



*The new F-PACE designed by Ian Callum and his team at Jaguar. Right, Ian Callum*

# Ian Callum, Director of Design at Jaguar

As Ian Callum guides Jaguar through its first foray into the sports utility vehicle market, he explains to Tim Barnes-Clay how he has designed a car that needed to have drama

From the moment he saw the Jaguar XJ6 when he was a lad, Ian Callum knew he had discovered his career goal in life. Excited, he posted some sketches to the Chief Engineer at that time, Bill Heynes, who egged him on to pursue his ambition.

In the early days, cars from the United States had a big influence on Ian. “I recognised the design in them, almost the exaggeration of design,” he says. “They were definitely more expressive and, in my mind, the USA was extremely alluring. The 1965 Buick Riviera was my favourite. And it didn’t come from seeing the cars – it came from not being able to see them.”

Ian studied at the Glasgow School of Art before taking a Masters in Vehicle

Design at the Royal College of Art in London. His talents had already been spotted by Ford and, for over a decade, he was involved in designing some of the blue oval company’s most highly thought of cars. He then went on to join TWR, where he took on prestigious assignments for the likes of Aston Martin (the DB7, Vanquish and DB9), Ford Puma, Volvo C70 and Nissan R390.

But it wasn’t until 1999 that Ian got the telephone call he had been yearning for all his life: the opportunity to be Director of Design for Jaguar.

You can see why he got the role. His understanding of, and high regard for, the exalted brand’s pioneers is clear-cut in the cars he and his team have crafted. “We

know how intently our predecessors pushed the boundaries of design and technology. Jaguar has always been a forward thinking company and that philosophy informs the work we do to this day.”

This is unmistakably exhibited by Ian’s work on the transformation of the line-up, with award-winning designs for the XK, XF and XJ, and with the new Jaguar F-TYPE.

“Jaguars are about great proportions, fantastic silhouettes and the optimum expression of metal. I’ve always believed any good design can be drawn in two or three lines.”

You may well think that successfully designing up-to-the-minute Jaguars could

have its internal issues. For instance, is Ian ever slowed down on occasion by the burden of heritage and previous successes? It would appear not, as he is very clear about his approach: “My point of judgement is always: what would Sir William Lyons think of this? And I honestly think he would approve, hugely.”

Not anywhere near satisfied to rest on his laurels yet, Ian heads up a gifted team who are working every day to perfect the Jaguar of the future. Ask him which model he is most proud of, and his answer is refreshingly down-to-earth: “The next one!”

