

AMERICAN HISTORICAL FIGURES AND EVENTS IN THE NAMES OF THE USA'S CARS

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This work is devoted to the analysis of the names of some American car brands. The authors of the article give a brief description of the automotive industry of the United States of America and analyze the names of seven of its representatives. As a result of the analysis, a connection between the names of the automobile brands and the events of the USA's history is revealed.

Keywords: American automotive industry, General Motors, Ford, Chrysler, American historical events.

АМЕРИКАНСКИЕ ИСТОРИЧЕСКИЕ ЛИЧНОСТИ И СОБЫТИЯ В НАЗВАНИИ АВТОМОБИЛЕЙ

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Данная работа посвящена анализу наименований некоторых американских автомарок. Авторами статьи дана краткая характеристика автомобильной промышленности Соединенных Штатов Америки, а также проанализированы названия семи отдельных ее представителей. В результате анализа выявлена связь между названиями автомобильных брендов и событиями американской истории.

Ключевые слова: американская автомобильная промышленность, Дженерал Моторс, Форд, Крайслер, американские исторические события.

Historical events often find their place in everything that surrounds people: in the names of streets and sites, manufactured goods, works of art and products of human culture. This principle can also be applied to the names of cars playing an important role in the modern society and being a strategic commodity of every industrially developed country. Perhaps, American automotive industry does really stand out. In the USA, more than anywhere else, the names of many car marques derive from the country's rich and diverse history.

This study is aimed at finding out the origin of several car brands names and showing their relation to American historical figures and events. The text

provides a short overview of American automotive industry and lists a number of car brands explaining where their names come from.

The United States has one of the largest automotive markets in the world. As of March 2023, 75 percent of the U.S. population reported having access to their own car, with an additional 20 percent having access to a company or family car. The high motor vehicle demand in the country fuels an active automotive industry.

In the United States, the automotive industry began in the 1890s and, as a result of the size of the domestic market and the use of mass production, rapidly evolved into the largest in the world. The United States was the first country in the world to have a mass market for vehicle production and sales and is a pioneer of the automotive industry and mass market production process. During the 20th century, global competitors emerged, especially in the second half of the century primarily across European and Asian markets, such as Germany, France, Italy, Japan and South Korea. The U.S. is currently second among the largest manufacturers in the world by volume, producing approximately 10 million units annually. Starting with Duryea in 1895, at least 1,900 different companies have been formed, producing over 3,000 makes of American automobiles. By the end of the 1950s the remaining smaller producers disappeared or merged into amalgamated corporations. The industry was dominated by three large companies: General Motors, Ford, and Chrysler, all based in Metro Detroit, known as "The Big Three". Detroit became "Motor City" and engineering professionals flocked to Michigan to work with the biggest automotive names. Beginning in the 1970s, a combination of high oil prices and increased competition from foreign auto manufacturers severely affected the US companies causing the struggles that still last [1].

Ford Motor Company needs no introduction. Founded in Detroit, Mich., in 1903 by Henry Ford and a group of investors, the company introduced the hugely successful Model T in 1908 and by 1923 was producing more than half of all U.S. automotive vehicles. Ford Motor Company revolutionized the automotive industry by mass-producing vehicles that were affordable to the masses and introducing the moving assembly line, an innovation that would transform the global manufacturing landscape [2].

The company sells automobiles and commercial vehicles under the Ford brand, and luxury cars under its Lincoln brand. The latter one is of particular interest for us.

Marketed among the top luxury vehicle brands in the United States, Lincoln was positioned closely against its General Motors counterpart Cadillac. Lincoln Motor Company was founded in 1917 by Henry M. Leland, naming it after Abraham Lincoln, the 16th president of the United States. Abraham Lincoln was stated to be the first president the founder of the company, Henry Leland, had ever voted for. Lincoln led the United States through the American

Civil War, defending the nation as a constitutional union, played a major role in the abolition of slavery, expanded the power of the federal government, and modernized the U.S. economy.

In 1924, Calvin Coolidge, the 30th president of the United States, chose Lincoln (the model 'L') as his presidential car. Lincoln would go on to make the official President's car from 1939 to 1972.

The next, and the biggest, member of "The Big Three" is General Motors, under which such car brands as Cadillac, LaSalle, Marquette, and Pontiac are represented and will be discussed further in the text.

