



Newsletter

Completely Knocked Down (CKD) 'S'-types

In October 1963, Jaguar announced their latest compact saloon, **the 3.4 & 3.8 'S'**. The Car Distributor Assemblies (CDA) facility, located in East London, the only commercial river port in South Africa, did not change over the assembly of Mk2s to 'S'-types immediately. Mk2s continued to be built, but the model list was reduced to just the manual/overdrive (MOD) version of the 3.4-litre and both MOD and automatic 3.8-litres. A total of 290 Jaguars were sold in South Africa in 1963, 96 3.4-litre Mk2s and 159 3.8-litre Mk2s, which were all assembled by CDA, and 26 Mk Xs, seven E-type Coupes and two E-type roadsters, which were directly imported.

The National Association of Automobile Manufacturers of South Africa (NAAMSA) reported that 293 Jaguars were sold in 1964. Of these, the locally-assembled models of the Jaguar 3.4-litre (MOD) sales totaled 56 and the 3.8-litre models (MOD and automatic) another 157 cars. **Interestingly, 21 Jaguar 3.4 'S'**-types were imported along with 21 E-types and 34 MkXs. The South African magazine *Motoring Mirror* listed **the 'S'**-type model in their price list from July 1964.

Jaguar South African sales in 1965 were 424 cars. CDA-assembled Mk2s were 331 of these: 44 3.4-litre MOD; 216 3.8-litre MOD; and 90 3.8-litre automatics. **29 'S'**-types were imported in 1965: two Jaguar 3.4 'S' MOD; two 3.4 'S' automatics; 20

MOD 3.8-litres; and five automatic 3.8-litre cars. There were also 25 Jaguar MkXs (15 MOD versions and 10 automatics) and 20 E-types brought into the country.

In 1965 the total sales of vehicles in South Africa was 127,898 cars. **That year's Jaguar market**

S'-types Built and Imported to South Africa			
	MOD	Automatic	Imported
1964			21
1965			29
East London 1966	367	150	517
Blackheath 1967	229	167	396
Blackheath 1968	47	28	75
Totals	643	345	988

share of 0.33% might create the impression that Jaguar was an insignificant player in the South African motoring scene. But the market segment in which Jaguar competed was the segment at the very top of the range. This was a small market of the most sought-after and most desirable cars. They were priced between R3,750 (US\$5,250) and R4,100 (US\$5,740) and, in 1965, was just 3303 vehicles, 2.6% of the total South African motorcar market.

Eight other models competed with Jaguar in this segment: the Alfa Romeo Berlina 2.6, Chevrolet Impala, Dodge Custom 880, Ford Galaxie 500 automatic, Mercedes Benz 230, Pontiac Parisienne, Rover 3-litre, and Vanden Plas 'R'. **The Jaguar** share of the top bracket in the South African motoring market was quite significant. Jaguar was in third place with 12.8% of segment sales. The Chevrolet Impala led with 20.8% followed by the Ford Galaxie 500 with 19.1%.

Sir William Lyons visited South Africa in February 1965. Pho-

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tos of his visit to the CDA plant in East London are in *Newsletter* Vol. 11, No. 4. He was very positive about manufacturing Jaguars in South Africa. He said "Let no one have any doubts as to whether Jaguars can be manufactured in this country. My own engineers, working with C.D.A. are ensuring that the most exacting standards demanded by me will be met to the full." On his return to England he said that CDA-assembled Jaguars would attain the 55% local content mark (the Phase 2 target of the Local Content Programme) in three years. *S.A. Garage and Motor Engineer*, July 1965, wrote: "Many in the motor industry as a whole, including some of the top men, have been mystified as to how Jaguar, a high-priced exclusive quality make, with a current sales volume of between only 20 and 30 cars a month in this country, could successfully carry out such a plan, ..."



Car Distributors Assembly Ltd. (CDA) East London plant. Mercedes Benz bought a share of CDA around 1960 and then bought out the plant and industrial site in 1967. MB still assembles cars there today.

Jigs built in England, to Jaguar's standard, were sent to CDA so that fitting-out of bodies with suspension, drive trains, rear axles, interiors and electrical equipment would meet Jaguar's high standards of assembly. The South African Local Content Programme had as its basis weight (and not value) of local content. Jaguar formulated a well thought out plan, which had large rough-cast/unfinished components, such as engine blocks, sent from Coventry in the CKD kits which, when locally machined and finished, were counted as local content. Machines of the same type used in England were shipped to CDA enabling South African production to be carried out by the same methods as used in Coventry.

