

# *SDJC at the 2011 San Diego Auto Show*

Article and Photos by Stick Holmes

The San Diego International Auto Show ran four days from December 29 through January 1. This year was special for the San Diego Jaguar Club. The show's director, Kevin Leap, being a Jaguar owner himself, recognized this year to be a special year for Jaguar with the celebration of the 50th anniversary of the E-Type. He, therefore, graciously invited our Club to display some of our older Jags.



*Our display with all nine Jags in place*

The Club used this great opportunity for publicity. We set up a booth which was manned by volunteers during working hours. Dick and Francine Kearney, our Logo Czars, supplied a nice representation of our available logo wear. We really didn't expect to sell anything. We just wanted the public and prospective new members to see what we had. We ended up selling all but one blanket and one pen! If we had known, we would have brought more. Nedra produced an ample supply of new members registration forms. From what I saw, we gained at least six new members!

Channel 10 arrived opening morning to cover the event. It aired the following Friday evening as a half-hour special event coverage. I was briefly interviewed by reporter Bob Lawrence. It helped that he is a bona fied car freak and was very excited about our display. If you didn't have the chance to see the special, I am working on getting our two minute segment on our website. It will be under "Past Events" (if I can get it to work).



*Grant, Dan, Stick and Nedra*

Jaguar	Owner
1953 XK 120	Rex Ryan
1957 XK SS	Rex Ryan
1959 XK 150	Mitch Cohen
1964 E-Type Rdstr	Tom Krefetz
1967 420G	Steve Bernstein
1967 E-Type 2+2	Wright Benson
1968 240	Steve Hawley
1969 E-Type Rdstr	Jim Hallameyer
1970 E-Type	Lloyd Prosser



*San Diego Jaguar dealership display  
(photo courtesy of the Rummells)*

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Kevin Leap was kind enough to provide all booth volunteers with free tickets to the event with some extras thrown in for friends and family. Members who had cars on display were provided Exhibitor Passes which allowed them in any time of the day or night on any day. Their friends and family members were given free passes.

Nine members volunteered to display their Jags ranging from 1953 to 1970. Four were E-Types, all were spectacular. We had an area adjacent to our new dealership, San Diego European Motorcars, so we had a nice mix of old and new. They brought Jaguars, Aston Martins, and a cantankerous Lotus. Their display generated a lot of excitement and (I hope) a lot of sales.



*Rex Ryan 's 1953 XK 120*



*Steve Hawley's 1968 240*



*Tom Krefetz's 1964 E-Type*



*Wright Benson's 1967 E-Type*

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*Mitch Cohen's 1959 XK 150*



*Lloyd Prosser's 1970 E-Type*

It was really fun talking with people who came to see our display. Every one of them either owned a Jag, had owned one or had a relative who owned one. Many were kicking themselves for selling their old Jags to get cash for superfluous items such as food, lodging or education. Hindsight is 20/20....

Many thanks to all of those who volunteered their Jags and/or their time in making this a super fun and worthwhile experience.



*Jim Hallameyer's 1969 E-Type*



*Rex Ryan's 1957 XK SS*



*Steve Bernstein's 1967 420G*