

THE DRIVE FOR EXCELLENCE
SINCE 1972

50 YEARS OF COMPANY HISTORY

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A WONDERFUL REVIEW ON
50 YEARS OF ARDEN HISTORY

Dear Arden friends,
50 years ago, I laid the foundation stone in the bakery of the medieval Zelem Castle on the Lower Rhine for a company that was characterized then as now by the urge for speed and perfection. On a regular bike, the handlebars of a racing bike were fitted to be faster. I was able to ride my first racing machine privately to my heart's content when I was 13 years old. Cars were added later, whether Honda, whether Porsche or BMW – they just had to be fast. Improving and optimizing what is already there is my guiding principle to this day. This applies not only to automobiles, but also to buildings.

EVEN ENZO FERRARI CALLED THE JAGUAR E-TYPE „THE MOST BEAUTIFUL CAR IN THE WORLD“ WHEN IT WAS UNVEILED IN GENEVA IN 1961.



CONTENT

Introduction	P. 3-8
Arden Logo	P. 9-10
Arden Series	P. 11-40
Arden Bentley	P. 41-44
Arden Engineering	P. 45-50
Arden Racing	P. 51-64
Arden Media	P. 67-68
Arden International	P. 69-72
Zelem Castle	P. 73-78
Arden British Day	P. 79-80
Arden Classic	P. 81-82
Back to the Beginnings	P. 83-84
Arden AJ 50	P. 85-86
Arden Timeline	P. 87-88
Arden Achivements	P. 89-90



Arden workshop Zelem Castle 1972



MADE IN **GERMANY**

Changing a Jaguar was a challenge in competition with German competitors such as AMG or Alpina. The German motoring press was also rather skeptical about the wild young man from the Lower Rhine when the first Jaguar sedan dared to appear in white with black-coated chrome. Of course, the five decades of the company's history have not always been uphill. Economic crises today, as then, demand commercial calculation in addition to all creativity and if you go three steps ahead, you often have to take two steps back. I didn't go out in seven-league boots. On the following pages you can read what has been behind the name Arden since 1972, follow me through 5 decades of automotive history around the British luxury brand Jaguar and its very special philosophy.

Sincerely,

Jochen Arden



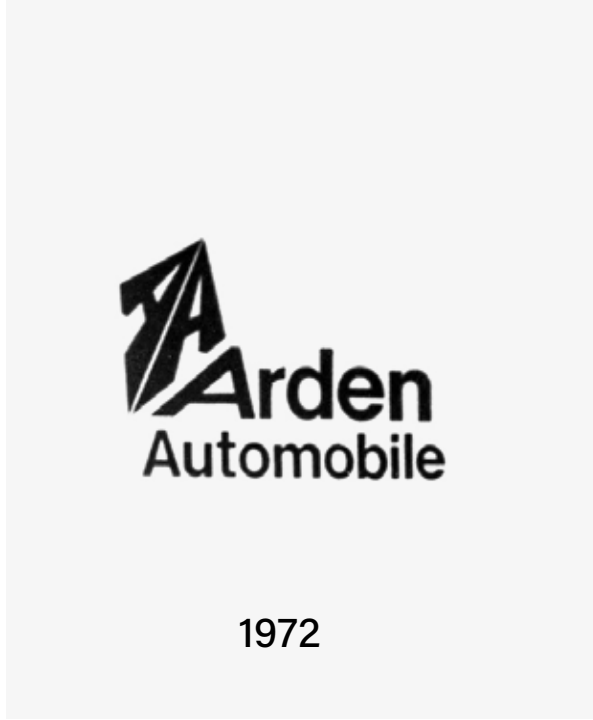
Krefeld 1991



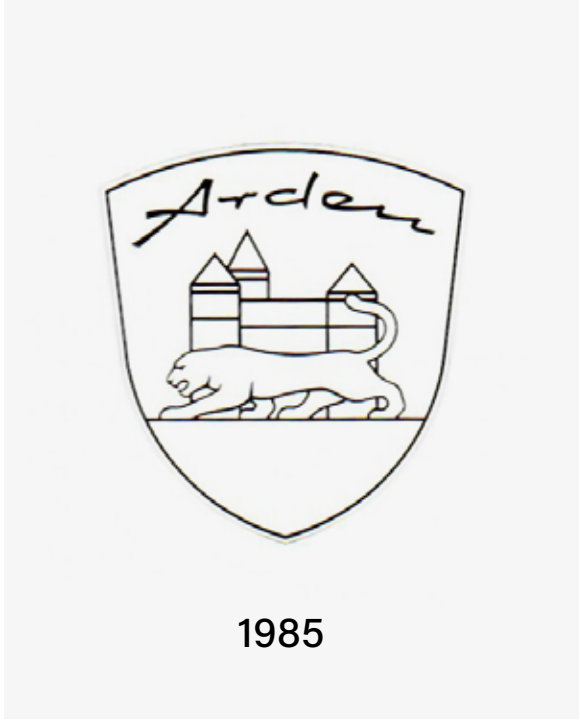
Kleve 1982

DESIGNED FOR THE WORLD

This is what we stand for as a brand, as a company, as an automobile manufacturer. For over 50 years, our name has been synonymous with elegant British design paired with German engineering. Anyone who thinks of Arden thinks of optical understatement in body design, the highest level of craftsmanship in interior design and performance in engine construction. This is the basis of our globally respected brand and an integral part of our DNA. True to the motto „The Drive for Excellence“, we refine high-quality British automobiles with sensitivity and precision. In our manufactory, we restore classic cars to their original condition with great attention to detail. In this way we not only maintain the value of the exclusive automobiles, we even increase it.



1972



1985



2007

ARDEN LOGO

HISTORY OF THE ARDEN LOGO

Since the 1980s, the Arden company has been listed by the Kraftfahrt-Bundesamt under number 7707 as a small series manufacturer. However, the logo was missing as with Ferrari, Porsche or Alpina. At the time, the graphic artist produced more than 100 hand-drawn designs, including an orange coat of arms with a jaguar animal on fire. Almost desperate, the breakthrough finally came. Concentrated on the core statements of the company: Made in Germany - i.e. black-red-gold; jaguar-refining-so a black jaguar; the beginnings - i.e. Zelem Castle; the company - i.e. Arden - the lettering. To date, only nuances have been changed and the Arden logo is popular with all Arden Jaguar fans worldwide.



Black
100% Cyan
100% Magenta
100% Yellow
100% Black



Red
27% Cyan
82% Magenta
86% Yellow
25% Black



Racing Green
90% Cyan
41% Magenta
74% Yellow
46% Black



Gold
11% Cyan
26% Magenta
92% Yellow
1% Black



ARDEN
SERIES FROM THE
80S TILL TODAY **P. 11-40**

BEGINNING OF A LEGEND



ARDEN JAGUAR AJ 1

BEGINNING OF A LEGEND

Jochen Arden presented his first modified Jaguar XJ V12 in 1982, the Arden AJ 1. The AJ 1 was not only changed externally, but also experienced an optimization of performance. The modifications included a wheel/tire combination and chassis changes with new springs and dampers. A new high-performance exhaust system and engine fine-tuning increased performance by around 16 hp compared to the series. The sporty body conversion kit consisted of new front

and side skirts. In the mid 1980's Arden offered a range of special V12 engines for the XJ. At the top was the 6.3 liter engine version with an output of 455 hp. A 5-speed manual transmission and a 4-speed ZF automatic transmission replaced the antiquated GM 3-speed automatic. The engine characteristics improved and at the same time the fuel consumption was reduced.