South African made components and equipment, which met Jaguar's standards, were used as far as possible. Among those were tyres,

batteries, glass, enamels, upholstery materials and small fittings. The East London Technical College assisted by offering a range of courses to train motor mechanics and electricians.

The Eastern Cape Province was a centre of motoring and motor racing. The South African Grand Prix was first run in 1934 at the Prince George Circuit at East London. It drew top drivers from all over Europe. World War 2



Jim Clark's World Championship Lotus 25 on the Lotus stand at the London Racing Car Show Jan 27, 1964. Photo by your Editor.

brought an end to racing, but it was revived when a new permanent circuit was built in 1959. The first South African Formula One race was held on December 29, 1962. Graham Hill, in a BRM, won that race and the world championship in that year. In the 'S'-type years, the race was won by Jim Clark in 1963 and 1965 (both years in a Lotus-Climax), and 1968 (Lotus-Ford), Mike Spence (Lotus-Climax) won in 1966 and Pedro Rodriguez (Cooper-Maserati) in 1967. The race was not held in 1964.

S.A. Garage and Motor Engineer, in their June 1966 edition, reported that, "'S'-type Jaguars are being built at C.D.A.'s East London plant and the first models are now rolling off the production lines." Actually, the first South African-assembled 'S'-type, chassis no. A1B56963DN, rolled out of the CDA plant in January 1966.

CKD 'S'-type kits were sent from Coventry in batches of between six and twenty cars. The cars were shipped to Tozer, Kemsley & Millbourn, South Africa (Pty). They were a subsidiary of Tozer, Kemsley & Millbourn, Ltd., 84 Fenchurch Street, London, a British Finance company involved in financing imports and exports. They would oversee the assembly at CDA and the distribution of Jaguar cars to dealers.

All South African cars had power steering,



Borg & Beck, whose clutch is also used in MOD 'S'-types, advertisement from Motor 14 Aug 1965.

and the 'P' chassis number prefix was replaced with an 'A'. No documented reason can be found for this however it may have referenced 'African-built'. The bodies were also given a CDA number which was stamped on the body as well as on a CDA plate riveted to the body.



CDA number plate and stamped body number on 'S'-type chassis A1B57374.

As CDA had their own body number system, 'S'-type bodysHELLS were shipped from Browns Lane without riv-

eting the Jaguar body number plate to the right rear of the body under the rear bumper. It is thought that these bodies did have the Pressed Steel reference number plate on the left side, but this is not yet verified.

Jaguar evidently supplied blank data plates to CDA. Since the body number of South African 'S'-types is on a CDA plate, it was not stamped on the data Plate and the chassis number was stamped in the 'Body No' position.



Data Plate on South African 'S'-type chassis A1B57374.

CAR magazine, established in 1957, and now Southern Africa's leading automotive magazine, announced, in their September 1966 issue, that both MOD and automatic transmission versions of the Jaguar 3.8 'S' model were available and that the Jaguar 3.4-litre version would not

be available in South Africa. Two features that received special mention in the CAR overview were the power steering and the adjustable steering column. The limited slip differential of the Jaguar 'S'-type was also a distinctive feature in the top market segment.

According to NAAMSA records Jaguar sales in 1966 broke through the 500 barrier with a total of 551 cars sold. The production of the Jaguar Mk2 models had come to an end and just 15 3.4-liter MOD and five 3.4-litre automatic units were sold in 1966. There were 367 Jaguar 3.8 'S' MOD and 150 3.8 'S' automatic cars assembled at CDA and sold in 1966. Imports to South Africa were eight Jaguar Mk X automatics and six E-types. Jaguar's market share increased to 0.39% in 1966.

The year 1966 also brought some changes to the future of Jaguar in South Africa. The British Motor Corporation and the Jaguar Group of Companies announced a new joint holding company, called British Motor Holdings Ltd., to be effective December 14, 1966. This new development resulted in an agreement to merge car assembly facilities of the companies involved in South Africa production and, in January 1967, it was reported that "One of the first important results, from a South African point of view, of the B.M.C. — Jaguar merger is the announcement that Jaguars will be assembled at B.M.C.'s Blackheath plant, near Cape Town."



B.M.C.'s Blackheath plant, near Cape Town in 1966.

