



Daimler

present

Prestige motoring in the modern manner

Every model in the current Daimler range faithfully preserves the Daimler reputation for fine engineering and superb quality. Moreover, each offers the highest degree of modern performance combined with exceptional road safety under all conditions. Whatever your individual requirements you will find a demonstration run in any Daimler model a most rewarding experience.



THE 2 1/2 LITRE V-8 SALOON

2 1/2 litre V-8 engine
Automatic transmission
Disc brakes on all
four wheels



THE MAJESTIC MAJOR 4 1/2 LITRE SALOON

4 1/2 litre V-8 engine. Automatic
transmission. Disc brakes on
all four wheels. 20 cubic ft.
capacity luggage boot



THE SP250 V-8 SPORTS

2 1/2 litre V-8 engine
Aerodynamic body
Disc brakes on all
four wheels

THE EIGHT SEATER LIMOUSINE

4 1/2 litre V-8 engine
Automatic transmission
Disc brakes on all four wheels
Power assisted steering



LONDON SHOWROOMS:
40 BERKELEY STREET W.1

Daimler 60th Anniversary

Sixty years ago, May 1960, the Daimler business was purchased from BSA by Jaguar Cars for 3.4 million pounds.

Daimler - Pre Jaguar-Ownership

The Daimler Motor Company Limited, was an independent British motor vehicle manufacturer founded in London by H. J. Lawson in 1896, which set up its manufacturing base in Coventry.

The company bought the right to use the Daimler name simultaneously from Gottlieb Daimler and Daimler Motoren Gesellschaft of Germany. After early financial difficulty and a reorganisation in 1904, the Daimler Motor Company was purchased by Birmingham Small Arms Company (BSA) in 1910, which also made cars under its own name prior to World War II.

In 1933, BSA bought the Lanchester Motor Company and made it a subsidiary of Daimler. (*Lanchester built the first British-built car in 1885*).

In the 1950s, Daimler tried to widen its appeal with a line of smaller cars at one end, and opulent show cars at the other.



The Daimler factory became Jaguars engine plant and home to the XK, V12 and AJ6 engines. By 1997 the factory had become outdated and was demolished and turned into a large housing estate. The Sculpture (by Paul Margetts) at the entrance to the "Daimler Green" Housing Estate is now the only connection to UK's oldest-established car manufacturer.



Sir William Lyons outside Browns Lane with Jaguars expanded product line that included Daimler Buses, Cars and Military Vehicles.

They stopped making Lanchesters and developed and sold a sports car (SP250) and a high-performance Luxury Saloon and a Luxury Limousine.

By the late 1950's, Daimler had shrunk to represent just 15% of BSA's group turnover and they wanted to dispose of its motoring interests. And so, in 1960 BSA sold Daimler to Jaguar Cars.

Jaguar Ownership

Jaguar were running out of room at the Browns Lane Assembly Plant and had been refused planning permission for a new factory in what was increasingly becoming a residential area.

William Lyons was wanting to expand and the purchase of Daimler at Radford, just 4 miles from Browns lane, would enable him to immediately double his floor space and workforce.

The Daimler factory was huge, over one million square feet (20,000 m²) and contained not only production lines but large service departments, maintenance areas, offices, showrooms and large parking areas for new vehicles.

Daimler - Post Jaguar

Jaguar stated publicly that it would continue production of the existing range of Daimlers, that it would continue normal research and development for future Daimler products, and that it would expand Daimler markets. It turned out to be a short lived statement!

Jaguar discontinued the six-cylinder Majestic in 1962 and the SP250 in 1964, but Daimler's core product, the old-

fashioned, heavy but fast 4.5 litre V8 Majestic Major DQ450 saloon continued throughout until 1968.

In 1961 Daimler introduced the DR450, a long-wheelbase 8-passenger Limousine version of the Majestic Major. The DR450 also continued until 1968.

The 4.5-litre saloon and Limousine were the last Daimlers not designed by Jaguar.

Jaguar did keep the Commercial Division which included Daimlers Fleetline double-decker bus that stayed in production until 1983. The Military contract was also profitable and the Ferret armoured car continued until 1971.