REFINEMENTS:



Engine / transmission



Breaks



Cooling system modifications



Interior and aerodynamics



Suspension



ARDEN JAGUAR AJ 2

HIGH SPEED CONVERTIBLE

In 1985, 12 years after the discontinuation of the legendary E-Type, Arden presented the Arden Jaguar full convertible at the IAA based on the Jaguar XJS with a roof construction that could be completely lowered at the push of a button. At the same time, the rear side windows sunk. Because of this development, the Jaguar driver no longer had to do without the pleasure of driving in the fresh air. In order to be able to offer this safe driving pleasure, complex reinforcements have to be incorporated into the body-

work and the Arden team faced an almost unsolvable challenge at the beginning. But the result passed the strict TÜV controls with flying colors and gave Jochen Arden the entry ticket to the exclusive circle of independent automobile manufacturers recognized by the Federal Motor Transport Authority. Olympus was reached! On request, the Arden AJ 2 Cabriolet was delivered with a 5-speed gearbox, interior and aerodynamics package, as well as a high-performance brake system and optimized engine performance.

REFINEMENTS:



Interior and aerodynamics



5-Step-transmission



Fully automatic top



ARDEN JAGUAR AJ 3

A MASTERPIECE WITH SHOOTING BRAKE REAR

With its powerful V-12 engine, the AJ 3 Station Car meets the expectations of the sporty driver and with its loading area of 1300 liters with the rear seat backrest folded down, achieves maximum practicality as a transport and touring vehicle. Thanks to the aerodynamic kit developed in the wind tunnel and the specially tuned chassis, the AJ 3 has an extremely elegant and sporty character despite its functionality. The high-performance brake system, together

with the ABS system installed for the first time by Arden, ensures first-class braking values. The reinforced B-pillar, the special roof construction and the specially developed C-pillar guarantee optimum vehicle stability. In the interior of the station car, exclusive equipment was used to ensure convenience and comfort of the highest quality. Thanks to the specially designed fuel tank, when the rear seat backs are folded down, there is a continuous, large loading area that is easy to load thanks to the large tailgate with integrated hinges.

REFINEMENTS:



6.3 Ltr. Engine



Interior and aerodynamics



ZF 4 step transmission



ARDEN JAGUAR AJ 4

THUNDERSTORM COMING

In 1989, subtle visual changes were designed for the XJ V12 for the first time. The AJ4 V12 impresses both with its exterior and its interior. The standard 265 hp unit has been increased to 320 hp through thorough fine-tuning. The 4-speed automatic transmission developed by Arden, which is specially tailored to the high-torque V12 engine, ensures better acceleration values thanks to the favorable transmission ratios and at the same time reduces fuel consumption. The Arden AJ 4

V12 is equipped with ABS as standard, so that optimum safety is offered even at high speeds. The basic version of the AJ 4 can be equipped with a high-quality special chassis if required. Special shock absorbers and springs ensure firm road contact. The interior is refined with wood and leather upholstery. Dashboard, door panels and parcel shelf can be worked in burl wood, while the wooden center console can become a multi-media center. An original AJ4 was made almost 50 times worldwide and the vehicles are now traded among collectors as collectors' vehicles and rarities.

REFINEMENTS:



320 HP



**Arden anti-lock
braking system**



Interior and aerodynamics



4 Step ZF transmission



ARDEN JAGUAR XJ 40 AJ 5 BITURBO

330 PS JAGUAR BI-TURBO

In 1988, the Arden AJ 5 Biturbo was created based on the Jaguar XJ 40. The latest technical aids to improve aerodynamics were used to design a spoiler set that discreetly adapts to the shape of the Jaguar XJ 40. The aerodynamic set reduces the Cw values, has a positive influence on the drive value and ensures that the supply of cooling air is maximized. The real special feature of the AJ 5 is the modification of the standard engine to a biturbo. The starting model is the

6 cylinder 3.6 or 4.0 liter engine. 2 race-tested IHI exhaust gas turbochargers are fitted, which deliver even power development even in the lower speed range and increase the standard output by more than 100 hp to 330 hp. The top speed was measured at 258km/h. Thanks to the special shock absorbers and modified springs of the Arden chassis, the AJ 5 lies gently on the road despite the significant increase in performance. When refining the interior, the customer can choose between fine woods and valuable leather.

REFINEMENTS:



330 PS Engine



**2 IHI Twin
turbocharger**



Interior and aerodynamics



ARDEN JAGUAR AJ 6

AN XJ-S WITH MORE SPACE

In 1988, Arden presented the last variant of the modified XJ-S basic model with the AJ 2+2 Coupé. A different roof geometry was developed compared to the XJ-S model, which gives the AJ 6 elegant and sweeping lines. These changes primarily affect the rear end. By removing the extended extensions of the XJ-S roof, the vehicle loses its corners and edges. The space available, in particular the headroom in the interior of the AJ 6, is improved by the new roof ver-

sion. The side and rear windows have also been redesigned and remade. The resolution of the view-obstructing wide C-pillar and the larger side windows give the driver a better all-round view. The new, elegant, aerodynamic shape of the outer rear-view mirrors also reduces wind noise. Due to the shortened trunk lid, the Arden 2+2 Coupé retains the original storage and trunk. The vehicle was equipped with double headlights, as well as other technical and engine modifications on request.

REFINEMENTS:



6.3 ltr. Engine



**Arden anti-lock
braking system,
Airbag**



Interior and aerodynamics



4 Step ZF Automatic transmission



ARDEN JAGUAR XJS AJ 7 COUPÉ

PERFECT LINES

The Arden XJ-S Coupé gets a particularly sporty touch thanks to the specially designed front and rear spoilers. The performance-enhancing engines are characterized by optimum performance and are also extremely suitable for everyday use. The standard unit has been increased to approx. 430 hp and the high-torque 6.3 liter V12 engine guarantees superior performance at all times. The Arden ZF 4-speed automatic transmission ensures better acceleration and torque

values. The manual 5-speed gearbox, which is offered as an alternative, guarantees the sporty driver even greater driving pleasure, optimal acceleration and higher performance with lower fuel consumption at the same time. The high-performance exhaust system visually rounds off the sporty image of the AJ 7, increases performance and also gives it the characteristic V12 sound. The Arden high-performance brake system with aluminum double-piston calipers and 4 internally ventilated disc brakes effortlessly reins in the speed achieved.

REFINEMENTS:



430 HP



6.3 l Engine



Interior and aerodynamics



4 Step ZF Automatic transmission



ARDEN JAGUAR X300 **AJ11**

DYNAMIC ELEGANCE

The exclusive design program from Arden offers dynamic elegance for all current Jaguar XJ 6 and XJ 12 series models. The new face for the Jaguar X 300 range is modified by the discreet Arden aerodynamics package and raises the elegant appearance of the luxury sedan. The body appears optically lower and more stretched with the Arden side-panels which also reduce the soiling of the car's sides by the wide wheels. The three piece Arden light alloy rims also



ARDEN JAGUAR **AJ 12 PROTOTYPE**

OPTIMAL PERFORMANCE

The Arden AJ 12 is a prototype version that was used by Arden Engineering and Arden Automobilbau for product development, especially for high-performance modules for test purposes.

The prototype, based on a Group C Porsche 962, is equipped with a 6.5l V12 Jaguar engine, has 580 hp and a ZF 6-speed gearbox from the Procar series. In addition, electronic engine management ensures optimal performance.

have a substantial part in the sporty look, shock absorbers and springs care at the same time for an outstanding ride comfort and a safer handling is guaranteed by the fine tuning developed by Arden technicians. The high performance package is rounded off by an Arden exhaust system and a 390 hp strong 6.3 ltr engine. The Arden hood ornament crowns the elegant look of this classic sedan and is a must have.

