

**I'm not a robot**

























From the French, Italians, Germans to the Japanese, many car brands are mispronounced. This can be caused by a misunderstanding of different languages, popular culture references or just bad brand management. Having worked with Porsche, we are very aware of how much they struggle with people mispronouncing their brand name. The German luxury car brand is forever stressing that the e should be pronounced but not overstressed. The correct pronunciation is explained below, which is closest to Por-szeh in English. Check out our list of some of the brands that people that often cause public debate or frustration from brand owners and fans. In some cases there are still some acceptable variations of whats right, especially when the original pronunciation is too hard or doesnt make sense in English. For example BMW should be BEY-Em-VEY if want to say it like the Germans do. See what how many you are pronouncing correctly and what ones surprise you. Theres some of the incorrect pronunciations that are pretty amusing. No, we didnt make these up. We are assured that some people actually do pronounce the brands this way. Brand name/Correct pronunciation/incorrectAlfa RomeoAhl-fa Ro-meh-yoAlfa Ro-meoAuditDw-dee (as in how)Aw-dee (as in audio)BMW-B-M-W (English) or BEY-Em-VEY (German)Bee-en-vey or Bee-em-wayBugattiBoo-gah-teeBuh-gat-eeChevroletShev-ro-layShev-ro-letCitronSit-roh-enSit-ronFerrariFEH-Rrah-reeFuh-rariHyundaiHun-day (English) or cHYUN-DEH (Korean)Hi-un-dye or He-un-dayJaguarJag-u-areJag-warLamborghiniLambor-gee-neeLam-bor-jee-ni or LAHm-bor-giniLanciaLan-cha-lan-see-MaseratiMah-Zeh-RAH-TEE-Maza-ratiMaybachMai-BAHkMai-bahkMazdaMaz-da (English) Mat-su-da (Japanese)Maarz-daMercedes-BenzMur-say-dees-bens (English) or Mer-tsey-dess-Bents (German)Mur-seedeez BensMitsubishiMit-su-bishiMits-bishiNissanNe-sunNiss-un, Niss-anPeugeotPer-zho or Peoh-ZhohPer-zhot, Per-go, Pyu-zhoPorschePor-szeh or Por-shehPoor-sh, Por-sha or poor-sheeRenaultRen-ohRen-olt or Ren-altSeatSAV-atSee-at, seetSubaruSOO-ba-RROOSue-boo-roo or Sue-brtrooTeslaTez-laTess-laToyotaToy-to-yoToyotaVolkswagen (VV)Folks wag-er or VW (English) or Fow-vey (German)Volks wag-enVohlvohVolvoV-o or Vol-vow This list has been compiled from various sources, including representatives from the brands. In some cases, there are conflicting sources and we have opted for what is most commonly accepted. If you want to challenge any of the pronunciations, or suggest some more brands that are incorrectly pronounced, please contact us or leave a comment below and wed be happy to update this list. Want more? Check out how to pronounce Famous everyday brand names, Luxury brand names, and Alcohol brand names. Michael Hughes Michael is Managing Partner and Strategy Director at Truly Deeply. His deep expertise is in unlocking the strategic power of your brand to create a differentiated, compelling and authentic brand proposition that will engage all your audiences and drive your business growth. Michael has extensive experience working with leading Australian and International organisations across just about every sector. Tags: Alfa Romeo, Audi, BMW, Brand Agency, Brand management, brand name, brand name pronunciation, brand naming, brand pronunciation, Bugatti, car-brands, Chevrolet, Citron, Ferrari, Hyundai, Jaguar, Lamborghini, Lancia, leading car brands, Maserati, Maybach, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Peugeot, Porsche, Renault, Seat, Subaru, Tesla, Toyota, Volkswagen, Volvo, VW Skip to main content Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. Most of the discussion on the proper pronunciation of German automaker names centers on Porsche (of course), as there are essentially two opposing "camps" in the U.S. and the rest of the English-speaking world when it comes to its pronunciation. The first group pronounces it is Porsh, which appeared simply due to the tendency in the English language to drop the letter e at the end of some words which are spelled in a similar manner, and it's safe to say that this pronunciation holds a majority in the U.S. The other camp pronounces it as POR-shaaa, which is ... not terribly close to how the Germans pronounce it either, due to hard emphasis on the R and the tendency to linger on the second syllable, but it's closer to how they say it in its native country.As the video with Thomas from Autogefuhl demonstrates the more common German pronunciation is much softer overall and treats the letter R as the letter H – it's closer