Jaguar also changed their distribution channel and cars to be assembled at Blackheath were despatched to Jaguar Cars, South Africa. The first

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car sent to Jaguar Cars, SA was chassis B1B57041 despatched 14-Jan-66. There appears to be some overlap in this transition as the last chassis despatched to Tozer, Kemsley & Millbourn, Pty., and assembled at East London, was chassis number A1B59011 despatched from Browns Lane on 29-Aug-66.

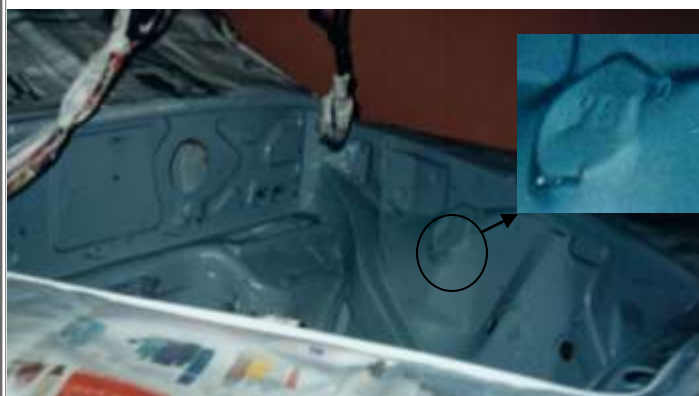
Jaguar changed the chassis number designation with this move and 'S'-types assembled at Blackheath were given a 'B' prefix. They also used the Jaguar body numbers.



The chassis plate of South African built B1B59074DN. Note the chassis number is in the proper location and the Jaguar Body Number has 'SDB' added between the 'B' prefix and the number.

It is not known if South African bodies shipped to Blackheath had both the Jaguar Body number under the right rear of the rear bumper and the Pressed Steel reference number on the left as cars built at Browns Lane.

But there was a South African 'mark' on the cars built at Blackheath. A large 'SA' was



The abbreviation "SA" stamped/pressed into the body where the body number plate was attached to CDA cars.

pressed into the left inner fender panel just below where the CDA plate had been riveted onto the East London cars. From the front, the 'SA' appears upside down, but is correct when viewed over the left front wing.



The first Jaguar 3.8 'S' assembled at Blackheath, March 1967. L to R: John Berryman, Ivor Dovey (both directors Jaguar Cars S.A.) and George Tuck (Managing Director Jaguar Cars South Africa). Picture: Jack Marks, Paramount Studios.

According to NAAMSA, sales of Jaguar cars in 1967 totaled 410 of which 229 were Jaguar 3.8 'S' MOD and 167 were 3.8 'S' automatics. The Jaguar 420 had been introduced at the October 1966 London Motor Show and one 420 automatic was imported to South Africa in 1967. Ten Jaguar 420G automatics and three Jaguar E-type 4.2-litres were also brought into the country. Jaguar sales fell to 0.29% market share.

The last 75 Blackheath-assembled 'S'-types were sold in 1968, of which 47 were 3.8 'S' MOD and 28 3.8 'S' automatics. The last 'S'-type assembled in South Africa was chassis number B1B59478BW despatched 7-Apr-67 to Jaguar SA as part of a batch of six.

The production of locally-assembled Jaguar 420 models started at Blackheath in early 1968. A total of 804 Jaguar 420s would be assembled and sold, 394 MOD and 410 automatics. The first Blackheath-assembled Jaguar XJ-6 rolled off the production line in August 1969 and the last in 1981.

According to NAAMSA records, Car Distributor Assemblies at East London assembled 517 Jaguar 3.8-litre 'S'-types in 1966 (367 Jaguar 3.8 'S' MOD and 150 3.8 'S' automatic cars). During the Blackheath era, 1967 and early 1968, a further 471 'S'-types were assembled (276 Jaguar 3.8 'S' MOD and 195 3.8 'S' automatic cars). A total of 988 'S'-types were built in South Africa. An additional 50 'S'-types were directly imported in 1964 and 1965.