(Continued page 12)



In 1960 Jaguar announced that they had purchased the Daimler Motor Company. At the time, one of Daimlers principal models was the 3.8 litre six-cylinder Majestic Saloon seen here. It was discontinued in 1962.

Daimler 60th Anniversary

Daimler SP250 (1959-64)

The Daimler two door sports car used a new 2.5 litre V8 engine designed by Edward Turner, together with a modified Triumph TR3 chassis, a fibreglass body and 4-wheel disc brakes.

The SP250, briefly known as the Dart, was launched at the New York Motor Show in April 1959. Of the total 2654 cars built, 1453 were RHD and 1201 LHD. *See Story page 16.*

Daimler SP252 (Prototype)

The SP252 was designed and conceived by Sir William Lyons as a replacement for the SP250. A viability study found that the manufacture of the fibreglass body took 2½ times as many man-days to build as the Jaguar E-type, and so the project was shelved. *See story page 17*

Daimler Powered Mark X (Prototype)

Jaguar put a Daimler 4.5 litre V8 in a Mark X and tested it at the Motor Industry Research Association (MIRA). Even with an inefficient exhaust system the car went up to 135 mph on MIRA's banked track, much faster than the production Mark X. However, Sir William wanted to promote his beloved XK engine and so the project did not proceed.

Daimler 2.5 V8/V8-250 (1962-69)

The new Daimler model was the result of negotiations between Lyons and the Daimler distributor Stratstone Ltd.



Mario Sicilano, 1965 Old English White Daimler 2.5 V8 Auto

Stratstone executives wanted a small Daimler to market in the tradition of the Consort and the Conquest. Lyons agreed to build a small Daimler based on the Mark II and in return Stratstone gave up their Volkswagen franchise.

Lyons' response was the 2.5 V8, a more luxurious Jaguar Mark II with the V8 engine from the SP250, automatic transmission, different badges and grille.

As well as being significantly more powerful than the 2.4 litre XK engine, the Daimler engine was lighter by about 70 kg and shorter. This reduced the mass over the front wheels and so reduced understeer during hard cornering.

These cars were recognisable by the Daimler wavy fluting incorporated in the chrome radiator grille and rear number plate lamp cover, their smoothness, and the sound of their V8 engine.

They were given distinctive exterior and luxury interior fittings. In late 1967 the Daimler was re-labelled V8-250 to match the Jaguar 240 and a 4-speed manual overdrive was available in lieu of the 3-speed automatic.

In excess of 17,600 Daimler 2.5 V8/250's were produced.

Daimler Sovereign (1966-69)

The Daimler Sovereign was based on the 1966 Jaguar 420 and is sometimes referred to as the "Sovereign 420".

In the Daimler range, the Sovereign filled a gap between the 2½-litre V8 and the larger and more conservatively styled 4½-litre Majestic Major.

There were plans of fitting the Sovereign with the Daimler 4½ litre V8 engine, but as this would significantly outperform the Jaguar XK unit, the Jaguar hierarchy did not pursue the project.

The Daimler differed from the Jaguar in having:

- all 420 optional extras as standard (power steering, heated rear window, overdrive on manual transmission).
- a fluted radiator grille with stylised D badge and a flying D mascot at the forward edge of the bonnet (in place of the 'leaping cat').



Jack Richardson, 1967 Silver Grey Daimler Sovereign

Daimler 60th Anniversary

- ribbed camshaft covers bearing the inscription 'Daimler'
- wheel trim centres, horn button, oil filler cap and seat belt clasps carrying the stylised D rather than the title Jaguar, a Jaguar's head or no badging at all.
- a plastic insert on the rear number plate housing bearing the Daimler name.
- more carefully selected and matched walnut veneer trim, higher grade Vaumol ventilated leather seat centre sections and better-quality covers for the sun visors.

The Sovereign was very popular with Daimler customers despite the fact that it was more expensive than the 420 and almost the same price as a 420G. In just 4 years 5,824 Sovereign's were produced against 10,236 Jaguar 420's.

The 420 ceased production in December 1968, with the Daimler remaining in production until July 1969.

