

# European Cars



**A**LMOST EVERY RELIABILITY SURVEY on the planet shows that European cars are basically nicely styled garbage. But otherwise clever people keep buying them. Why?

In England or Europe, people drive European cars because they're familiar. Over generations, people have walked into Peugeot or BMW showrooms and driven out in a new car that made them feel good for a while.



Outside of England and Europe, people often buy European cars because they associate European cars with style and status. Don't laugh.





In England and Europe, buying a mainstream Peugeot or Volkswagen model is considered a budget purchase. In countries like New Zealand and Australia, these same budget vehicles are often seen as having a certain prestige, a car that lifts the owner above the grey masses. Really. As we said above, don't laugh; it's not polite.

But even otherwise clever people around the world buy luxury European cars. These luxury European cars send out the message: "I'm better than you, higher up the food chain than you, wealthier than you, more fashionable than you – and I can prove it by my vehicle."





In her book: *Watching the English*, social anthropologist Kate Fox points out that:

“English drivers will admit to aesthetic and even emotional reasons for buying a particular car, and might even go so far as to acknowledge that they choose cars that express their individual personality...Under no circumstances will they admit to buying or wanting a make of car because it is associated with a social class to which they wish to be seen to belong. But the truth is that car choice, like almost everything else in England, is mostly about *class*.”





Therefore, when you point out to many wealthy carbuyers that a Lexus will leave most European luxury cars for dead when it comes to both value and reliability, your words will fall on deaf ears.



Affordability and reliability, to the Euro-snob, are obsessions of the poor and needy – if those considerations are a high priority, it means you're in the lower part of the food chain.

And, of course, both rich and poor European carbuyers are suckers. FYI, most European cars are designed to provide around 60,000km of moderately reliable motoring. Often, these Euro lemons don't even make it that far before they give trouble. And getting these lemons fixed properly can be a nightmare, even when these vehicles are still under warranty.





Not all European cars give trouble early in life; not all smokers get cancer. Just an alarmingly high percentage.

The rich can afford to indulge their delusions of grandeur. Pity the poor office manager who buys into this snobbish nonsense.

In exchange for the temporary thrill of having the latest model in the office carpark, the snobbish buyer is probably going to have to put in several extra months or years of hard grind in order to pay the inflated purchase price plus the exorbitant interest on the hire purchase. This shiny piece of fragile automotive status will be out of date in two or three years, and will probably have lost a very large hunk of its value by then.

Madness.

