

For the urgent attention of Jeremy Hicks,
Managing Director at Jaguar/Land Rover.

Dear Jeremy,

Congratulations on your successful five year reign as Managing Director at JLR. Your stock has certainly risen higher than Vauxhall Motors has managed in your absence. Perhaps some of that success has been due to the fact that unlike other brands of iron, Range Rover has never buckled to the encroaching devolution of vehicle naming. I can only imagine that you sleep well at night knowing that you do not have to professionally recognise a vehicle called the Mokka. Look at that name, Jeremy. Mokka. You got out just in time.

Of course Range Rover and Land Rover operate on a far more classical basis of naming, thus Discovery and Vogue remain relevant to language and the execution of grammar. However, vigilance is the price that we must pay for decency and grammar, which brings me to my point of interest.

I recently journeyed almost the breadth of the country on my way from the Suffolk coast to Powys. Along the way I encountered automobiles with names that bugger belief. Kuga, Note, Duster; these are just a few examples of the degradation to language that I saw adorning cars.

As I see it we have two options, Jeremy. One, we construct an entirely new road network for the automobiles scarred of name, or two; we roll up our sleeves and remember that our language is the most Catholic and evocative in the world. Now I should say at this point that I am contacting you first because, frankly, when you look at what Vauxhall and others have done it renders them beyond hope. Jaguar and Land Rover are the vanguard of taste and we must not allow them to fall, Jeremy. Below is a small example of the direction that I believe common sense dictates in naming vehicles of dignity. I have many others that I could give you but man does not divine for thanks alone, does he. We all like to be remunerated, but for now you may take these as a symbol of my generosity and understanding. I was thinking of Range Rover for these, but I know that they've always been kissing cousins with Land Rover, so you can help yourself and emblazon them to whichever. You're welcome.

The Range Rover;

Contract
Brigadier
Forecast
Sequester
Theology

Thackary (after the funny bone folk singer who sang about t'Yorkshire farmers. It's a long shot reference but I think the farming community at large would love it, and that's a market you have to keep quenched)

Thank you for your time, Jeremy. I wish you all the best and can be contacted at the usual address. I look forward to hearing from you.

JW Bowe.