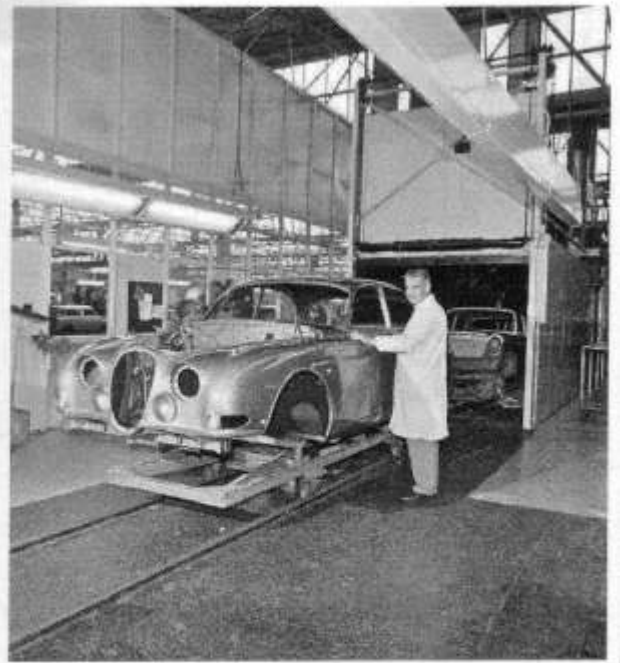


Official Press Picture – Jaguar 3.8 S in the Blackheath gardens.

CKD South African 'S'-types

<u>Chassis Number</u>	<u>Body Number - Build Date</u>	<u>Current Location</u>
<u>A1B56963DN</u>	<u>First 'A' chassis built January 1966</u>	
A1B56965		not currently known
A1B57132		Germany
A1B57157BW	CDA Body No. 96329	United Kingdom
A1B57231		South Africa
A1B57238		South Africa
A1B57374	CDA Body No. 95715	South Africa
A1B57385		South Africa
<u>B1B57041</u>	<u>First 'B' chassis despatched 14-Jan-66</u>	
A1B57566DN	Built 3/21/1966	United Kingdom
A1B57707	CDA Body No. 97675	USA
A1B57984	CDA Body No. 98708	South Africa
A1B58425DN	Built 6/6/1966	Germany
<u>A1B59011</u>	<u>last 'A' chassis despatched to Tozer Kimmerly 29-Aug-66</u>	
<u>A1B59480</u>	<u>Last 'A' chassis built March 1967</u>	
B1B59049BW	Body No. B/SDB/5487	South Africa
B1B59074BW	Body No. B/SDB/5512 built 10/4/1966	United Kingdom
	Body No. B/SDB/5562	South Africa
B1B59332DN	Body No. B/SDB/5739	not currently known
<u>B1B59478BW</u>	<u>last 'B' chassis despatched 7 Apr -67 built 21-Mar-67</u>	

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CKD 'S'-types Being Assembled



**The Making of a Jaguar 3.8 S
Blackheath 1967**



Body meets engine and suspension



Barn Find—P1B55081BW

Barn Finds.com (<http://barnfinds.com>) 'found' P1B55081BW in June 2017. It received 15 bids and sold for US \$1,802.00.

Their article was headed, "Could It Be A Bargain? 1965 Jaguar S-Type".

The car was described, "Long time *Barn Finds* readers will know I have a very soft spot in my heart for 1960's Jaguar S-Types; I grew up in my Dad's and loved it very much. This one, like most inexpensive Jaguars, could be either a wonderful project or a nightmare. It's available on eBay with an opening bid of only \$250 and no reserve, so it's certainly going to sell and quite possibly for a reasonable figure. The car can be found in Long Lake, Minnesota, and it's probably a good thing that is no closer than 1,207 miles from my house.

A right hand drive car imported from the UK by a service person, we're told the car needs fresh gas, a starter rebuild and a brake line. Considering it was last driven 14 years ago, I reckon I'd be checking out a little more than that before driving it, but that is an encouragingly short list.

For those of you hoping for a manual, I should tell you that it is an automatic, but that's not necessarily a bad

thing for this large sedan.

What's that on top? It looks like a full length Webasto-type sunroof! As far as I can tell from this article (this was linked to my article on Webasto Sun Roofs on the JCNA website <http://www.jcna.com/s-type-sunroof-0>), while never fitted from the factory, the Webasto sunroof was a common fitment for those S-Type owners that wanted some fresh air.

