

CLASSIC DRIVER

[While Jaguar reinvents itself, please revisit these 12 classic cats to ease the anxiety](#)

Lead

When Jaguar announced a rebranding earlier this week, the internet embraced the campaign with malice and mockery. Until the first all-new ultra-luxury EV car is revealed in December, we would like to calm the emotions with 12 of the finest Jaguars for sale on Classic Driver.

During the last few years, the once-proud brand Jaguar, maker of some of [the world's most beautiful and iconic cars in history](#), has become "The English Patient" of the collector car world. After the financial turmoil of the last years, Jaguar has now announced a 'full reset' and a fresh start. Yesterday, the brand unveiled its new, very golden logo and brand identity - together with [a videoclip](#) featuring a group of people in colourful space opera gowns, surrounded by random marketing phrases ('Delete ordinary') that could have advertised everything and nothing, from Dubai style chocolate to ultra-high-resolution flat-screen TVs. The internet reacted straightaway, with countless memes circulating withing hours and Elon Musk asking "Do you sell cars?". Jaguar responded in British politeness, inviting Tesla's social media troll-in-chief to the launch of the new EV luxury car during - well, where else - Art Basel Design Miami in December. Meanwhile, traditional Jaguar enthusiasts are watching the events in shock, dreading the next escalation level in this social media opera. So in order to calm things down, we would like to gently redirect everyone's attention to the undisputedly iconic Jaguar automobiles of the past. Luckily, there are [more than 400 classic and modern Jaguars for sale in the Classic Driver Market](#). Here are our favourites.

Classic Jaguars for sale with Classic Driver

Gallery

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