REFINEMENTS:



6.3 I Engine 390 HP



Interior and aerodynamics



Electr. engine management



High performance catalyst

REFINEMENTS:



500 HP



Body Porsche 962



Electr. engine management



6.5 I Engine



6 Step ZF manual transmission



Suspension



ARDEN JAGUAR AJ 18

A TYPE LIGHTWEIGHT RS

The road-legal racing version is handcrafted based on the Arden A-Type. Its exclusive styling is characterized by gentle curves and efficient yet very discreet aerodynamic parts. The power transmission takes over a new 4.5 liter V8 engine which has more than 540 hp to offer in the RS version. It is shifted either via a 6-speed manual transmission or a 6-speed automatic version with tiptronic-function. The RS chassis with additional stabilizers and axle bushes made of Teflon

ensures excellent handling, with the setup being individually tailored to the driver. Three-piece 20" Arden forged wheels and a high-performance brake system with multi-piston brake calipers and internally ventilated, slotted, 370 mm brake discs complete the technical package of this extraordinary racing sports car. The interior, in which sober sportiness prevails, is dominated by the obligatory roll cage and the RECARO racing shells.

REFINEMENTS:



540 HP



Interior and aerodynamics



Engine management



Curb weight
1090 kg



5 Step manual
transmission



High performance
catalyst



ARDEN JAGUAR XK AJ 20 RS

OPTIMIZED DRIVING BEHAVIOR

The Arden AJ20 RS gives the base vehicle Jaguar XK a very special, sporty and elegant touch with an exclusive body kit. Front and rear aprons, side skirts, rear spoilers and handcrafted stainless steel grilles as well as new side ventilation gills not only transform the Jaguar XK into a dynamic powerhouse in terms of looks, they also demonstrably improve its aerodynamic properties. Through extensive engine modifications in combination with specially developed ex-

haust systems, the AJ20, powered by 480 hp and a torque of 640 Nm, reached a breathtaking top speed of 305 km/h during test drives, which was measured on the high-speed circuit in Papenburg. The forged wheels made in the Arden „Sportline“ design, in conjunction with the Arden spring set or a sports chassis, ensure optimal contact with the road and successfully round off the appearance of the Arden XK AJ 20 Coupé.

REFINEMENTS:



4.5 l Engine 480 HP



Electr. engine management



Interior and aerodynamics



High performance catalyst



ARDEN JAGUAR F-TYPE AJ 23

EXCLUSIVE VEHICLE OPTIMIZATION

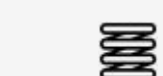
The readers of sport auto voted and the winner in the tuning class was the ARDEN Jaguar F-Type AJ 23. The Arden Sport spring set lowers the vehicle level by approx. 25 mm and improves handling noticeably. The sports exhaust systems for the V6 and V8 engines ensure a rich sound experience and significantly better engine response. Some of these are available with flap control and enable the volume of the system to be adjusted at the touch of a button while driving. Of

course, Arden offers performance upgrades up to 703 hp / 517 kW as well as Vmax cancellation for most engine variants of the Jaguar F-Type. In addition to increased performance, these are characterized above all by an optimization of the torque curve. This is made possible by extensive modifications to the series unit: Eight specially manufactured forged pistons, a compressor upgrade, a modified carbon intake system and adapted control electronics are implemented by the Arden engine specialists in a performance-enhancing manner.

REFINEMENTS:



680 HP



Suspension



Interior and aerodynamics



Sports exhaust system



ARDEN JAGUAR F-TYPE AJ 23 SVR

A JAGUAR WITH MORE THAN 700HP UNDER THE HOOD

Stylish aerodynamic modifications as far as the eye can see. From the front to the flanks to the rear, the Arden designers set visual highlights and exchange or supplement standard components such as front apron, side skirts, rear apron and door handles. The front grille is also replaced by an in-house development with an illuminated logo. Matching the refreshed look, distinctive, one-piece wheels with a central locking look make their contribution. The forged „Sportline GT“ 21-inch alloy wheel combines maxi-

mum stability with extremely low weight. The rims in widths of 9.5 and 11 inches ensure powerful acceleration. The Arden light-alloy wheels are particularly snug thanks to the sports lowering in the wheel arches. Four progressively wound suspension springs lower the center of gravity of the F-Type by 30 millimeters and support the driver in a performance-oriented driving style. The Jaguar specialist helps the SVR 5.0 compressor to achieve an engine output of 703 hp / 517 kW (series: 575 hp / 423 kW). At the same time, the maximum torque increases to a powerful 873 Newton meters. A new high-performance exhaust system with metal catalytic converters puts the stronger V8 cylinders in the limelight with a powerful sound.

REFINEMENTS:



703 HP



Suspension



Interior and aerodynamics (carbon)



High performance catalyst



ARDEN JAGUAR AJ 24

PODIUM FINISH AT THE SPORT AUTO AWARD 2017

For a successful sprint, the AJ 24 relies on the Sportline alloy wheels in combination with the sport springs, which create direct contact with the road and at the same time enable comfortable travel. The exterior appearance is complemented by the handcrafted Arden stainless steel grilles, which are cleverly integrated into the standard front apron and pay homage to the sporty top models of the Jaguar brand. Thanks to powder coating, the Arden stainless steel grilles are

also available in black on request. Not only outside, but also inside Arden realizes every customer request. Whether bi-color leather interior, Alcantara dashboard or carbon interior strips - the in-house upholstery shop manufactures with the greatest care and decades of tradition with only one goal: perfection. In addition to the look, the inner (performance) values of the sedan also count. Sports rear silencers for compressor and diesel engines acoustically underline the high standards of the AJ 24 and, in combination with the performance upgrades developed by Arden, make the compressor heart of this big cat beat faster.

- REFINEMENTS:
- 450 HP
 - Interior and aerodynamics
 - Suspension
 - Sports exhaust system

JAGUAR QUALITY CLUB WINNER 1992

THE WINNER TAKES IT ALL



The Jaguar Quality Club is an importer award, which Arden has won several times in a row. The award was given to dealers who distinguished themselves by a particularly high level of customer satisfaction and who have worked successfully in business.



Jochen Arden Automobile was one of the leading dealers in Europe.

An alle Jaguar Vertragspartner

Nr.: 021/99 khp-hei
Datum: 01.07.99

Jochen Arden Automobile GmbH

Sehr geehrte Damen und Herren,

wir möchten Sie heute davon informieren, daß sich Firma Jochen Arden Automobile GmbH nach langjähriger, erfolgreicher Tätigkeit als Jaguar-Vertragshändler entschlossen hat, diesen Geschäftszweig nicht mehr weiter zu betreiben. Die in den nächsten Jahren im JAGUAR Geschäft zu erwartenden Volumenzuwächse verlangen eine neue strategische Ausrichtung des Geschäftsfeldes. Herr Arden wird deshalb künftig den Schwerpunkt seiner unternehmerischen Tätigkeit auf den Betrieb der Arden Automobilbau GmbH - dem Tuning-Bereich seines Unternehmens - legen.

Herr Arden, dessen Leidenschaft bereits in den vergangenen Jahren dem Tunen und Veredeln von Fahrzeugen gehört, möchte sich mit seinem Team voll und ganz auf diesen Bereich konzentrieren, um die Palette seiner Tuningangebote noch ausweiten zu können. Firma Arden Automobilbau GmbH wird sich sicherlich in Kürze mit Ihnen in Verbindung setzen, um Sie über dieses Angebot zu informieren.

