

# Live online launch of new Jaguar XJ

When Jaguar introduced the first XJ model more than 40 years ago, the car was revolutionary. It changed the way people thought about luxury cars. The introduction of the all new Jaguar XJ will be equally dramatic.

 By [Henrie Geyser](#) 7 Jul 2009

On Wednesday, 9 July 2009, London's Saatchi Gallery will play host to the world premiere of the unveiling of the new XJ - car that's "stunningly beautiful, exhilarating to drive and yet perfectly acquitted to the environmental challenges of a fast-changing world."

At an exclusive VIP event, to be held in the spiritual home of British contemporary art, more than 500 people will bear witness to its unveiling, including designers, celebrities and enthusiasts who have been associated with Jaguar over the years.

Speakers will include Mike O'Driscoll and Ian Callum, Jaguar's managing director and design director respectively.

The event begins at 8.15pm BST and you can watch it live on [www.jaguar.com/allnewxj](http://www.jaguar.com/allnewxj). Coverage will be unavailable anywhere else, so why not be one of the first in the world to see the new Jaguar up close and beautiful.

## ABOUT HENRIE GEYSER

Henrie Geyser joined the online publishing industry through [iafrica.com](http://iafrica.com), where he worked for five years as news editor and editor. He now freelances for a variety of print and online publications, on the subjects of cars, food, and travel, among others; and is a member of the South African Guild of Motoring Journalists. [henrieg@iafrica.com](mailto:henrieg@iafrica.com)  
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