DS420 (1968-1992)

The DS420 was not a rebadged Jaguar and was the last Daimler model to significantly differ from Jaguar, even though it was based on the MarkX/420G chassis with the wheelbase extended an extra 21 in (533.4 mm).

The driver sat on a full width bench seat in a relatively upright position. The passengers were seated behind a glass divider separating the cabin from the driver's compartment. Three of the six passengers sat on a bench seat spanning over 6 feet (1.8 m) in width, while the other three sat on folding seats.

In comparison to the competing Rolls-Royce, the Daimler was less than half the price of a long-wheelbase Rolls-Royce Silver Shadow.

By 1992 the DS420 was the only model in the Jaguar range still using the XK engine, along with other parts of the drive train and suspension, and although the car still appealed to its traditional customers, production was no longer economical. The last DS420 was built in Browns Lane at the end of 1992 and was the last production car to have an XK engine installed. This car is now in the Jaguar Daimler Heritage Trust.

Sovereign (XJ6 Series) 1969-86

The Daimler Sovereign was announced in late 1969 and was identical to the Jaguar but incorporated a number of extras that were offered as options on the Jaguar (eg. headrests, overdrive on manual cars, etc).

The Daimler badge and fluted top to its grille and boot handle being the only outward differences from the Jaguar, with more luxurious interior fittings and extra standard equipment.

One strategy to sell Daimlers was through fleet sales of Jaguars to boards of directors; Jaguar would offer to include a more prestigious Daimler for the chairman.

Daimler Double Six Vanden Plas

The Daimler Vanden Plas was released in late 1972 and became the most expensive car in the line-up.

The cars were trimmed to a higher standard and repainted in one of seven special colours and fitted with a vinyl roof.

The most significant change from the Jaguar was to the rear seat, which featured sculpted seating areas rather than a flat rear bench.

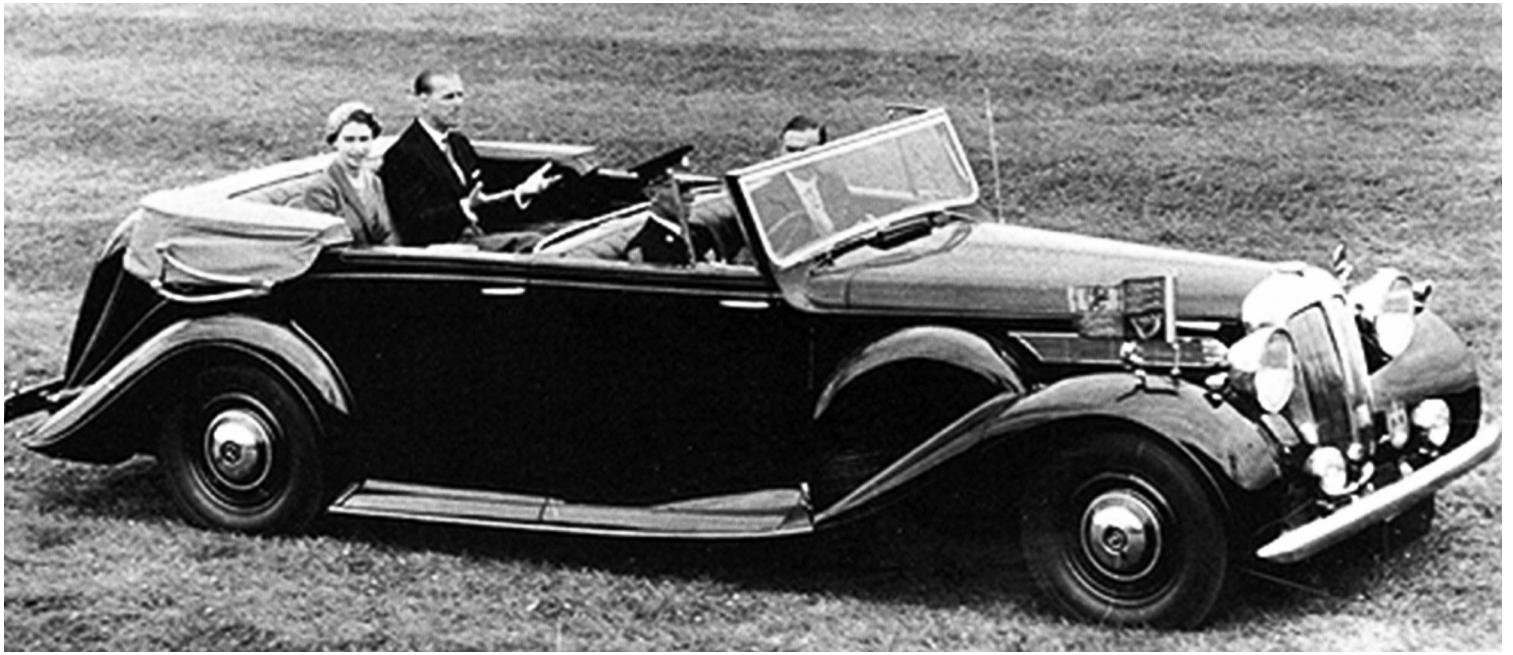
The Vanden Plas Series 1 are rare today with only 351 built before production switched to the updated Series 2 model in 1973.