Wir bedanken uns auf diesem Wege für die langjährige Partnerschaft mit der Jochen Arden Automobile GmbH und wünschen Herrn Arden und seinem Team viel Erfolg für die Zukunft.

Mit freundlichen Grüßen

Jaguar Deutschland GmbH

Stephen Schwartz & Co. Boston

Stefan Schulte
Geschäftsleiter Vertrieb

ppa. Karl-Heinz Poppe
Geschäftsleiter After Sales Services



ARDEN MODELL SERIES

JAGUAR

ARDEN JAGUAR XJ V12 AJ 1
ARDEN JAGUAR XJS V12 AJ 2 COUPÉ
ARDEN JAGUAR XJS V12 AJ 2 CABRIO
ARDEN JAGUAR XJS AJ 3 STATION CAR
ARDEN JAGUAR XJ V12 AJ 4
ARDEN JAGUAR XJ 40 AJ 5 BITURBO
ARDEN JAGUAR XJS AJ 6 2+2 COUPÉ
ARDEN XJS AJ 7 CABRIO
ARDEN JAGUAR XJ 40 / XJ 81 AJ 8
ARDEN JAGUAR XJ AJ 9
ARDEN JAGUAR XJ 308 AJ 10
ARDEN JAGUAR X300 AJ 11
ARDEN JAGUAR AJ 12 PROTOTYP
ARDEN JAGUAR XJR AJ 13
ARDEN JAGUAR XJR AJ 14
ARDEN JAGUAR AJ 15 A-TYPE
ARDEN JAGUAR AJ 16 A-TYPE LEIGHTWEIGHT RS
ARDEN JAGUAR S-TYPE R AJ 17
ARDEN JAGUAR X-TYPE AJ 18
ARDEN JAGUAR XJ AJ 19
ARDEN JAGUAR XK AJ 20
ARDEN JAGUAR XF AJ 21
ARDEN JAGUAR XJ AJ 22
ARDEN JAGUAR F-TYPE AJ 23
ARDEN JAGUAR XE AJ 24
ARDEN JAGUAR F-PACE AJ 25

RANGE ROVER

ARDEN RANGE ROVER AR 1
ARDEN RANGE ROVER AR 2
ARDEN RANGE ROVER AR 3
ARDEN RANGE ROVER AR 4
ARDEN RANGE ROVER AR 5
ARDEN RANGE ROVER AR 6 Stronger
ARDEN RANGE ROVER AR 7 Highlander
ARDEN RANGE ROVER EVOQUE AR 8 CITY ROADER
ARDEN RANGE ROVER AR 9 SPIRIT
ARDEN RANGE ROVER SPORT AR 10

BENTLEY

ARDEN BENTLEY AB 1
ARDEN BENTLEY AB 2 CONTINENTAL GTC
ARDEN BENTLEY AB 3 CONTINENTAL GTC

MINI

ARDEN MINI Cooper S AM 1
ARDEN MINI Coopers S AM 2
ARDEN MINI John Cooper Works AM 3



ARDEN RANGE ROVER AR 3

BRITISH FORTRESS

The special protection vehicle based on the Range Rover 4.6 HSE was created in cooperation with MBB Security Cars GmbH. The armor, which is hardly visible from the outside, corresponds to protection class B4 and offers protection against attacks with handguns and hand grenades. The conversion includes the complete armoring of the body and retractable side windows at the front and rear. The front and rear windows can be heated, run-flat wheels allow you to escape even if your tires are shot up. The special pro-

tective equipment also includes a fire extinguishing system, an intercom system and an alarm system with visual and acoustic signals. Arden compensates for the increased weight of the armored vehicle with engine tuning and modifications to the chassis and brake system. The engine output can be increased to over 300 hp if desired. The Arden sports suspension is specially tailored to the higher vehicle weight and thus contributes to safe driving behavior in the same way as the 18-inch wheels with emergency running properties. Alternatively, the Range Rover can also be armored according to protection class B6 to ward off attacks with explosive charges.

REFINEMENTS:



Full armor



Brembo braking system



Interior wood package



Navi systems and DVD installations



ARDEN AR 6 STRONGER

WINNER 4×4 AWARD AUTO BILD ALLRAD

The Arden AR6 body kit impresses at first glance with its completely redesigned front apron with its two large air intakes covered with hand-made stainless steel grilles that optimize the air supply. The diffuser edge, which is attached at a 45-degree angle to the front apron, is continued as an Arden-specific design element via the fender flares and rocker strips to the rear apron. These unique style elements characterize the powerful dynamic appearance. The optionally illuminated side skirts are another Arden-specific style

element. The Arden AR 6 Stronger is available in various power variants, from the 220 hp V6 2.7 diesel to the 550 hp 5.0 liter V8 supercharged engine. The mounted high-performance silencer system offers a powerful sound spectrum that is typical of a V8. The 22" forged wheels made in the Arden Sportline design ensure significantly improved handling and the vehicle always decelerates excellently thanks to the latest brake technology. The interior of the Arden AR 6 Stronger can be designed individually according to customer requirements. Fine woods or carbon, leather and Alcantara are perfectly crafted in our own specialist departments. The AR6 won the 2009 Auto Bild Allrad 4×4 Award.

REFINEMENTS:



5.0 I Engine 550 HP



High performance catalyst



Interior and aerodynamics



Engine management



ARDEN RANGE ROVER **AR 9 SPIRIT**

RED THUNDER WITH 580 HP

The AR 9 Spirit body kit impresses at first glance with its completely redesigned front apron with LED day-time running lights and the handcrafted stainless steel grilles in exclusive mesh. The fender flares and sill strips are the perfect connection to the rear apron. The rear apron is pulled as low as possible, so that the electric trailer hitch can move in and out between the off-road ribs unhindered. Another eye-catcher are the side skirt tubes made of stainless steel.

The lighting throws a warm carpet of light onto the asphalt and is switched on via the remote control. ARDEN has developed a high-performance exhaust system especially for the Range Rover 5.0 I SC. The complete system made of stainless steel consists of front and rear silencers, as well as sports catalytic converters. Thus, in addition to the powerful V8 sound, an additional output of approx. 25 hp (18 KW) is achieved. The twin tailpipes made of high-gloss polished stainless steel ensure the corresponding sporty look. The system is available with flap control on request. In connection with the increase in performance of up to 40 hp and 52 Nm, the Range Rover has an output of approx. 580 hp.

REFINEMENTS:



580 HP



High performance catalyst



Interior and aerodynamics



Engine management



ARDEN MINI **AM 1**

LIMITED VERSION FOR ENTHUSIASTS

The exterior of the AM 1 impresses with its handcrafted stainless steel grilles, which not only impress visually but also provide additional cooling. The matching high-performance exhaust system, which adapts perfectly to the appearance, provides additional performance in addition to a balanced sound. The Arden high-performance braking system and the Arden chassis ensure maximum driving pleasure and comfort with safety at the same time. Another highlight

is the Arden Challenge rim, which is specially milled from high-quality aluminum. The interior of the vehicle offers a lot of scope for individual design wishes, such as the elegant combination of black piano lacquer and the finest nappa leather and Alcantara in the classic, subtle two-tone design. Aluminum pedals, which are available matt or polished as desired, ensure a secure hold thanks to a special nub profile and are surrounded by velor mats linked with leather.

