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[What's New Pussycat? Jaguar teams up with Playboy](#)

Lead

Who's the curviest? Christina Hendricks or a lipstick-red Jaguar E-type? The two were brought together in front of the camera for a major storyline in *Mad Men* – and at Pebble Beach, they met once again at a private party jointly hosted by Jaguar and Playboy magazine.

The reason for the party was to celebrate the North American premiere of the new [Jaguar XJL Ultimate](#). But, despite numerous bunnies hopping around the luxury flagship, it was an ancient relative that snatched the limelight. *Mad Men* protagonist Don Draper summarised the starring 1963 E-type perfectly in an earlier episode of the retrospective series: “A man getting out of a Jaguar needs a cold shower...”

Hendricks – who plays feisty Joan Holloway in the show – was one of the star guests at the party, and posed for photographs beside her curvaceous co-star. She said of the XJL Ultimate “It's a car you don't want to get out of – you'll never want to call shotgun in that car.”





Photos: Jaguar

Gallery

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