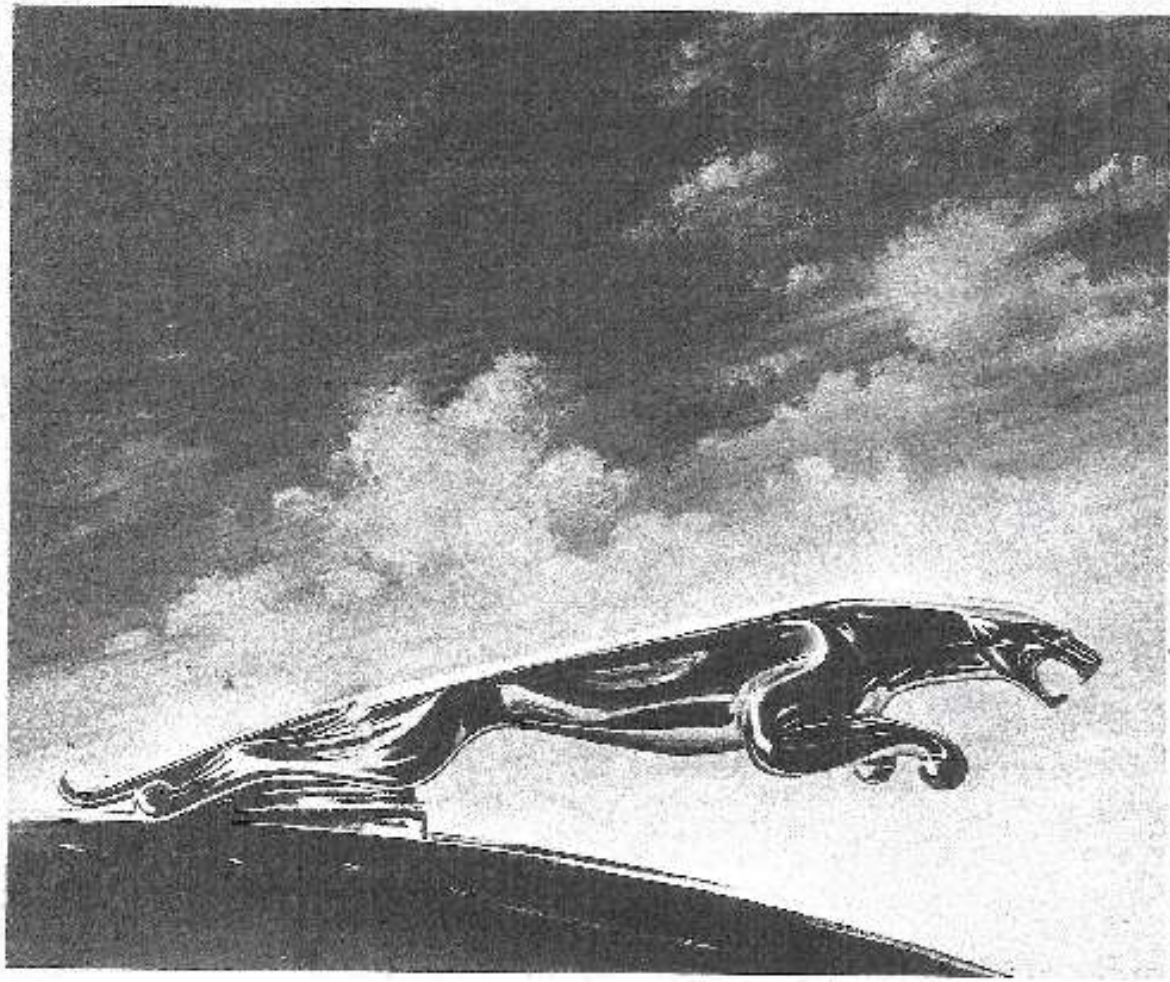
The steering wheel looks like a combination of the factory horn push with a Moto-Lita wooden rim wheel (It is actually the Derrington steering wheel made to use the 'S'-type and Mk2 horn push); I rather like it. Unfortunately, we can see the effects of what I'm guessing is water ingress on the right hand side of the dash, and that will neither be easy (if you do it yourself) or inexpensive (if you have it professionally done) to repair.

One of the major expenses with a car like this is the interior, and you can easily spend \$10,000 on a professional job if you are doing it all. Even kits will run into many thousands of dollars. Of course, if you are willing to refurbish what you can and selectively repair the rest, who knows what you could

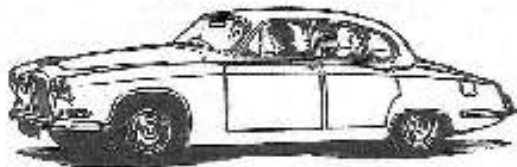
do it for. But that would take a real enthusiast.

The 3.8 liter XK engine looks very stock, and even retains the "silencer" air intake that's usually gone long before now. So what do you think? What would the final price have to be for it to be a bargain?"





Grace... Space... Pace.



J A G U A R

Jaguar 420 TWIN OHC 245 h.p. 4.2 LITRE engine
Jaguar Cars South Africa (Pty) Ltd - P.O. Box 1, Blacihearth in the Cape

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