REFINEMENTS:



245 HP



Arden Interior



Suspension



**High performance
braking system**



ARDEN MINI **AM 3**

MINI WITH 249 PS

Based on the MINI Cooper S John Works, Arden presented the Arden MINI AM3 in 2011. With the Arden performance upgrade S3, the AM 3 achieves a maximum performance of 249 hp and accelerates from 0-100 km/h in 5.9 seconds. Other technical modifications are the Arden intercooler and a stainless steel exhaust system. All this makes the AM 3 Germany's fastest street-legal Mini.

The AM 3 was tested by Sport Auto magazine at the Hockenheimring and, at 1:16.0 minutes, was around 2.5 seconds faster than the production vehicle. Arden also optically refined the AM 3 with the help of a rear diffuser, complete sports chassis and Arden MINI Challenge II rims.

REFINEMENTS:



249 HP



Exhaust system



Suspension



**High performance
braking system**



ARDEN BENTLEY
**CONCEPTS
AND ACCESSORIES** P. 41-44

ULTIMATE REFINEMENT



BENTLEY FLYING B

Arden has dedicated itself to a new edition of the hood figure and has succeeded in developing a safety system that meets the strict requirements of the German TÜV. Each base is individually handcrafted with the highest precision and with great attention to detail and adapted to the original Flying B. An original Flying B, which once adorned a classic Bentley model, serves as the basis for the production of each Arden Flying B. This means that every single Flying B is painstakingly prepared by hand and adapted to the respective bonnet of modern Bentley vehicles. This intricate work was coordinated with Bentley Cars England.



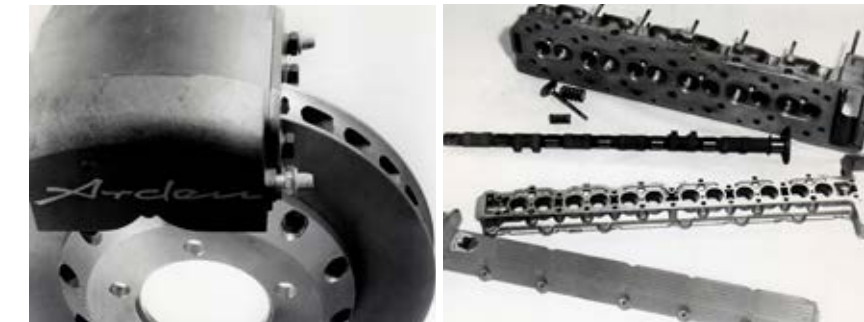
ARDEN
ENGINEERING
MADE IN GERMANY P. 45-50
PRECISION AND INNOVATION

Windtunnel tests at Ford Cologne



PRECISION AND INNOVATION

From the racetrack to the road, that was also the motto of the DIN ISO 9001-certified company. Increased performance was paired with fuel optimization right from the start. High speed was secured by installing airbag and ABS system. The four-speed gearbox developed jointly with ZF provided more sportiness.



IHI turbochargers helped the XJ 40 reach top speeds in excess of 280 km/h. Supercharged engines, electrical modules, HiFi and TV solutions, chassis systems, seat rail extensions, long chassis versions with office systems in the rear - the engineers of the Arden team made all this possible long before the series followed. Pioneering spirit and the courage to innovate fulfilled almost every individual wish of Arden Jaguar customers then and now.



Arden advanced insulation



INNOVATIVE CUSTOMER DREAMS

PREMIUM IS LIVED

Innovation has always been a guiding principle of the Arden philosophy. However, this was not only served by the company's own creative ideas, but also by individual customer requests. In the early days, the aim was to improve the high fuel consumption and stability of the vehicles, i.e. to achieve economical driving pleasure. Today, if the series has been improved in this respect, the customer now wants better insulation, for example, to reduce the increasing noise outside the cockpit. Concert hall atmosphere to guarantee relaxed travel even in tunnels is the goal. At Arden, premium is lived and customer satisfaction is written large.

Customer quote from 2022/11/13th

„THE RESULT OF THE INSULATION WORK IS BREATHTAKING.
A DIFFERENCE LIKE NIGHT AND DAY.“



THE PASSION P. 51-64

ARDEN RACING

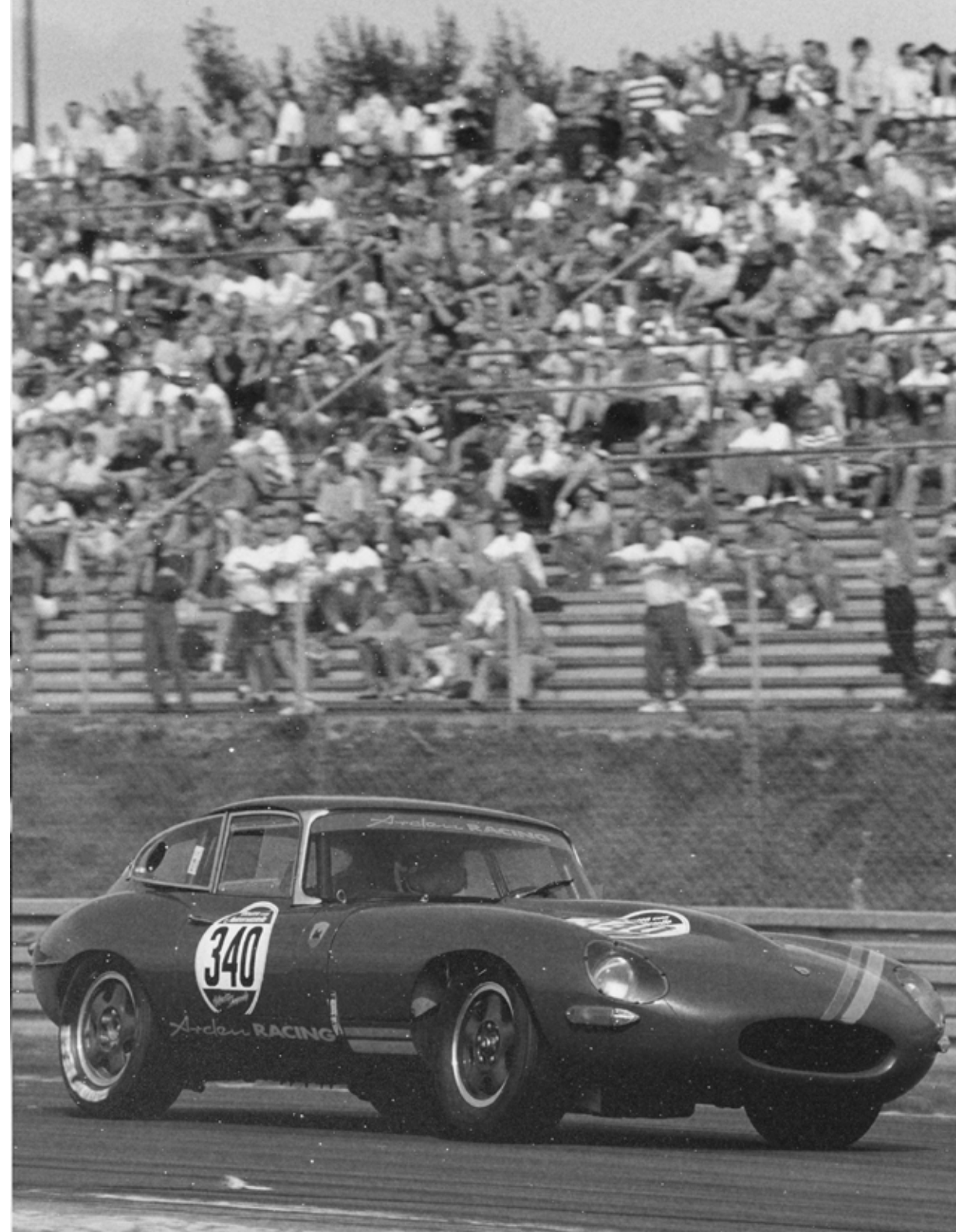
JOCHEN ARDEN STARTS WITH A BANG



THE PASSION FOR RACING

Arden is no less than one of the world's most renowned automobile manufacturers, which has also successfully made a name for itself in international motorsport with its own racing department, Arden Racing. The beginnings of Arden Racing, like the whole company, can be traced back to the passion of the company founder Jochen Arden. As a teenager, Jochen Arden dedicated himself to motor racing. In 1970 he started his racing career in slalom and then switched to touring car racing. In the same year he achieved his first class win at the ADAC Junior Trophy in Zandvoort with a BMW 2002 TI in the 2000 touring car class and achieved an excellent place in the overall result.