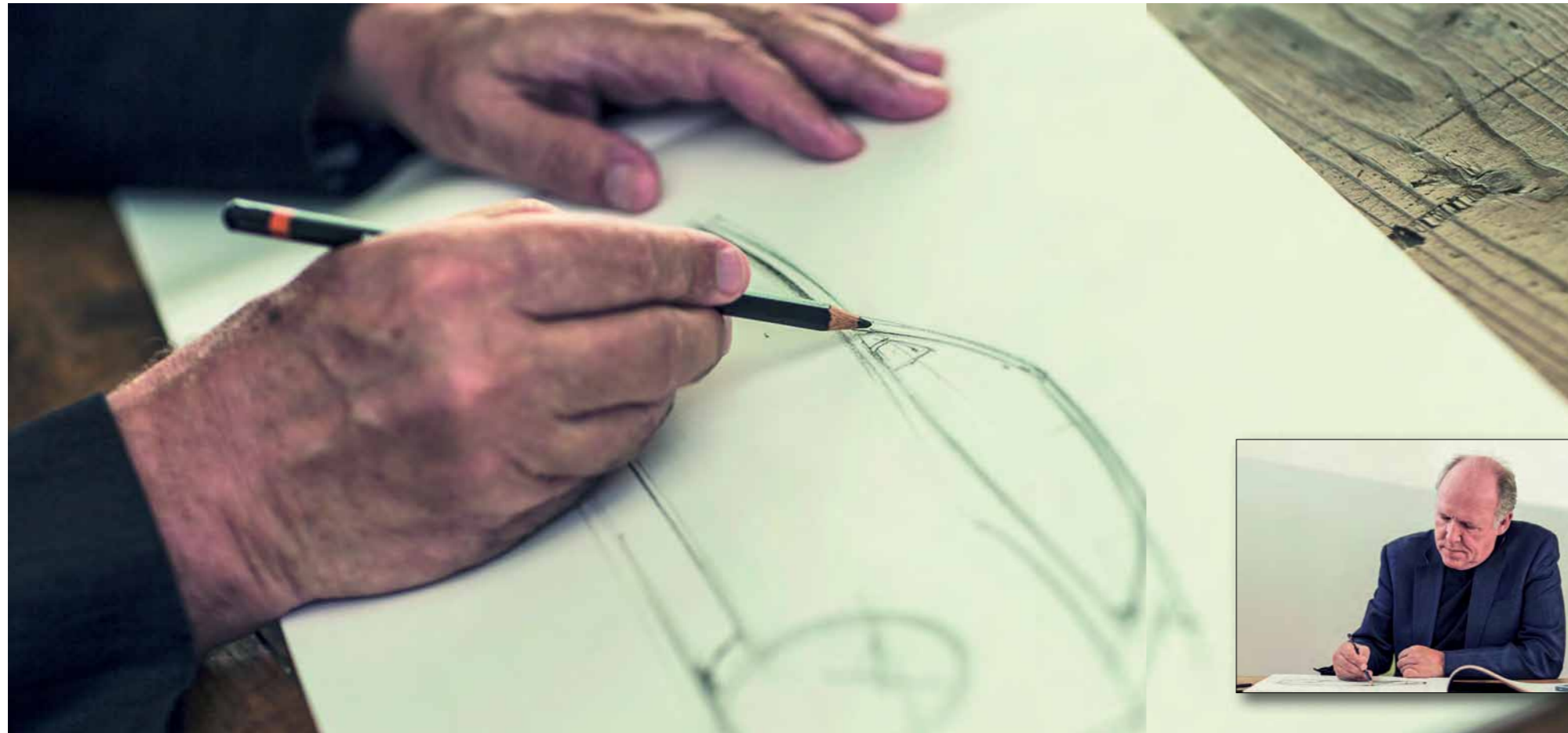
That would be the new Jaguar F-PACE then. This is an incredibly important car because it breaks the mould for the

company. Indeed, it may be the most celebrated car of 2016. After what seems like an eternity since we first saw teasers and clues surrounding the F-Pace, it was finally unwrapped towards the end of 2015 at the Frankfurt Motor Show.

It is not only Jaguar’s first foray into the sports utility vehicle (SUV) crossover class, it is also the first car the automaker has made that isn’t a coupe, convertible or luxury saloon.

Ian started designing the innovative model four years ago when the architecture to underpin all future Jaguar cars was invented. Ian says his initial reaction about entering the SUV market was sceptical. “My view then was that Jaguars had to be long, low and lean. But





*The all-new F-PACE seats five occupants in absolute comfort. The interior is a blend of premium materials and finishes*

when we talked to customers, they had a different perception. They saw crossovers as delivering strength, and I totally appreciate that.”

Ian is keen to point out that the F-PACE has sparked a family ‘face’ now, via its grille. “In the United Kingdom we might be familiar with Jaguar as a marque, but globally the brand needs to grow before it has instant recognition,” he says. “A family grille is one way of ensuring people identify our cars in a nanosecond.”

Ian also says that he is extremely pleased with the F-PACE because it has got an edge of sculpture to it that he gets a lot of satisfaction from. “The profile is great, but the rear three-quarter view is the one I love most. We also worked very hard on getting the swooping roofline just right. Then there are the F-TYPE tributes - the lower swage line, the vents. Obviously, they aren’t as exaggerated as on a sports car, but I make no apologies for referencing that. This is a car that needed to have drama.”

Indeed, the all-new Jaguar F-PACE is a performance crossover designed and engineered to offer the agility, responsiveness and refinement that all Jaguars are renowned for, together with unrivalled dynamics and everyday versatility. Developed using Jaguar’s

Lightweight Aluminium Architecture, the car combines purity of line, surface and proportion with the F-TYPE-inspired features alluded to earlier, such as the powerful rear haunches and distinctive tail light graphics.

The bold front grille and the muscular bonnet hint at the performance potential of engines like the mighty 380PS 3.0-litre supercharged V6. Elements such as slender full-LED headlights, forged 22-inch forged alloy wheels and a short front overhang carry the design vision of the original F-PACE C-X17 concept through to production.

The all-new F-PACE seats five occupants in absolute comfort. The interior is a blend of premium materials and finishes, exquisite detailing, luxuries such as heated, electrically-reclining rear seats, and cutting-edge technologies. These include Jaguar’s InControl Touch Pro infotainment system and 12.3-inch HD virtual instrument cluster.

