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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 's' 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 what's right, especially when the original pronunciation is too hard or doesn't 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. There's some of the incorrect pronunciations that are pretty amusing. No, we didn't make these up. We are assured that some people actually do pronounce the brands this way. Brand nameCorrect pronunciationIncorrectAlfa RomeoAhl-fa Ro-meh-yoAl-fa Ro-meoAudiOw-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-gaah-teeBuh-gat-eeChevroletShev-ro-layShev-ro-letCitroënSit-roh-enSit-ronFerrariFEH-Rrah-reeFuh-rariHyundaiHun-day (English) or cHYUN-DEH (Korean)Hi-un-dye or He-un-dayJaguarJag-u-areJag-warLamborghiniLambor-gee-nee Lam-bor-jee-ni or LAHm-bor-gini,LanciaLan-chaLan-see-aMaseratiMah-Zeh-RAH-TeeMaza-ratiMaybachMai-BahkMai-bakMazdaMaz-da (English) Mat-su-da (Japanese)Maarz-daMercedes-BenzMur-say-dees-bens (English) or Mer-tsey-dess-Bents (German)Mur-seedeez BensMitsubishiMit-su-bishiMitsa-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-altSeatSAY-atSee-at, seetSubaruSOO-ba-RR00Sue-boo-roo or Sue-rrrooTeslaTez-laTess-laToyotaToy-o-taToy-odaVolkswagen (VW)Folks var-gn or VW (English) or Fow-vey (German)Volks wag-enVolvoVohl-vohVol-vo 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 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 we'd 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, Citroën, 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 If you're a car lover, knowing the names of different automobile brands isn't enough to make you appear like an expert. Imagine bumping into another car enthusiast and asking him, "Do you know that the new Audi (o-dee) R8 Spyder is worth \$177,100?" Don't be surprised if you get either a giggle or a weird stare from that person. We at VroomVroomVroom want to help you sound like a pro that's why we have listed some of the most hard to pronounce car brand names in the world and their correct pronunciation. Check out our list of commonly mispronounced automobile brands below: Audi (ow-dee) How can anyone go wrong with a two-syllable name? Just like famous bag brand Prada (Prah-duh), Audi looked like a word that anyone can pronounce. However, most people mistakenly pronounce it as "o-dee" instead of "ow-dee". Buick (bye-ik) Most people forget to add "y" after the letter "B" thus it sounded more like "boo-ik" instead of "bye-ik". Just remember the word "beautiful" so you won't forget how to pronounce the first syllable of Buick. BMW (bee-em-vee) Just when you thought you'll get it right by saying the initial than the full brand name Bayerische Motoren-Werke, then think again. Most English-speaking people would say it as it is, but the real German pronunciation is "bee-em-vee" Chevrolet (shev-ro-ley) The iconic car brand Chevrolet has been around for more than 100 years and yet there are a few who still mispronounce its name. Instead of a silent "t", some people pronounce that letter. It should be pronounced as "shev-ro-ley". Hyundai (hyon-de) Most Americans pronounce the Korean car brand name Hyundai as "Hyon-dey" or "Hon-dey". Why not let the Koreans teach us how to really say Hyundai? Based on the YouTube channel TalkToMeInKorean, the automobile brand name is pronounced as "Hyon-de". Koenigsegg (kou-nig-zegg) The Swedish automobile manufacturer is known for its hyper-cars, but its name may slow you down when spoken for the first time especially if you're not a native speaker. The car brand name may seem mouthful, but it's really easy to pronounce – just say "kou-nig-zegg". Lamborghini (lam-bor-gini) This car brand name is usually pronounced as "lam-bor-ghini" but the correct way to say it is "lam-ber-gini." Not much difference in the pronunciation just as long as you won't call it "lamb-or-genie" because it would sound like you are asking someone to choose between a lamb or a genie. Lancia (lan-cha) If you're not Italian, you will most probably pronounce this car brand name as "lan-see-ya". Unfortunately, that's not how you should say it. Keep in mind that one of Italy's leading automobile manufacturers should be pronounced "lan-cha". Mercedes-Benz (mur-say-dees-bens) This is one of the most popular automobile brands in the world but we often neglect the correct pronunciation since it sounds similar to what most people usually say. For a change, try saying "mur-say-dees-bens" instead of "mer-cee-dees-benz." Peugeot (poo-zho) French is one of the most difficult languages to learn that's why it isn't surprising that Peugeot is included in the list. According to Wikipedia, the common French pronunciation is "poo-zho" but there are other countries that pronounce it as "pyoo-zho" or "per-zho." Plymouth (pli-muth) First look at the car brand's name and you'll be tricked into saying the word "ply-mouth" because it is spelled closely to the word plywood. However, that's far from its real pronunciation, which is "pli-muth". Porsche (por-sha) Most Americans pronounce the German car brand as "porsh" but its real pronunciation ends with an "a." Next time you see a Carrera GTS, remember to say "Por-sha" so you'll sound more like a legit car enthusiast. Renault (re-no) If it's the first time that you've encountered this brand, you will probably call it "renolt." However, it is pronounced with the silent "l" and "t" so you should say "re-no" instead. Just remember the city in Nevada when you see this brand. Volkswagen (folks-va-gun) There are certain letters in the German alphabet that are pronounced different – "W" becomes "V" and "V" becomes "F." Based on that, the popular car brand should be pronounced as "Folks-va-gun" instead of "volks-wagon". These are just some of the most commonly mispronounced car brand names. We know that there are more out there so if you've come up with some names, please share them on the comment box below. Just like these brands, most people call me "Mic" while these brands, most people call me "Mick" like "microphone" and not "Mic" like Mick Jagger so I can relate how these automobile companies would feel when someone incorrectly pronounces their name. Hopefully, this article will help you sound more like a real car enthusiast. Did you enjoy this article? Check out our list of hard to pronounce cities in the United States and the most frequently mispronounced places in Australia. You might also want to try our Car Brand Spelling Quiz. Your browser does not support audio. German Translation More German words for car das Auto noun auto, automobile, motor der Wagen noun cart, carriage, wagon, trolley, van das Fahrzeug noun vehicle, vessel die Kabine noun cabin, booth, cubicle, stateroom, changing room die Gondel noun gondola, nacelle der Schlitzen noun carriage, sled, sledge, sleigh, toboggan die Aufzugskabine noun car See Also in English Similar Words Nearby Translations 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 enhance 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. An angry German man from the Speed Comparer YouTube series humorously explains the proper way to pronounce the names of popular German car companies, including Audi, BMW, Mercedes Benz, Volkswagen, and more. [via antnx] Back to Top For this reason we have put together a balanced list of 5 reasons by which learning German can be really hard, and 5 reasons by which it isn't that much. Five reasons why learning German is hard... German has a very rich lexicon. This is partly due to its incredible ability to create new terms through Wortbildung, literally, the building of words. As a sort of creative exercise, different words and nouns can be joined with one or more suffixes. Furthermore the French cultural domination of the 18th century spoiled the German language and influenced the expression of certain concepts from the time. When then Romanticism and its underlying nationalist ideology spread throughout Europe in the 19th century, certain linguists quite literally invented 100% German words to convey those same expressions (some examples include: division= Aufteilung, definition= Bestimmung...). The result? Several things in German can be said with two completely different words that actually have the same meaning. The choice of the word will then depend on the context and stylistic criteria. Unfortunately, this richness in choice applies also to whole sentences and expressions. Thus even if you have been studying German for 10 years and know of 5 different ways to ask "how are you?", be sure that a native speaker will come to you one day and employ that 6th way that you couldn't even begin to imagine it existed. 2. Because the spoken language is terribly different from the written one Yes, this is probably the most interesting, not to say terribly frustrating, aspect of German: no matter how well you know ALL the possible grammatical rules, the gender of thousand of nouns, the sentence structure etc... most likely the you won't be able to understand one thing from your first conversations with a German, in particular in informal situations. The spoken language has in fact a name for it's own, the so called Umgangssprache (vehicular language). Its lexicon has even been assembled in dictionaries, and holds the peculiarity of being transversal to dialects. What characterizes the spoken language is that array of small words that have absolutely no meaning on their own and that Germans use to give a tone to the sentence (a bit like hand gestures for Italians) such as mal, schon, halt, doch... The use of these words will immediately separate a native speakers from who, regardless of how fluent they may be, learned German as a second language. There is then the tendency to ask „Wo kommst du her?“ and „Wo gehst du hin?“ as opposed to the common „Woher kommst du?“ and „Wohin gehst du?“. To our delight, Germans also like to live up the language with particular expressions and to the universally known "Wie geht's?" they will probably prefer a „Wie läuft's?" or a „Wie ist es?". 3. Because there are three genders for nouns and with the exception of a few rules, the choice is absolutely random This is possibly the greatest shock when starting to learn German: to find out that not only there are three different genders (masculine, feminine and neutral), and only few, vague rules (words that end in -ung are all feminine, those ending in -er are usually masculine), but most importantly, that the gender is not always dependent on the word structure, but on some completely random and unexplainable criteria. More than trying to find a logical reason behind the fact that a girl, for instance, is neutral (das Mädchen), the advice is to just accept it and move on. The same applies for plural. The result is that unlike other languages, where it is pretty much enough to learn a word and move on, in German you'll have to simultaneously learn it's gender and it's plural form. A mental violence, basically. 