"Jochen Arden has to be described as a high-flyer, new to the Clever Automobil-Club CAC and new to racing, he really hit it off at his circuit race in Zandvoort. Gold medal and class victory in the first race, that has never happened before at the CAC," says a newspaper report, which also describes how the 23-year-old racing driver did well in his second race in the Koepchen BMW 2002 Ti in Zolder, Bel-



gium fights from one of the back starting positions to the very front in second place. So there was gold twice right away!

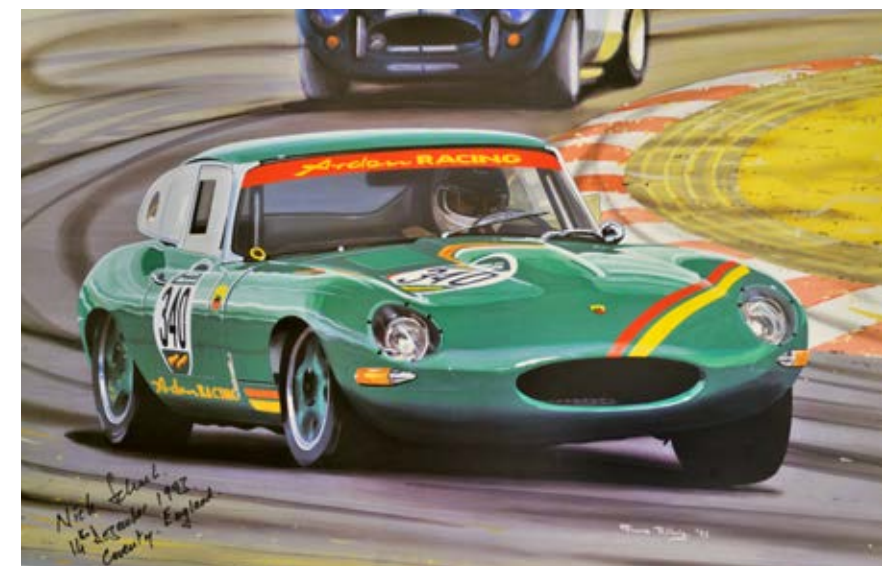
Because of his good success, Jochen Arden received an invitation from British Leyland to test drives on the Snetterton Motor Racing Circuit and finally an offer as a works driver on the „Triumph Dolomite“. However, he turned this down. At that time, the focus was on building a professional existence and so Jochen Arden retired from active motorsport for two years. At the end of 1976, Jochen Arden rejoined as part of the Golf Cup. Here he immediately managed to drive in the leading group on the VW test track Ehra-Lessien. As one of 1,000 applicants, he was awarded the contract to drive one of the 50 vehicles specially made for the cup. At the beginning of the 1990s, the entrepreneur's passion for racing flared up again and he founded „Arden Racing“ in 1992. Supported by Jaguar, the Arden Racing Team won the 1993 European GT Championship and continued the racing season with equal passion and success in the coming year.



GT EUROPEAN CHAMPIONSHIP



GT-RUN MONZA, ITALY



ARDEN RACING ACHIEVED NOTABLE SUCCESSES IN THE GT EUROPEAN CHAMPIONSHIP

In a Jaguar E-Type, Arden became Vice GT European Champion in 1993, missing out on victory by just a single point. In the following year, top positions were also achieved, as the following list shows.

- | | |
|-------------------------------|--------------------------|
| 1. Place in Zandvoort | 1. Place in Hockenheim |
| 2. Place in Spa-Francorchamps | 2. Place in Monza |
| 2. Place in Donnington Park | 2. Place at Salzburgring |
| 2. Place in Zandvoort | 3. Place in Knutstorb |
| 3. Place in Zolder | |

Nick Scheele, CEO of Jaguar Cars signed the poster on the occasion of the successful GT European Championship personally for Jochen Arden.



ALPHA CUP

In 2004, as a guest driver in the Alfa 147 Cup, Arden took over the vehicle from Sebastian Stahl, who had won the previous year's cup, and achieved top positions in the overall ranking of the Gentleman League. The championship was contested over ten rounds, with races held on both permanent circuits

and street circuits. The drivers competed for points in each race, with the winner being the driver with the most points at the end of the season. The Alfa 147 Cup was seen as a way for Alfa Romeo to promote the 147 model and to give customers a taste of competitive racing.



MINI 07-11 CHALLENGE

A sporting hallmark of the MINI Challenge is equal opportunities: the driver makes the difference here! It doesn't matter whether you're an experienced driver, a junior or a guest driver - all pilots start with technically identical models. As a guest driver for the Piro Sports team, Jochen Arden climbed

into the cockpit during the 24-hour race at the Nürburgring and secured the top spot in the Gentlemen's League. During the 30-minute race in Zandvoort, which was held as part of the MINI United Festival, he made it onto the podium. He started confidently in midfield and fought exciting duels.





SILVRETТА

CLASSIC



SILVRETТА 2007, 173 PARTICIPANTS, MIGHTY ALPINE PASSES, STAGE VICTORIES

On the occasion of the Silvretta anniversary, Jochen Arden took part in the popular Alpine rally with his childhood friend Theo Schmid from Kleve as co-pilot. In pouring rain, the rally vehicle, a Jaguar E-Type Cabriolet built in 1961, was loaded and driven to Galtür at an altitude of 1800m. There, 173 classic cars came together and Arden and Schmid managed to hold their own on the first day, despite the pouring rain, and finished among the top 20 in the overall ranking for the day.

The king's stage on the 2nd day led over two mighty Alpine passes. The 16 difficult special stages as well as 13 time controls and 10 drive-through controls over the entire three days resulted in penalty points for almost all teams. In the end, against all odds, it was enough for a satisfactory placement in midfield.



OLDTIMER GRAND PRIX



OLDTIMER GRAND PRIX AT THE LEGENDARY NÜRBURG RING

With the elaborately built Samson Kremer Porsche 911 RSR at Kremer Racing in Cologne, Arden took several times part in the Oldtimer Grand Prix at the Nürburgring. In 2013, Arden achieved fourth place overall together with the known racer Clemens Schickentanz, a four time Le Mans participant.

NÜRBURGRING

ADAC GT4



BURG ZELEM FOUNDATION WINS AT THE NURBURGRING

The Piro Sports -Burg Zelem Foundation racing team had a successful season in the ADAC GT 4 Germany championship in 2022, finishing in 7th place in the overall standings. The Burg Zelem Foundation is not only dedicated to the preservation of the historic monument Burg Zelem. It is also dedicated to the promotion of education and the preservation of the cultural heritage. Making history come alive is one of its overriding goals.



