

JAGUAR SELECT EDITION AND GLOBAL BEACH CREATE AN INNOVATIVE MICROSITE FOR THE MODERN CUSTOMER

Submitted by: Global Beach

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IRVINE, Ca., January 19, 2004 – Jaguar Select Edition has partnered with global interactive agency Global Beach to create a microsite that will serve as a wealth of vehicle information for their customers. The site has been designed to provide customers with a unique, personalized and interactive experience without the usual functionality challenges of such a comprehensive site.

The new site, designed by leading independent business application service provider, Global Beach, allows customers to research each Jaguar Select Edition model and options that are available as well as learn all of the exclusive benefits of Jaguar Select Edition ownership. A unique feature to the site is a personality indicator that allows the user to define their driving priorities including weekend or weekday, suburban or metro, and climate conditions like sun or snow. The site then advises the user which Jaguar Select Edition vehicle might best fit their lifestyle and includes specifications for further detail.

"Jaguar challenged us to create a microsite that would increase the focus and awareness of the Select Edition Brand as well as build and maintain its customer base," said Bryan MacGillivray, Account Director, Global Beach Group. "We are pleased to have delivered a user-friendly solution that continues to generate traffic and support the Jaguar sales team in their goals."

Another feature the site offers for racing enthusiasts is a link to Jaguar Select Edition Racing. This new program is entering its second season with two 400-horsepower vintage Jaguar E-TYPES taking to the track at key historic racing events.

"The new Jaguar Select Edition site is innovative, cutting-edge and sophisticated, a true reflection of our customer," said Richard Beattie, Executive Vice President, Marketing and Sales, Jaguar and Land Rover. "Global Beach was able to combine a flexible design for future growth while maintaining a unique level of customer focus."

Jaguar Select Edition vehicles have gained recognition for Best Overall Pre-Owned Program – Luxury Class from IntelliChoice and continue to set the standard for their 140-point vehicle inspection process. The Select Edition site launch in late October, and to date has had 126,925 site impressions and 4,750 visitors have downloaded a vehicle specific PDF spec sheet.

The Global Beach Group is a leading independent communications solutions and business application service provider. It was founded in 1993 and is a Top Fifty Sunday Times TechTrack company. Global Beach has developed relationships with many of the world's leading corporations, including Hewlett-Packard,

Prudential Group, and Ford Motor Company, and was named Global Interactive Agency of Record for Jaguar in August 2001.

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Contact:

Patricia Morissette

949.341.6252

pmoriset@jaguar.com

Louisa Williams:

+44 (0)20 7384 8524

Louisa.Williams@globalbeach.com

From its beginning as a manufacturer of motorcycle sidecars, Jaguar cars has grown to become one of the world's premier manufacturer 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 ,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.

Global Beach is a leading communications solutions and business application service provider. It helps companies stimulate and manage customer demand for their products and services. Located in London and Los Angeles, Global Beach offers professional, software and managed services. The Group's current customer list includes many blue-chip international brands, such as Jaguar Cars, Ford Motor Company, The Pearson Group, Cosworth Racing Ltd and Prudential Group.

Clive Jackson CEO/Founder heads the Group and 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 2004 with leading Fortune 500 and FTSE 100 clientele. For further information, please visit www.globalbeach.com