To celebrate the launch of the all-new F-PACE, a special model called the First Edition, priced at £65,275 in the United Kingdom, will be available in strictly limited numbers – just 2,000 worldwide, with 200 available in Great Britain. Powered by a 300PS 3.0-litre V6 diesel engine, the First Edition is distinguished

by a unique metallic paint colour – Caesium Blue; a clear reference to the aforementioned breakthrough C-X17 concept unveiled two years ago at the 2013 Frankfurt Motor Show. Further highlights include Double Helix 15-spoke wheels with grey finish and contrast inserts, Adaptive Dynamics, Adaptive LED headlights, Gloss Black fender vents and a panoramic roof.

Inside, the Windsor soft-grain leather seats in Light Oyster feature twin-needle stitching and an embossed hounds-tooth pattern, influenced by the C-X17’s award-winning interior. The traditional Jaguar craftsmanship blends seamlessly with the configurable 10-colour ambient lighting, state-of-the-art InControl Touch Pro infotainment system and the HD virtual instrument cluster.

The all-new F-PACE range in the UK will consist of: F-PACE Prestige, R-Sport, Portfolio, S, and First Edition. The powertrain range will consist of: 180PS 2.0-litre diesel manual rear wheel drive and all-wheel-drive (RWD/ AWD) and automatic AWD; 300PS 3.0-litre diesel automatic AWD; and 380PS 3.0-litre petrol automatic AWD. The all-new F-PACE is manufactured at Jaguar Land Rover’s Solihull Plant alongside the Jaguar XE sports saloon.

Indeed, Ian believes the F-PACE is the most composed, most eye-catching car in its segment. “By remaining absolutely true to our design principles, the all-new F-PACE is immediately recognisable as a Jaguar. It offers all the interior space you would expect – and more – but because of our disciplined approach to surfaces, proportions, and purity of line, we have designed what I consider to be the most balanced, most attractive vehicle in its class.”

Ian adds: “We designed the all-new F-PACE to be first and foremost a Jaguar. That’s why it has exciting proportions, a dynamic stance, pure surfaces and a beautiful sensuality about it. Its progressive, purposeful appearance has clearly been influenced by the sporty F-TYPE.”

“Every Jaguar should draw your eye from 200 metres away and I believe the all-new F-PACE’s presence on the road is second to none. The Lightweight Aluminium Architecture gave us the design freedom to create a car with latent poise – a svelte car with attitude.

“It looks assertive yet not aggressive. But it’s also versatile and equipped with real-world answers to everyday questions. The all-new F-PACE is an all-weather, all-surface Jaguar sports car, life-proofed for

five people and their belongings.”

But it isn’t always just about cars. Ian likes to stretch his talents to watches, and even boats, when he has the time. “I try to do some watches and suchlike. And I get involved in the merchandise and artefacts that we do at work. I’ve also designed a motorboat, which nearly reached production – just not quite. I did industrial design at college and I made a lot of things there, actually. As a matter of fact, I won a prize at the Royal Society of Art for hospital equipment, so I’m very much an industrial designer. I like the combination of engineering and art.”

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➤ Ian is also quick to point out that there is no such thing as a typical day in his life. “My life is hugely varied. I do a lot of travelling because I represent the Jaguar brand in so many ways and do a lot of public relations work. “The creative side of it is extremely important to me, but my greatest love is for the process of design. Even when I’m in the air on the way to another country I’ll sketch on my iPad and send the results straight back to my office. I’m perpetually designing. I’ll sketch and come up with ideas, I’ll think of the latest issues and teething troubles with cars, how they should develop and then go and see the team.”

Ian is also a man who is happy in his own skin and doesn’t feel hugely concerned about what everybody else has done. “I think everybody is in the same boat; they’re trying to move as far forward as they can within the constraints of a modern product.”

Ian says he is so immersed in what he does that he never stops – and he likes it that way. “I don’t want it to come to an end. But the application of ideas, lines, form and general architectural ideas – it does take a lot of work. Almost certainly, the hardest part of the job is not just

reinventing what you feel happy with; it’s moving yourself forward to the next level of creativity.”



*Stunt driver Terry Grant drove the F-PACE into the record books, at its unveiling in Frankfurt, by successfully completing the largest loop the loop ever - drama indeed*