4. Because certain sounds are really hard to pronounce Some have made it. This story takes the contours of a legend because certain sounds in German are really, really hard to pronounce. Some have a difficult time with the ch (not to be confused with the sch!) of which there are actually two different versions: the one found after vowels as a, o, u (Dach, Buch, Loch, in phonetic x) and the one found after the interior vowels i, e, ä, ü, ö (ich, Brecht, lächeln, Löcher, Bücher in phonetic ç). If you never noticed don't worry, it's normal, Germans themselves probably don't even realize. One other fascinating sound is the guttural r, the one that departs from that unknown angle of the throat and that completely changes the sound of words like Brot. 5. Because we can't accept that some verbs can be separated and that a piece of that verb has to be placed at the end of a sentence Yes, when looking on the dictionary you'll find a "full" word with a certain meaning, such as ausgehen = to go out, but in everyday sentences that same word will be split in two and the suffix will go at the end. Why? Who knows. Episodes in which you'll find yourself translating a sentence and happily think to have understood what verb it is, just to find out that you actually missed a "piece" of it, will be very recurrent. And your brain will trip every time you'll try to converse and have to think of that small element. Photo: "Schnecken Schleckern" © Andreas – CC BY SA 2.0 ...and 5 reasons for which it isn't that hard after all 1. It's a very logical language It's true, German has several grammatical rules, but few exceptions. Once you learn the rule you will unlikely have unpleasant surprises. 2. Because there are few pronunciation rules Except for the difficulty of the sounds aforementioned, one can't say that German has tough pronunciation rules. Unlike English, for instance, where every word is pronounced in its own way or French, where to rules are so severe and dictations are done even in the most progressed course levels. In German the only sounds that change are certain diphthongs (such eu= oi and ei=ai) and the v which is read as f. For the rest, pretty much all the words are pronounced as they are written. And this is surely something worth mentioning... 3. Because nouns are recognized due to the capital letter Even if you never studied this language, surely you may have noticed in for instance instruction manuals that several words in German are written with a capital letter. Those are nouns: common or abstract these may be, in German they always have a capital letter. This way of doing resides to the times of Luther and it has been contested for long yet never abandoned: Germans are too convinced of the enhanced readability of a text. 4. Because German has rules to which one can abide to, whereas in English the grammar is more 'flexible', so to say Although English is one of the most learned and used languages globally, the English grammar remains a mystery to much of the native and foreign speakers alike. To this day English has no academy (unlike French's Académie française or the Spanish's Real Academia Española), and debates on verb tenses are very much alive. With German it's easier, you have the rules and you ought to respect them. They might not always 'make sense', but at a certain point the the inner struggle fades. 5. Because you don't have the gerund and the duration form In English the dilemma on whether to utilize the gerund or not (i.e. "What do you do?" vs "What are you doing?") is unresolved. The absence of such in German simplifies our life, not to mention that the (in)famous duration form is nonexistent. So, if you've been eating for the past hour you will simply say "Ich esse seit einer Stunde". Simple and concise. — If you are starting to get intrigued by the German language, take a look at the German courses that Berlino Schule organizes. The world of cars and powerful machines is so vast and big that you simply cannot pronounce every car brand correctly, mostly because they come from different parts of the world. However, the one country that most of the people have difficulties certain words from there simply has to be Germany. Yes, most of the words there are nearly impossible to pronounce if you are not a native speaker. However, this guy wanted to make a video and show us exactly how to pronounce certain German car names, and it is hilarious. The Germans are known for keeping a poker face and being serious nearly all the time. This guy surely proves that. However, some of the most awesome and most powerful car brands come from there and knowing how to pronounce them correctly is fairly important. Even though the US citizens have a specific pronunciation for certain German car names and even though some of them are in fact correct, thus guy shows us how to say them in German, or the way you should. People usually make mistakes in the pronunciation, especially the ones which are not much into cars. He shows us how to exactly pronounce German car names such as Audi, BMW, Mercedes Benz, Porsche, Opel and Volkswagen. As a bonus clip in the video you also hear the proper way to pronounce Koenigsegg, even though this is not a German car. Well, at least now you know how to properly pronounce certain car brands!