

F-TYPE

OPENS ITS DOORS

Jaguar's designers give an exclusive insight into the making of the company's sportiest-ever interior

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AE WHEN it comes to a car's style, it's always the exterior that first attracts you to a new model. Sleek lines, cleverly crafted surfaces and delightful details are what draw you in and what appeal on the cover of magazines and brochures.

But that's not what you look at most – you'll spend much more time inside, behind the wheel, where a combination of design, ergonomics and quality will leave as much of an impression as any swage line on the outside.

Jaguar's new F-Type has already been hailed as one of the most beautiful Jags ever – high praise with a lineage of some of the most stunning models ever to be produced.

But as striking as the exterior is, the interior deserves equal attention: it's as thoughtful and as beautifully crafted as any other part of the car.

Jaguar's chief designer, Alister Whelan (far right), explains to Auto Express how the project started and the design brief for his team. "In 2007, we got the go-ahead for a two-seater sports car," he says. "The engineering

team knew where it wanted to go and we had to design an interior that conveyed the sportiness.

"We did lots of benchmarking and driving of different sports cars, and talked to chief engineer Mike Cross about how the car will feel, plus details like ideal switch positioning.

"It's not just about how the car is to drive, though; we wanted to make sure we had the latest technology on board."

One of the main goals was to make the cockpit feel low and sporty, which led to one of the



Picture: Michael Morgan

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