new XJ as they would in a Retailer Showroom. 360-degree spin technology simulated a walk around the XJ while key interior, exterior, and technology features were highlighted and explained in detail. "Comparisons" displayed XJ's superiority in horsepower, acceleration, braking, and fuel economy over competitors from BMW, Mercedes-Benz, Lexus, and Audi. "Accolades" relayed positive reviews from four major publications, and "Gallery" provided an extensive collection of XJ imagery. Those who wish take away a piece of the XJ could download one of several wallpapers to their desktop.

"Jaguar's success in the WebAward competition is a testament to our commitment to provide our customers with the best interactive presence possible," said George Ayres, VP, marketing, Jaguar Cars North America, "Jaguar strives to understand and meet our customers' needs and drive the highest quality customer experience from product selection to delivery. Not only have we managed to accurately convey our brand values and attributes online, such as speed and agility, we have created a compelling site that sets the industry standard against which our competitors' sites will be judged. We are extremely honored to receive such recognition for our efforts from our industry peers."

"Global Beach is committed to providing the most innovative, functional and affordable sites for our clients, which help them to acquire, convert and retain customers and deliver a sound return on their investment. The agility of our approach, methodology and managed services platform has enabled Jaguar North America to manage a multi-part online campaign that measures customer response at each point. We are delighted to have achieved this recognition for our work," commented Clive Jackson, CEO, Global Beach Group.

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NOTES TO EDITORS

About the WebMarketing Association

Now in its seventh year, the WebAward Competition for website excellence is conducted by the Web Marketing Association, Inc. (WMA), an independent volunteer organization founded with the purpose of evaluating and recognizing and increasing the standard of excellence on the World Wide Web. This annual competition is designed to judge corporate Web sites against an Internet standard and against peer sites within their industry. In 2002, Mercedes-Benz USA's Website MBUSA.com www.mbusa.com received the Best Automobile WebAward. Previous winners of other WebAwards include Hewlett Packard, BroadVision, Disney Interactive and Agency.com. The WMA's website is located at www.webaward.org.

About Jaguar Cars North America

From its beginning as a manufacturer of motorcycle sidecars, Jaguar cars has grown to become one of the world's premier manufacturers of prestigious automobiles. The Jaguar marque continues to stand for unparalleled heritage and a tradition of elegant style, luxurious comfort and refined performance.

Today, Jaguar offers a four-model range of luxury sedans and sports cars. The 2004 Jaguar X-TYPE makes the marque accessible to a new segment of customers and is the company's first all-wheel drive model. The new X-TYPE sports sedan combines a fresh performance spirit with the luxury, craftsmanship and refinement for which Jaguar is renowned, and all for less than \$30,000.

The stylish Jaguar S-TYPE debuted in 1999, and brought a mid-size sedan to Jaguar's model line for the first time in three decades. The full size XJ sedan has been the cornerstone of the marque since 1968 and is the definitive Jaguar. For 2004 the all-new XJ is the most technologically advanced car the company has ever built, using aircraft-style aluminum construction for lightness and strength. Finally, the XK series, including XK8 and XKR coupes and convertibles, provides sports car enthusiasts with luxurious sports cars that deliver exhilarating performance.

For a full technical background and images of the all-new 2004 XJ, please to go www.media.jaguar.com

About Global Beach Inc.

Global Beach Inc. helps companies stimulate and manage customer demand for their products and services. Located in Irvine, California, Global Beach Inc. is experiencing growing demand for its service offering amongst leading automotive manufacturers. For the past two years, it has seamlessly integrated with Global Beach's London head office and Geneva-based wireless research & development facility to deliver end-to-end managed Keycast™ platform services for world-class global and European clients.

Global Beach Inc. is a wholly owned subsidiary of The Global Beach Group. The Global Beach Group was founded in 1993, is independent, and has achieved 10 years of consistent revenue and profit growth. It is a top Fifty Sunday Times TechTrack company and its consulting and professional services division is ranked sixth amongst the New Media Age independent interactive companies. The Group currently has offices in London, Irvine and Geneva.

The Group offers professional, software and managed services. Together, these business units have built up an enviable track record for successfully delivering more than 1,500 billable interactive and digital projects over the past ten years. The Group's current customer list includes many blue-chip international brands, such as Ford Motor Company, Jaguar, Jaguar Racing, Cosworth Racing Ltd, The Pearson Group and Prudential Group.

Clive Jackson CEO/Founder heads the Group and the IT industry heavyweight Alex Sozonoff (recently retired Hewlett-Packard senior vice-president with a 35-year track record) is non-executive Chairman of the Group. With a proven track record of technological development, the Group will continue to expand its operations in 2003/4 by securing major contracts with leading Fortune 500 and FTSE 100 clientele. Clive Jackson's vision thereafter is to leverage the Group's strong financial position and brand to make

smart acquisitions, accelerate growth and drive up market share, with a public listing. For further information, please visit www.globalbeach.com