ARDEN
LAST
BUT NOT LEAST **P. 65-86**
PRECISION AND INNOVATION



ARDEN MOVING IMAGE

SHORT FILMS AND REPORTS



Arden Automobilbau GmbH is the world's most respected company when it comes to refining contemporary Jaguar vehicles. Due to numerous customer inquiries, the Arden team decided to breathe new life into popular tuning classics, starting with an Arden Jaguar AJ 4. For decades, the complete conversion based on the Jaguar Series III XJ12 was one of the best sellers by tuning pioneer Jochen Arden.



For Heinz Mack, the car is the „most perfect kinetic object“ in the world. For Jochen Arden, the car is „the most successful symbiosis of design, emotion and technology“. In 1968, Heinz Mack drives a white Jaguar E Roadster on the autobahn in his highly acclaimed and award-winning film „Tele-Mack“.



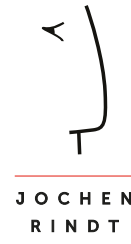
The Arden AJ 23 SVR based on the Jaguar F-Type SVR convinces with a sporty look and overwhelming driving performance. The Arden team created the short film „What's power to you?“ to pay tribute to the super sports car with 703 hp on film.

ARDEN CAR SHOWS

DEALER NETWORK AND TRADE FAIRS

At Arden's first trade fair appearance in 1983 at the then Jochen Rindt Show in Essen, Jaguar had a customer survey carried out on the subject: How do you like the Arden Jaguar modifications? The result was surprisingly positive. Numerous trade fair appearances worldwide

followed, regular participation at the IAA in Frankfurt, the Geneva Motor Show, appearances at the Tokyo, Dubai, Birmingham and Amsterdam trade fairs, participation in local trade fairs such as Tuningworld Bodensee up to the world premiere 2018 in Geneva.



TOKIO MOTOR SHOW



Arden presented a wealth of impressive new products at the 88th Geneva Motor Show. From 8 to 18 March, for the first time visitors had the opportunity to experience first hand the new Arden refinement programme for the Range Rover LG. The British luxury SUV received from Arden an exclusive aerodynamic package as well as a multitude of stylish components for the exterior as well as the interior.



The Arden Jaguar AJ 1, based on the Jaguar XJ V12, is part of the oldtimer special show of the German Automobile Club "The wild 70ies". Here visitors can live the tuning trends of the past decades. Arden is the first German tuner of British cars who has had formative influence on the development of the industry since the beginning of the 80's.



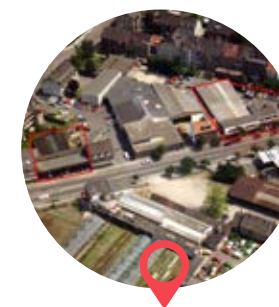
ARDEN INTERNATIONAL

Jochen Arden laid the cornerstone for his company in 1972 in the bakery of the Zelem Castle monument, which he then quickly expanded to three garages in the coach house. In 1976 he moved to Kleve to Kalkarer Strasse 21 and in 1981 to the neighboring building No. 23, a former Mercedes Benz workshop. In 1991, the company relocated to Krefeld at Untergath 175. Since the construction of the castle complex in the early 2000s, the return to the original company headquarters has been heralded.

Over the past 50 years, the global sales structure has expanded to 22 countries in Europe. America and Asia extended. Dealers such as Duncan Hamilton in England, House of Jaguar in Switzerland, Beverly Hills Motoring Accessories or XKs Unlimited in California, Bernhard Bohn in Miami, Lincoln Motors in Tokyo, locations in Indonesia, China, Taiwan and Kuwait head the list. Today, the Arden modifications are sold directly via the central Jaguar dealer network or the Arden online shop.



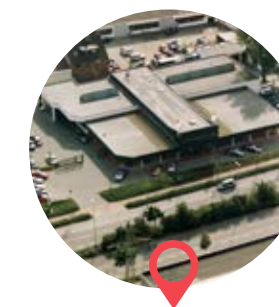
1972
47559 Kranenburg-Mehr
Burg Zelem



1976 - 1981
47533 Kleve
Kalkarer Strasse 21



1981-1991
47533 Kleve
Kalkarer Strasse 23



1991
47805 Krefeld
Untergath 175



HEART AND SOUL **CASTLE ZELEM**

A THOUSAND YEARS OF HISTORY

The knight's seat Burg Zelem is hidden in the vastness of the Lower Rhine landscape near Kranenburg on the German-Dutch border on a hill above the Düffel. The settlement of the Düffeltgau began in the third or fourth century when the Romans built a fort there as a station between Xanten and Nijmegen. The original location of Zelem or Selhem Castle, in whose name the Saleheim manor house is hidden, which we have to look for in the later outer bailey

Zelem Castle is a three-wing moated castle. The surviving building fabric, essentially from the 1st half of the 15th century, was expanded in the mid-16th century in the Renaissance style and reduced to its current state towards the end of the 18th or beginning of the 19th century. The oldest part is the brick south-east wing at ground level towards the courtyard, one-storey south-east wing towards the ditch on a high base, which is fortified for the ditch by two three-story corner towers.



The interior development and probably also the distant view over the country is served by the almost central polygonal high tower with a tent roof on the long side towards the courtyard. The ground floor windows on the field side and the windows on the upper floors of the towers are designed as half cross-frame windows under relief arches, probably from the time the wing was built (1st half of the 15th century).

The windows to the courtyard, sliding windows with block frames, date from around 1800. The eaves of the southern corner tower are decorated with a frieze of tendrils with protruding heads. Inside, the cellar vaults with basket-shaped pressed belt arches or ribbon ribs, chimneys on the ground floor and stone spiral staircases are particularly noteworthy. The courtyard of the complex is bordered on the south-east and north-east by a large 19th century brick stable and barn building with a gable roof. Northwest of the complex is a large brick barn with a roll-up door on the side.

**„I WOULD LIKE TO THANK MR. JOCHEN
ARDEN AS MAYOR OF THE MUNICIPALITY
OF KRANENBURG FOR HIS EXCEPTIONAL
COMMITMENT TO THE PRESERVATION AND
FUTURE USE OF ZELEM CASTLE“**

GÜNTER STEINS
Mayor of the Municipality of Kranenburg



CASTLE ZELEM TODAY

A CULTURAL JEWEL

First, the heavily overgrown masonry was cleared of ivy growth. Every single stone was repointed to save the outer walls. The interior restoration of the main house was carefully carried out while respecting the old structure. Ceilings were raised to the old level, interior insulation for energetic sealing was installed, all pipe systems were renewed, and the windows were built according to historical models. The numerous decorations from the Renaissance period that still exist have

been saved and partially uncovered again. Particularly noteworthy are the star vault and the Renaissance fireplace on the ground floor of the east tower. Saving the vaulted ceilings in the historic castle cellar presented a challenge. Over the course of the centuries and the eventful building history, they had shifted and lost stability. This problem was also solved with the help of an experienced master builder from Aachen. Parts of the old moat were restored.





ARDEN BRITISH DAY

CLASSIC CARS ON THE SITE OF A MEDIEVAL CASTLE

The Arden British Day, which was launched in 2016, is now much more than just a classic classic car get-together, although of course the love of automobiles still forms the backbone of the event. The event is also a departure into nature, an opportunity to slow down. Visitors repeatedly praise the serenity and relaxation that they can enjoy in front of this picturesque backdrop in the middle of almost untouched nature. They also emphasize that in contrast to the numerous large events, the attraction lies in the al-

most private orientation of the event. "I now come to Arden British Day every year. People love the original nature of the event, it almost feels like being able to attend a private meeting with Jochen Arden and his racing buddies."