to POH-sheh. Notice in the video how the R comes out far softer, and the speaker does not linger on the second syllable.The German pronunciation of Audi, as the speaker in the video demonstrates, is closest to the American pronunciation, provided you don't already call it Oddly. It's close, but English speakers in the U.S. tend pronounce the first two letters as Owv, while the German pronunciation of the first syllable is more muted and flatter overall. Here's how much the VW Jetta has changed over the last 40 years Mercedes-Benz is close as well, though as the speaker in the video demonstrates the letter C in German is closer to a Ts sound which exists as its own letter in Slavic languages, among others. The result is something closer to Mer-TSEY-dess, with an accent on the second syllable.Opel is the most nuanced and you can instantly hear why: The O sound is deeper and shorter in the German pronunciation. E is flatter, and the L is followed by what would be a soft sign in some languages, which is absent in English and is usually transliterated with an apostrophe.Perhaps the biggest surprise to U.S. drivers may be the pronunciation of Volkswagen. In the U.S. it is pronounced very close to how it's spelled, with a hard emphasis on Folks and then a slightly drawl-heavy "WAH-gen," depending on your state of residence. But it's definitely not how it is pronounced in Germany.Rather, it is closer to FOLKS-vahgn if we were to spell it closer how it sounds in German. The letter V is actually an F sound in German, while the "olks" part of the word has a noticeable soft sign alter the letter L, followed by something closer to a T sound in place the letter K – something between T and K if you really listen. The second half of the word, as with other uses of the letter W in German, is actually a V sound. The Germans also do not linger on the A in the "wagen" part of the word -- that's mostly a foreign influence, or how people in English-speaking countries pronounce "wagen," which leans closer to WAH-gun.Old German and Soviet film cameras hit the junkyard! And if you don't want to say the whole name, VW is actually pronounced Fau Vee. But we don't recommend showing up at a VW dealership in the U.S. and using it in conversation. "I'm considering a Fau Vee SUV."From now on, if you pay close attention to speeches given by German executives at U.S. auto shows (like we do), you'll notice that most have adapted their pronunciations of make and model names to their U.S. versions to avoid weirding out the public.Open GalleryJay RameyJay Ramey grew up around very strange European cars, and instead of seeking out something reliable and comfortable for his own personal use he has been drawn to the more adventurous side of the dependability spectrum. Despite being followed around by French cars for the past decade, he has somehow been able to avoid Citroen ownership, judging them too commonplace, and is currently looking at cars from the former Czechoslovakia. Jay has been with Autoweek since 2013. Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. Many car brands (and sometimes even individual models) have become household names across the globe. Just think of a Chevy Corvette, a Porsche 911, or a Jaguar E-Type. While many of these brands are known to many, their authentic pronunciations can be tricky. But were here to help! Obviously, how a German will pronounce things is very different from an American, for example, due to language barriers. While its not necessarily wrong to pronounce something in a localized way, it can never hurt to really understand how its pronounced the original way. Outside of your personal appearance, the way you speak will set the biggest first impression. Understanding how to pronounce a car brand will be impressive to native speakers and car enthusiasts alike. They will immediately have more respect for you and perceive you as more knowledgeable. This would also be invaluable when youre networking or when youre just befriendng someone because it shows an immediate interest in someone elses culture and they often welcome that. With that being said, there will be times where pronouncing brands in a localized way is much more advantageous because it may come across as arrogant. As so often in life, the key is to know who your audience is. Knowing how to correctly pronounce these brands will also show a native speaker an immediate interest in their culture. Outside the car world, we cover more brand speech tips in our guides 52 Luxury Brands Youre Mispronouncing