Cadillac is among the first automotive brands in the world, fourth in the United States only. It was named after Antoine de la Mothe Cadillac (1658–1730), who founded Detroit, Michigan. He was a French explorer and adventurer in New France. The Cadillac crest is based on his coat of arms.

LaSalle was an American brand of luxury automobiles manufactured and marketed, as a separate brand, by General Motors' Cadillac division from 1927 through 1940. LaSalle was created as a companion marque for Cadillac. Like Cadillac – named after Antoine de la Mothe Cadillac – the LaSalle brand name was based on that of another French explorer, René-Robert Cavelier, Sieur de La Salle. He explored the Great Lakes region of the United States and Canada, and the Mississippi River. He claimed the Mississippi River basin for France after giving it the name La Louisiane. La Salle is sometimes credited with being the first European to navigate the Ohio River, and sometimes the Mississippi as well.

There were two makes of automobile bearing the name of Marquette both under the auspices of Buick at General Motors and both built in Michigan. The first Marquette saw the light of day in Saginaw in 1912. The second came as a result of the decision of the heads of GM to re-introduce the Marquette name as a lower-priced Buick before the Stock Market Crash of 1929. By analogy with the previous brand, it was named after another 17th-century French explorer, Jacques Marquette, a Jesuit missionary who founded Michigan's first European settlement, Sault Sainte Marie, and later founded Saint Ignace [3].

Pontiac, or formally the Pontiac Motor Division of General Motors, was an American automobile brand owned, manufactured, and commercialized by General Motors. It was originally introduced as a companion make for GM's more expensive line of Oakland automobiles. The division's name stems from the Odawa chieftain Pontiac, who had also given his name to the city of Pontiac, Michigan, where the car was produced. He led an indigenous uprising around the city of Detroit from 1763 to 1766, due to, among other reasons, dissatisfaction with British policies. The Native American red arrowhead design appeared in 1957. The arrowhead logo is also known as the Dart.

The last representative of "The Big Three" is Chrysler Corporation. We are interested in its two brands – Plymouth and Jeep.

The Plymouth brand was launched in 1928 to compete in what was then described as the "low-priced" market segment that was dominated by Chevrolet and Ford. The logo featured a prow view of the ship Mayflower which landed at Plymouth Rock in Plymouth, Massachusetts. Mayflower was an English sailing ship that transported a group of English families, known today as the Pilgrims, a group of people who wanted to escape religious persecution for their opposition to the Church of England, from England to the New World in 1620. After 10 weeks at sea, Mayflower, with 102 passengers and a crew of about 30, reached what is today the United States.

However, the inspiration for the Plymouth brand name came from Plymouth binder twine, produced by the Plymouth Cordage Company, also of Plymouth. The name was chosen due to the popularity of the twine among farmers.

Jeep is an American automobile marque that has been part of Chrysler since 1987, when Chrysler acquired the Jeep brand, along with other assets, from their previous owner American Motors Corporation (AMC) [4].

We are not particularly interested in the name of the brand itself, as it has nothing to do with American history, but more in the names of some of its models.

The Jeep Cherokee, as well as the Jeep Grand Cherokee, is a line of SUVs manufactured and marketed by Jeep over five generations. It's named after the Cherokee tribe of Native Americans of the Southeastern Woodlands of the United States.

It should be mentioned that there is no copyright on the Cherokee name, and the tribe was not offered royalties for using the name. In February 2021, Chuck Hoskin, Jr., principal chief of the Cherokee Nation, called for Jeep to change the vehicle's name.

The Jeep Comanche is a pickup truck variant of the Cherokee compact SUV (1984–1992) manufactured and marketed by Jeep for model years 1986–1992. As well as the Jeep Cherokee, the Jeep Comanche is named after another indigenous tribe Comanche. This tribe is from the Southern Plains of the present-day United States. Comanche people today belong to the federally recognized Comanche Nation.

American automotive industry still holds its strong position in the car world, regardless of tough periods it has gone through. In this text, we've analyzed the names of seven American car marques (and their models), vividly showing that all these trademarks were inspired by the country's history. Most of the car brands, if not all of them, are named after people. We have a few tribes, a few French explorers, a chieftain, and a president. This can be explained either by a coincidence or – which is more likely – by patriotic aspirations of huge car makers willing to pay tribute to the history of America.

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