



## **Jaguar x-type Reaches Out to Tastemaker Audience Through Music-Based Lifestyle Program**

*DJ/Ambient Website [www.thexype.com](http://www.thexype.com) launches with exclusive 4CD boxed set, music content and downloads from Zero 7 and other artists*

([PRWEB](#)) May 27, 2004 --Jaguar North America, through LA-based creative consultancy, exposure usa, is currently implementing a strategic, music-based trend influencer outreach campaign to raise awareness and drive sampling of the X-TYPE premium compact sports sedan among target tastemaker prospects.

The campaign started in January 2004 with a general awareness raising promotion to win an X-TYPE on the target audience's preferred radio station, NPR's KCRW.

This highly successful promotion has been followed by a series of 'X-TYPE City Session' events in the brand's key US metropolitan markets - LA, New York & Miami.

Mixing Latin house, ambient drum and bass, electronica and dub, the City Sessions series also includes live DJ-led events by high profile DJs including Miguel Migs, Vikter Duplaix, Shaun Escoffrey and many more.

At the same time, high-indexing opinion formers in the key cities are being placed in X-TYPES to raise awareness and promote brand advocacy in core Jaguar prospect communities.

Both the City Sessions and VVIP outreach have been designed to drive target tastemakers to a dedicated X-TYPE website, [thexype.com](http://thexype.com).

On this site users can listen to exclusive downtempo music by some of their favorite artists, view pictures from the City Sessions and sign up for a test drive of an X-TYPE.

People signing up online for an test drive are sent a four-CD box set of downtempo music mixed by masters of the genre: Thievery Corporation, Martin East, DB and Rob da Bank.

People signing up for a drive or to receive X-News, the newsletter of the program, have their names entered into a draw to win a specially commissioned limited-edition black xtype iPod.

X-TYPE is also supporting the current US tour of Zero 7, a key musical act in the target audience profile, and will release an exclusive CD featuring previously unreleased mixes and b-sides from Zero 7's first and most recent albums.

For more information, visit [www.thexype.com](http://www.thexype.com)

x-type Presents Zero 7 Tour

May 28      Boulder - Fox Theatre  
May 31      Vancouver - Commodore Ballroom  
Jun 1      Seattle - Showbox  
Jun 3      San Francisco - Filmore



Jun 4 Los Angeles Â□ John Anson Ford  
Jun 5 San Diego Â□ 4th & B  
Jun 6 Los Angeles Â□ John Anson Ford



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MILES HIGH PRODUCTIONS

<http://www.thextype.com>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).