

PERFORMANCE

PERFORMANCE - the new sporty Jaguar fragrance

Masculine virility - with a sporty, elegant touch

An elegant mover, swift, agile with an incredible leap, the jaguar is a mysterious, instinctive predator, and since 1935, a symbol guaranteed to increase the heart rate of all car enthusiasts. Jaguar PERFORMANCE was inspired by this extraordinary car, its combination of superb technology and sporty total elegance still setting the standard. The new *Jaguar Fragrance* embodies the Jaguar characteristics of masculine virility and sporty elegance in both its aromatic resonance and the startling bottle design. A fragrance for high-achievers, who set themselves ambitious targets – while seeking out the exceptional and exclusive in all areas of life.

The aim in creating PERFORMANCE was to distil in a single fragrance, movement, freshness and elegance. Bearing the signature of the renowned perfumer, *Harry Fremont*, a many times proven outstanding master craftsman at Firmenich, New York, PERFORMANCE is truly a fragrance that lives up to its name. A member of the fresh aromatic family of fragrances, with a fascinating and contrasting composition of fresh, spicy notes, a hint of fruitiness and skin-tingling tang combined with a blend of the exotic and balsamic - PERFORMANCE is unmistakable.

The Jaguar theme is perfectly reflected in the PERFORMANCE bottle. Bearing the unmistakable signature of *Thierry de Baschmakoff*, the Parisian designer, who thanks to his remarkable creations for luxury perfume bottles, watches, leather goods, writing materials and spectacles enjoys international renown with his company *Aesthete*. Inspired by the incomparable Jaguar E-Type he has created a bottle whose powerful yet beautiful lines and sporty masculine elegance, succinctly convey the visually striking Jaguar message.

The new Jaguar Fragrance PERFORMANCE will be available as Eau de Toilette Natural Spray in sizes 40ml, 75ml, 100ml, as After Shave 75ml, Deodorant Stick 75g and Hair & Body Shampoo 200ml, from March 2003 in selected specialist retail outlets.



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DESIGN

The myth of a great motor car embodied by a perfume bottle

The E-Type represents the greatest milestone in the history of Jaguar, setting the world standard for a winning combination of superb technology and stunning design. A myth and enduring symbol of the performance and elegance of a car arousing strong passions in the heart of every true car lover.

This extraordinary motor car was the inspiration for an equally original perfume bottle. Elegant and streamlined, incorporating the unmistakable symbol of the pouncing predatory cat, the bottle creates an impression of virility and sheer power ... PERFORMANCE.

The overall bottle design is stylish, almost purist - with clearly masculine lines. The eye-catching chrome - echoing the famous Jaguar E series butterfly wheel - emphasizes the sporty elegance of the new fragrance. The stopper is imprinted with the noble and world-famous Jaguar symbol.

The color also evokes the Jaguar E-Type. The striking bottle is made in green-tinted glass, a reference to the famous Jaguar "Sherwood Green". This shade was also selected for the PERFORMANCE outer packaging.

As for the other Jaguar fragrance *New Classic* launched last year, the PERFORMANCE bottle is the creative handiwork of the successful designer *Thierry de Baschmakoff*. Thanks to his remarkable designs for luxury perfume bottles, watches, leather goods, writing materials and spectacles, this Parisian designer and his company *Aesthete* have gained international renown. With PERFORMANCE he has successfully embodied power, virility, sportiness and stunning elegance in his design for this striking perfume bottle – with an unmistakable reference to Jaguar.

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FRAGRANCE

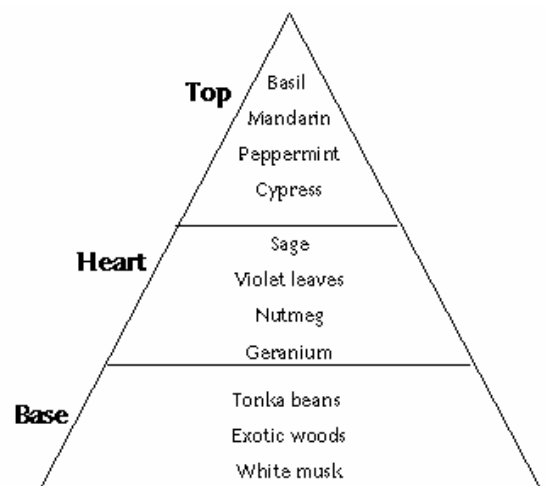
Male virility and sporty elegance captured by this innovative fragrance

Bearing the signature of the renowned master perfumer *Harry Fremont*, of Firmenich New York, PERFORMANCE is a fragrance combining the remarkable characteristics of Jaguar: streamlined power and sheer performance. A member of the fresh-aromatic family of fragrances, the cool spiciness of basil and tingling of mandarin orange generate an explosive **top note**. This surprising beginning is followed by a fresh minty medley, skillfully underpinned by the strength of cypress, lending unexpected character to the aromatic first impression.

The union of sage and violet leaves contrasts and excites, contributing zingy freshness to the softer **heart note**. This terse yet lively blend is reinforced by the spicy balsamic properties of nutmeg and fruity geranium flowers.

The combination of Tonka beans and tropical wood exudes pure exoticism. The underlying **base note** of the new fragrance beats out a strong rhythm of virile luxury – its unmistakable signature tune. White musk – responsible for the rounded, lingering bouquet - further enhances the fragrance, lending a touch of the erotic.

Jaguar PERFORMANCE – an innovative fragrance, created for modern, sporty male high-achievers, who set themselves ambitious targets – while seeking out the exceptional and exclusive in all areas of life.



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