



Какво означават емблемите на автомобилите

LuBo 1: Които знае английски чете по надолу. Докато накарам КАУ да го преведе така че.. 😊
How the names of the automobile-makes originated?

The car makes have been ineffaceably engraved on our memory for the decades of their existence but only few of us know how the names originated. Inspired by an article in the magazine "Strategie" (Strategy) issued on 06.01.03, we have prepared a brief summary of their origins for you.

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Opel

A typical emblem of Opel cars is a silver glint in the circle as a reminder of speed and performance of German cars. The circle also denotes letter O – the first letter of the name of company founder Adam Opel.

Alfa Romeo

The A.L.F.A. make, all Italian enterprise founded in 1909, signified an abbreviation for Anonima Lombarda Fabbrica Automobili (Lombard motor works, joint-stock company). In 1918, the firm management was taken over by Neapolitan industrialist Nicolo Romeo and the name was changed to Alfa Romeo. The emblem is inspired by the coat of arms of the mighty Milanese dynasty of Visconti.

BMW

A propeller inspires the emblem of this make and its blue colour symbolises the sky. This bears on the original mission of the company, which was the engine manufacture for military aeroplanes. The name Bayerische Motoren Werke was abbreviated to BMW and means: Bavarian motor works.

Porsche

Ferdinand Porsche founded an engineering office of Porsche in Stuttgart in 1931, thereby he laid foundations of the company Porsche AG. A horse in the emblem is the symbol of the city of Stuttgart and stripes with antlers are taken over from the coat of arms of one Stuttgart dynasty.

Daihatsu

One of the oldest Japanese car producers bore originally the name of its founder and proprietor – Hatsudoki Seizo Co. Ltd. In 1951 the company underwent an extensive transformation, which led to the creation of the new denomination Daihatsu Koguo Co. Ltd. The triangular emblem ought to remind three-wheel vehicles, by which the company was known at the outset of the 20th century.

Ferrari

According to the historical data the Italian family Baracca tried to convince several times the company founder Enzo Ferrari to use their family coat of arms as a company emblem and finally succeeded. A horse rearing itself became an official emblem in 1932. Later, a yellow background was added to the emblem in honour of the city of Modena.

Saab

This make originated by abbreviating the name of the company Svenska Aeroplan Aktiebolaget, which was the Swedish manufacturer of military aeroplanes. The emblem is inspired by a creature figure from the Swedish mythology.

Fiat

It again concerns an abbreviation, which means Fabbrica Italiana Automobili Torino (Italian motor works Turin). The emblem created the Fiat designing department allegedly inspired by a shade created among the letters if exposed to ultra-violet light.

Chrysler

The Chrysler make bears the name according to its founder Walter Chrysler whose dream came true and produced the first car Chrysler Six in 1924. The make emblem changed several times but the basis has always been silver wings and a gold seal.

Audi

In 1932, the four automobile producers Wanderer, DKW, Horch and Audi consolidated to create a colossal company. The four silver linked circles in the emblem mean a partnership and firm unity of the consolidated firms. Horch Automobil-Werke GmbH was established in 1909 when August Horch left the company A. Horch & Cie Motorwagen-Werke AG – his first company. He lost a case of the name with the first company and had to look for a new name for his second establishment: Horch = in Latin audi, which means „listen“.

Mazda

The emblem of silver wings was created by Ray Yousimarou to symbolise the make speed, creativity and aesthetics. The company was named after Ahuro Mazda, the Zoroaster lord of light and the universe creators according to the Masdistic denomination. The name also relates to Matsuda, the company founder.

Nissan

The original make of today's Nissan Motor Co. bore the name Datsun and its first vehicle was built in 1914. The circular emblem of Nissan symbolises „a car producer of rising sun“. The translated name signifies „a daily performance“, which obviously indicates „an everyday functionality“ of cars.

Volkswagen

A translation of the make name is relatively known in the Czech Republic. It expresses something like „ a popular car“. The name reflects the original strategy of the founders: the production of price-reasonable and reliable cars for everyone. However, changing the company strategy it was unnecessary to change the introduced make.