(Continued page 16)



The Daimler DS420, also known as simply the Daimler Limousine, was produced for 25 years and went on to enjoy the longest production run of any Jaguar/Daimler model. No other model of any make had been delivered to more reigning monarchs than the DS 420. Examples are still in use by the royal houses of the United Kingdom, Sweden, Denmark and Luxembourg.

Daimler 60th Anniversary - Royalty



Queen Elizabeth II and Prince Philip in a Hooper-Bodied Royal Daimler All-Weather 5.5 litre Straight-Eight on tour in Australia in 1954.



King George VI and the Queen in a 1946 Hooper-Bodied Daimler Royal Straight-Eight All-weather on their tour of South Africa in 1947.

Daimler 60th Anniversary - Royalty



A picture from 1957, shows Queen Elizabeth II driving her Daimler with Prince Charles and Princess Anne on board.



Daimler Super V8 4.0 LWB driven by the Queen from 2001 to 2007 before it was given to the Jaguar Daimler Heritage Trust.

Daimler 60th Anniversary

Daimler 3.6 (1996)/Double Six (1993)

A flagship Daimler model was part of the XJ40 model line up from the very start in 1996. The cars were incredibly well-equipped and rather grand with bespoke interior. It was also a very expensive car. The post 1990 'facelift' cars were fitted with a 4.0 litre engine.

Daimler X308 (1998)/Super V8 (1999)

1997 saw the end of production of the Double Six. It was superseded by the introduction of a (Jaguar) V8 engine, the first Daimler V8 since the 2.5.

Even as the new century dawned, Daimler remained the choice for the British upper-class. The replacement for the Double Six was the supercharged Super V8, the supercharger to compensate for the loss of one-third of the previous engine's capacity.

As well as the normal changes such as the fluted radiator grille the Daimler could be identified by the special dished-styled alloy wheels. The interior had the usual higher quality veneer and superior grade leather and electrically operated rear seats.



Roland Donders, 1990 Regency Red Daimler Six XJ40 4.0 litre

Daimler Super Eight (2005-2007)

After a three-year break a new Daimler, the Super Eight, was presented in July 2005. Derived from the Jaguar XJ (X350), the Daimler had a new stressed aluminium monocoque chassis with a 4.2 litre V8 supercharged engine.

This final Jaguar-based Daimler was the most luxurious and well-specified of all. But despite undeniable beauty, the Daimler was a slow seller, was

withdrawn after 2 years and was the last Daimler model produced. A lack of sales also makes it one of the rarest with only 150 built.