and for watches, specifically, 31 Luxury Watch Brands Youre Mispronouncing. Personally, I love Korean food, especially kimchi. I love their technology as well as the sense of style a lot of people display, but they also produce a bunch of cars. Kia is one of the big ones but its not difficult to pronounce it. Raphael loves Korean food especially kimchi. Fort BelvedereKnit Tie in Solid Navy SilkFort BelvedereWine Red, Yellow,Blue, Green, Orange Silk Wool Medallion Pocket SquareOne Korean car brand that a lot of people have issues with is Hyundai. Some people also say Hiyun-dai or Hun-dai. The way Koreans pronounce it is cHYUN-DEH. So, the first part Hyun its not just like ah h, its almost like a ch and the back part is not like day there at all, but its still thereits just very silent. Another German car brand often mispronounced one is Subaru. You can tell Americans or English speakers will put the emphasis on the first syllable and say SU-ba-roo. A Japanese would say SOO-ba-RROO. The r is rolled on the r and the emphasis is more in the middle. Its not Su-Ba-roo or Suba-roo, its Soo-ba-roo. Subaru, a Japanese car manufacturer, is pronounced as SOO-ba-RROO. [Image Credit: Subaru] As many of our regular viewers will know, Im originally from Germany. Yes, I can speak English with a German accent too, thats right. Lets start with the most common car brands and the mispronunciation which drives most car enthusiasts crazyPorsche. Many, especially in the English world, simply call it Porsh; they use it as a silent e. Some people call it Por-sha because the e sounds more like an a to them but ultimately, thats not how Germans would say. Interestingly, if you watch the brands youtube videos, you can see that sometimes there they also pronounce it Por-sha which is a very American way of saying it. You could argue that if a brand pronounces the brand in a certain way, why should you care? Well, here at The Gentlemans Gazette, we like to dig a little deeper and give you the full version. Raphael can also speak English with a German accent. So, unlike in English, we have accents such as Welsh or Scotch, in Germans, there are dialects. We call it dee-ah-lect and oftentimes, its not just a pronunciation but people use entirely different words. In Porsches home state of Baden-Wrttemberg, most people speak Schwbisch, which would mean Swabian, and sometimes you even have sub-dialects. For example, my best friend who comes from Western Germany cant understand my moom when she speaks Schwbisch with him. Why on Earth am I telling you all of this? Well, the purest form of German is the so-called Hochdeutsch, and Porsche themselves made a video about how to pronounce their brand name now just listen to it here. Porsche 911 (pronounced por-sche noin elva) [Image Credit: Porsche] The traditional German r comes from the throat, however, if you shorten it, you just say the Por-szeh. Its a slight r in the back of your throat and the e sounds like an actual e. If you actually go to the hometown of Porsche in Stuttgart and you ask people how to pronounce it, they will likely say POHt-szeh. So, for some people that may sound like theres no r there at all, but its still thereits just very silent. Another German car brand often mispronounced one is Volkswagen. Folks? No. Voax-wagen? Its called VW in the US. Even I am having a hard time with this. In German, we call it FOLKS-VA-GEN. The v sounds like an f and the w sounds like a v. However, when you shorten it, it becomes fow-vey. Its not f anymore, its a different sound. Fow-vey. Weird, I know, but thats the way Germans are. The Volkswagen Beetle [Image Credit: Goodwood] In German, it means as much as peoples car. It was actually a brand founded in 1937 with the support of Adolf Hitler. He wanted a basic car for two adults and three children that it would make it, it becomes fow-vey. Its not f anymore, its a different sound. Fow-vey. Weird, I know, but thats the way Germans are. The Volkswagen Beetle [Image Credit: Goodwood] In German, it means as much as peoples car. It was actually a brand founded in 1937 with the support of Adolf Hitler. He wanted a basic car for two adults and three children that it would make it, it becomes fow-vey. Its not f anymore, its a different sound. Fow-vey. Weird, I know, but thats the way Germans are. The Volkswagen Beetle [Image Credit: Goodwood] In German, it means as much as peoples car. It was actually a brand founded in 1937 with the support of Adolf Hitler. 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