Rover

A travel and discovery has always been the British tradition and so the make name was chosen reflecting this characteristic. Rover means „tramp, vehicle“. A Viking ship in the emblem background symbolises strength, courage and knightly quests.

Jaguar

The name and make as one of the few ones originated in a classic marketing way and symbolises a nimbleness, grace, energy and ingenuity of these cars.

Volvo

The Volvo car borrowed its emblem from the generally acknowledged symbol of steel – a clear notification of the Swedish domination in the steel industry. In Latin the word r'volvor' means „to roll“, apparently as a reminder of what the car wheels are to do.

Lexus

The make Lexus, the latest and undoubtedly the most luxurious child from the firm Toyota, was established in 1983. The name and logo were created with the only intent – to clearly announce the luxury and exceptional quality of cars.

Mercedes

The name Mercedes was registered as a trade mark in 1902 according to daughter of Emil Jellinek, the entrepreneur and enthusiastic backer of car races and advertisement. Mercedes is a Spanish name, which means „graceful, merciful“. The make was born of the successful car name. The make – a three-tip star - was initiated by sons of the company founder as a firm's ambition to universally motorise „on land, water and in air“.

Mitsubishi

Yataro Iwasaki founded his own shipping company bearing the name of Tsukumo Shokai in 1870. The emblem originated by a propeller inspiration in the figure of three diamonds, which contributed to the change of the firm's name to Mitsubishi Shokai in 1874.

Resource: "Strategie" (Strategy) – 06.01.2003

надявам се да бях полезен

Един: В тази връзка, малко хумор - какво означават някои марки автомобили. За BMW вече се писа.

Porsche - Proof Of Rich Spoiled Children Having Everything (Доказателство че богатите глезени дечица имат всичко)

Saab - Still Ain't A BMW (И все пак не е БМВ)

Fiat - Failure of Italian Automotive Technology (Провалът на италианската автомобилна технология), или Fix It Again Tony (Оправи го пак Тони).

Audi - Always Unsafe Designs Implemented (Винаги използват небезопасен дизайн)

Volvo - Very Odd Looking Vehicular Object (Много странно изглеждащ автомобилopodobен

обект) - Това ми е едно от любимите.

Honda - Had One Never Did Again (Имах една и не повторих).

Toyota - Too Often Yankees Overprice This Auto (Янките твърде често вдигат цената на тази кола)

Hyundai - Hope You Understand Nothing Is Driveable And Unexpensive (Надявам се разбираш че няма нещо което става за каране и е евтино).

Ford - Fix Or Repair Daily (Ремонтираш ежедневно), Fast Only Running Downhill (Бърз само по надолнище), Прочетено отзад-напред DORF- Driver Returns On Foot (Шофьорът се връща пеша).

!!Asen_X: Иво, през втората световна война мисля че бешеБМВ са конструирали летящи чиний, ако щеш вярвай.....

NeoPrint: Ето още едно за Форд: Ford-Find On the Road Dead! Това за Хонда много ми хареса.

Lion:

Цитат:

Toyota - Too Often Yankees Overprice This Auto (Янките твърде често вдигат цената на тази кола)

Не й вдигат цената, а я надценяват 😊

БМВ наистина са конструирали самолети с формата на летящи чинии с опит за почти безшумно придвижване по поръчка на Хитлер. Обаче войната свършва, а така и не успяват да направят безшумен самолетен двигател Жалко 🙄

Като ми остане малко време, ще превода поста на Любо, щото е интересен 💡

KEVIN-30:

Иво написа:

Интересно 😊 Едва днес разбирам, че БМВ са започнали с производство на самолетни двигатели 😊

А това.????? 🤔 <http://www.tuning-bmw.ru/hronos.html>

ЗС:

LuBo1 написа:

BMW
..... Bavarian motor works.

Една много малка добавка към самолетното време :

- когато са правели самолетите (1916) тогава компанията се е наричала : " Bayerische Flugzeug Werke" ("Bavarian Aircraft Works")



www.BMWPowеr-BG.net

Българският сайт за Българските BMW Ентусиасти