DO IT AGAIN, JOCHEN

was the wish of many visitors to say goodbye to a day that they wished would last a little longer.

ARDEN CLASSIC

CLASSIC AUTOMOBILES AND MORE

The Arden Classic division mainly deals with Arden vehicles from the first series of the 1980s. Service and customer care are also the guiding principles of the Arden philosophy in this area. In addition to the restoration of Arden Jaguar vehicles, the know-how also flows into the care of classic Jaguar series production models.



OLDTIMER RESTAURATION

DOWN TO THE SMALLEST DETAIL

At Arden, you benefit from many years of experience and expertise when it comes to restoring your classic car. Jochen Arden and his team of highly qualified specialists have specialized in recreating historic vehicles true to the original down to the smallest detail. Due to the continuing demand and our well-founded know-how, we were certified as a specialist company for classic cars in 2010.

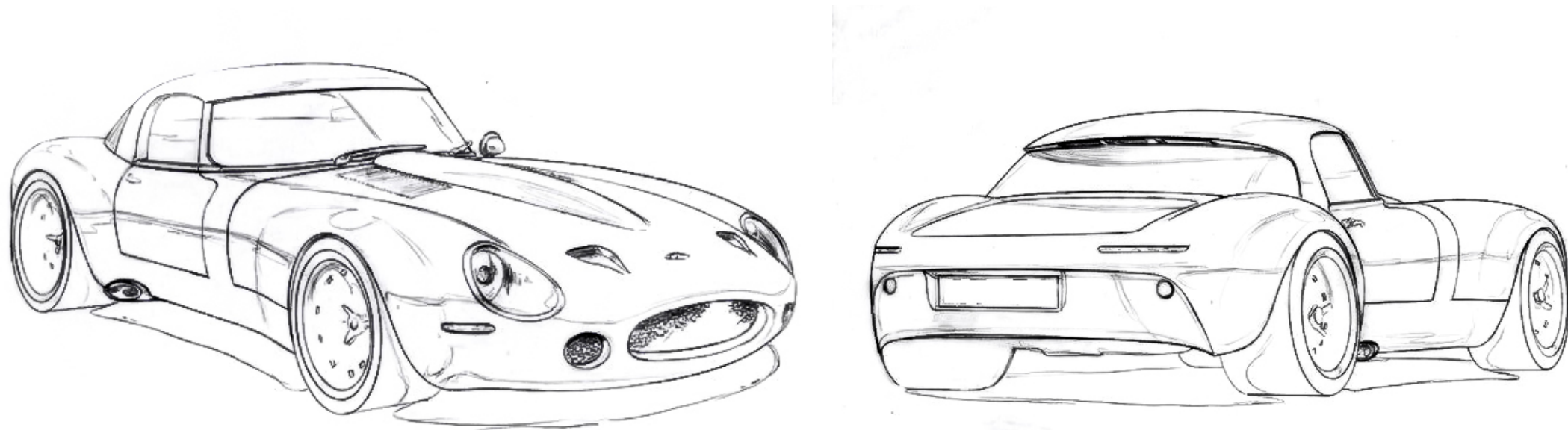




BACK TO THE BEGINNING

CASTLE ZELEM

Where the foundation stone for the company was laid 50 years ago, in the bakehouse and the shed of the castle, the Arden Jaguar brand center is being built today. For Jochen Arden the circle closes, for the visitor a world of automotive history opens up in the walls of a medieval knight's seat.



THE ARDEN AJ 50

THE LEGEND LIVES


The Arden Jaguar E-Type V 12, or the AJ 50 for short, is a homage to 50 years of Arden. Based on a Jaguar E-Type, a design icon of the 1960s, the latest technology creates a modern vehicle suitable for everyday use, which is transformed into a typical Arden Jaguar by the handwriting of the company founder. State of the art aluminum and carbon body, with a V 12 engine with 6.3 ltr displacement and almost 500 hp combined with design minimalism true to the motto „Made in germany-designed fort he world“!



CHAT GPT


WHO IS A REPUTABLE JAGUAR CAR TUNER?

1. Arden: Arden is a German-based tuning company known for its modifications of luxury vehicles, including Jaguar. They offer performance upgrades, body kits, interior enhancements, and other customizations for various Jaguar models.
2. Lister Motor Company: Lister is a British-based tuner that specializes in high-performance modifications for Jaguar vehicles. They have a long history of performance upgrades and customizations for Jaguar cars, particularly in the area of engine tuning.
3. VIP Design London: VIP Design London is a British tuning company that offers bespoke tuning and customization services for luxury vehicles, including Jaguar. They provide performance upgrades, exterior and interior modifications, and other customization options for Jaguar models.




1972

Jochen Arden was enthusiastic about automobiles at an early age and so his career began with pioneering work in an old bakery Zelem Castle




1974

Beginning of the racing passion.




1976

Jochen Arden founded Arden Automobile GmbH and moved into new business premises on Kalkarer Straße in Kleve




1982

The AJ 1 is presented at the Jochen Rindt Show in Essen and inspires the world




1985

Arden AJ 2 Convertible




1985

Jochen Arden founded Arden Automobilbau GmbH




1991

Headquarters Krefeld, moving into the new company complex




1995

Jochen Arden concluded a dealership agreement with the Rover Group




2004

The road-legal racing version was handcrafted based on the Arden A-Type




2010

MINI AM 1




2016

The first Arden British Day at Zelem Castle



2018

Arden presented the Jaguar F-Type AJ 23 SVR at the 88th Geneva Motor Show with 703 hp



2022

50 years of Arden

THE BASIS OF SUCCESS LIES IN PERFECT CRAFTSMANSHIP

1985	IAA presentation of the AJ 2 Jaguar full bariolet
1987	Development of a turbo engine based on the AJ 6
1990	Development of the first ABS braking system for Jaguar XJ
1991	Development Arden AJ 5, 3.2 K with supercharging
1992	Winner »European Jaguar Club«
1993	Winner GT European Championship Arden Racing
1993	Winner »European Jaguar Club«
1996	Winner of First Class Sales Contest
1997	Winner of First Class Sales Contest
1998	Winner of First Class Sales Contest
1999	Development of the Arden A-Type Lightweight
2000	1st place Arden Jaguar S-Type readers' choice Auto 2000
2004	Development of the Arden A-Type Lightweight RS
2005	3rd Place Tuning Cars, Auto Illustrierte: Arden Range Rover
2006	3rd place Tuning Cars, Auto Illustrierte: Arden Jaguar XK
2009	1st place Auto Bild 4x4 Award Arden AR 6 Stronger
2009	2nd place for Arden Racing in the Mini Challenge
2010	Sports Cars of the Year Arden AM2 Cup MINI
2010	2nd place Tuner Grand Prix Hockenheim Arden AJ 20
2011	3rd place in the sportiest cars 2011 Arden MINI AM3
2011	2nd place for Arden Racing in the MINI Challenge
2014	1st place sports car award Arden F-Type AJ 23
2016	1st Arden British Day at Zelem Castle
2017	3rd Place Sport auto Award Arden XE AJ 24
2018	Presentation of the AJ 23 with 703 hp in Geneva
2021	Development and construction of the Arden AJ 50
2022	1st place at the Nürburg Ring ADAC Masters Team Piro Sports-Burg Zelem Foundation
2022	Top Ten Sport Auto Awards Best Brands 2022



Presentation of the certificate on the 50th anniversary of the company by Mr. Peters, KH Niederhein, February 2023

Arden Automobilbau

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