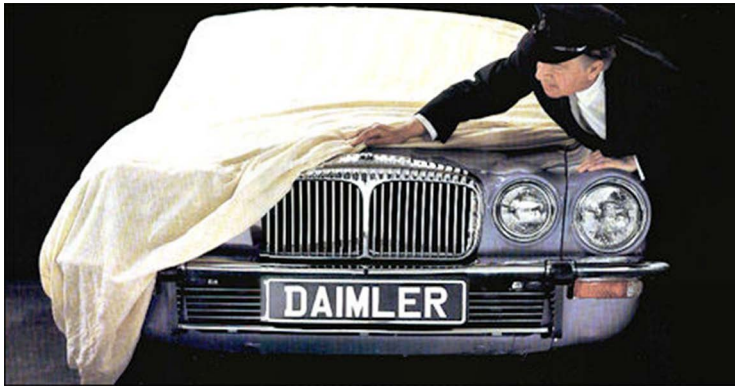
Ford stopped using the Daimler marque in 2007. The Daimler Motor Company Limited, is still registered as active and accounts are filed each year though it is currently marked "non-trading". ■

(See contributing article page 18-23)



In late 1992, the final example of the Series 3 generation XJ rolled off the line. The V12 version of the Series 3 XJ had been given an extended career, but with the V12 version of the XJ40 finally ready to go on sale, the Series 3 was discontinued. The very last car was a Daimler double-six. Alongside the company chairman Nick Scheele, was the workforce involved in its build. The Daimler was immediately handed over to the Jaguar Daimler Heritage Trust.

Daimler 60th Anniversary



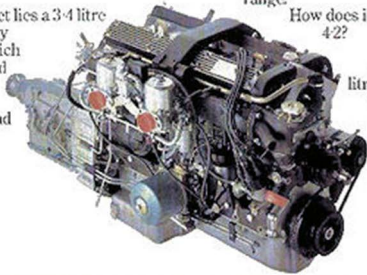
Introducing the new Daimler Sovereign 34

It's just possible there's one other person who may be more delighted than you with the new Daimler Sovereign 34.

Your chauffeur. The prospect of driving a new Daimler is enough to arouse strong emotions in the breast of anyone accustomed to the highest motoring standards.

Beneath the bonnet lies a 3.4 litre version of the legendary six-cylinder engine which has proved itself beyond reproach over countless motoring miles.

With twin overhead camshafts and twin carburettors.



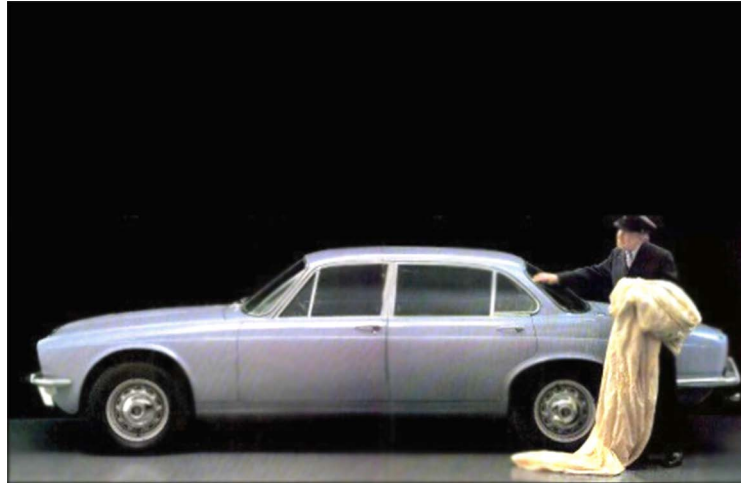
For sheer efficiency and economy of effort, this highly developed powerhouse has few rivals, if any.

As it unfolds beneath his critical eye, this new Sovereign will exhibit all the traditional standards of creative engineering and comfort already established throughout the Daimler range.

How does it differ from the Daimler 422?

Only the concept is new. A 3.4 litre engine in a 4.2 litre Daimler Sovereign body. With no concessions.

We too, have our standards to maintain.



Daimler Sovereign and Double-Six

RANGE OF TWO-DOOR MODELS

Daimler has a longer history of producing fine motor cars than almost any other manufacturer in the world. Daimler also has a long-standing reputation for elegance, quality and refinement.

Today's Daimlers enhance that reputation and bring these already fine cars a little nearer to the ultimate.

This prestigious and dignified marque has always enjoyed the exclusivity born of craftsman-built, low volume production, and the two-door Sovereign and two-door Double-Six uphold all these traditions in a modern concept.

