

Cole European

FALL 2010

SALES | SERVICE | PARTS

JAGUAR
PLATINUM
COVERAGE

\$0 SCHEDULED MAINTENANCE ON ALL 2011 JAGUAR MODELS

Introducing Jaguar's No-Cost Platinum Coverage



2011 Jaguar XJ



2011 Jaguar XF

WHY WAIT?

Jaguar Sales Event Now through December 31st

See inside for details.

COLEEUROPEAN.COM

JAGUAR

RANGE
ROVER



Original Jaguar and Land Rover Dealer for the Entire East Bay

INTRODUCING JAGUAR'S NO-COST PLATINUM COVERAGE

Cole European is proud to offer Platinum Coverage—Jaguar's best-in-class warranty—with \$0 scheduled maintenance on all 2011 Jaguar models. It's the most complete maintenance program Jaguar has ever offered and one more way Cole European adds value to your ownership experience.

- 5 years or 50,000 miles
- No-cost wear and tear replacement
- 24/7 roadside assistance
- \$0 Scheduled maintenance
- \$0 Oil changes
- \$0 Filters
- \$0 Brake pads
- \$0 Wiper blade inserts



Jaguar Platinum Coverage includes all factory recommended maintenance for five years or 50,000 miles, whichever occurs first. Wear and tear items are limited to brake pads, brake discs, brake fluid changes and wiper blade inserts based on factory specified wear limits or intervals. All work must be performed by an authorized Jaguar dealer. For complete details on Jaguar Platinum Coverage, including warranty and maintenance coverage and exclusions, please visit your local Jaguar dealer.

YOUR OPPORTUNITY TO DRIVE A NEW 2011 JAGUAR

The "Why Wait?" Sales Event is an extraordinary opportunity to enjoy the luxury and performance of a new Jaguar. The 2011 Jaguar XF and the 2011 Jaguar XJ now feature unprecedented lease payments. And both are protected by Jaguar Platinum Coverage. So why wait? Let us introduce you to your new Jaguar today.

THE 2011 JAGUAR **XF** **\$599** PER MO. PLUS TAX LEASE
On Approved Lender Credit

THE 2011 JAGUAR **XJ** **\$899** PER MO. PLUS TAX LEASE
On Approved Lender Credit



- Heated front seats
- Navigation system
- Keyless start
- JaguarDrive Control™ with Winter and Dynamic Modes
- 385 HP 5.0L V8 engine
- 6-speed automatic
- Paddle shifters
- 18" Cygnus alloy wheels

- Panoramic roof with electrically operated blinds
- Navigation system
- Keyless start
- Xenon headlights with LED signatures
- 385 HP 5.0L V8 Engine
- 6-speed automatic
- Dual climate controls
- 19" Aleutian alloy wheels

36 monthly closed-end lease payments of \$599.54 plus tax. \$5,298.54 due at signing includes \$4,699 down, \$0 security deposit, \$0 acquisition fee and first month's payment; excludes dealer fees, taxes, title and registration fees. Lessee responsible at lease end for mileage over 10k per year at 30¢ per mile. All vehicles subject to prior sale, plus government fees and taxes, any finance charges, any dealer documentation preparation charge, and any emission testing charge. Offer expires 12/31/10.

36 monthly closed-end lease payments of \$899.72 plus tax. \$6,689.72 due at signing includes \$4,995 down, \$0 security deposit, \$795 acquisition fee and first month's payment; excludes dealer fees, taxes, title and registration fees. Lessee responsible at lease end for mileage over 10k per year at 30¢ per mile. All vehicles subject to prior sale, plus government fees and taxes, any finance charges, any dealer documentation preparation charge, and any emission testing charge. Offer expires 12/31/10.

SIGN UP AND SAVE ONLINE!

For added value, give us your e-mail address and we'll be glad to send you our online seasonal **service specials** and **maintenance tips**. Your e-mail address will be used only for the purpose of providing you with service information and will never be released for any other use. Sign up at coleeuropean.com/contact, or simply give it to your Service Advisor next time you visit.

SIGN UP AND GET A FREE GIFT FROM COLE

Enter COLEGIFT10 in the comment box of our online contact form to get your FREE GIFT from Cole European!



ALIGNMENT SPECIAL

Includes:

- Inflate and inspect tires
- Check suspension components
- Check power steering hydraulic system
- Check power steering belt
- Check steering rack and CV boots

\$50⁰⁰
OFF

When you purchase 2 or more tires.
Regularly \$240.00

Please present coupon when order is written. Not valid in conjunction with other coupons, offers or discounts. Expires 5/31/11.

MOUNTING & BALANCE SPECIAL

Enjoy free tire mounting and balancing when you purchase a set of tires at Cole European.

FREE

With the purchase of tires at Cole European.

Please present coupon when order is written. Not valid in conjunction with other coupons, offers or discounts. Expires 5/31/11.

LUBE, OIL & FILTER CHANGE

Includes:

- Complete full chassis lubrication
- Drain and replace oil with up to 7 quarts of fresh oil (extra charge for synthetic oil)
- Install a new oil filter

\$69⁹⁵
+TAX



Please present coupon when order is written. Not valid in conjunction with other coupons, offers or discounts. Price includes hazardous waste fee where applicable. Expires 5/31/11.

COMPLETE DETAIL SPECIAL

Interior and exterior detail of your vehicle.

\$245⁰⁰
+TAX

Regularly \$350.00

Please present coupon when order is written. Certain vehicles may be slightly higher. Not valid in conjunction with other coupons, offers or discounts. Expires 5/31/11.

BRAKE SPECIAL

Enjoy a 15% discount on brake parts and labor.

15%
OFF

Please present coupon when order is written. Not valid in conjunction with other coupons, offers or discounts. Expires 5/31/11.

SPRING SPECIAL

Receive 20% off labor on any Jaguar or Land Rover factory installed accessory.

20%
OFF

Please present coupon when order is written. Not valid in conjunction with other coupons, offers or discounts. Expires 5/31/11.

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Service facility located behind the Holiday Inn.

Sales Hours: 2103 North Main St.

Mon-Fri: 8:30 a.m. – 7:00 p.m.
Saturday: 9:00 a.m. – 6:00 p.m.
Sunday: 11:00 a.m. – 5:00 p.m.

Service Hours: 1421 Lesnick Lane

Mon-Fri: 7:30 a.m. – 7:00 p.m.
Saturday: 8:00 a.m. – 4:30 p.m.

Parts Hours: 1421 Lesnick Lane

Mon-Fri: 7:30 a.m. – 5:30 p.m.
Saturday: 8:00 a.m. – 4:30 p.m.

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SALES | SERVICE | PARTS

WHY WAIT?

Jaguar Sales Event Now through December 31st

See inside for details.



Cole European

2103 North Main Street
Walnut Creek, 94596
925-935-COLE
coleeuropean.com

PRSR. STD.
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OAKLAND CA
PERMIT NO. 2030



BEST-IN-CLASS COVERAGE

5 years / 50,000 miles on all 2011 Jaguars

JAGUAR

RANGE ROVER



See inside for details.



\$0 Scheduled Maintenance

\$0 Oil Changes

\$0 Oil Filters

\$0 Brake Pads

\$0 Wiper Blade Inserts

Complimentary scheduled maintenance | No-cost wear and tear replacement | 24/7 emergency roadside assistance