

# (feedback)

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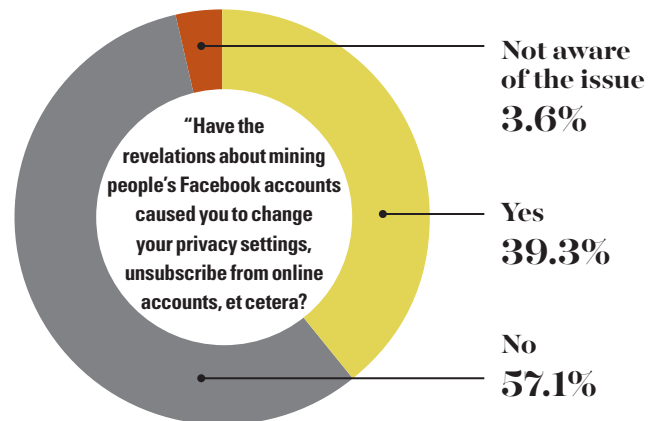
## How an SUV Went Rogue

Steve Burgess's tongue-in-cheek article about car names ("Lost in Translation," March) elicited comments from two readers. Kyla Daman-Willems, West Coast Express marketing and customer service supervisor at TransLink, writes that "when we first heard ads for 'Qashqai,' we were certain the announcer said 'cash cow,' but after a few repetitions we decided to give them the benefit of the doubt."

Michel Billotte of Sechelt, however, says that while he enjoyed reading the piece, he found Burgess's comments on the Nissan Qashqai somewhat superficial. Billotte is anything but. He points out that the Qashqai was introduced in 2007 and has been the most popular sport utility vehicle in Europe ever since. The nomadic nature of the Qashqai (also spelled Kachkaïs) inspired Nissan/Renault to use the name for an SUV able to go anywhere. When Nissan North America needed an SUV smaller than the Rogue (sold in Europe as the X-Trail), the Qashqai was a logical choice but gave the impression to many North Americans that it was a brand-new vehicle, Billotte explains. "The Qashqai name was kept in Canada," he says, "but from what I understand, the U.S. market could not read nor pronounce the name Qashqai, hence the use of the Rogue Sport, when we know that there is nothing 'sporty' about it."

## Poll of the Month

On behalf of *BCBusiness*, in April Mustel Group asked 360 residents across B.C. whether they have changed their online behaviour since learning how information from people's Facebook accounts is being exploited. Of the 276 who use social media, almost 40 percent said yes. Principal Evi Mustel isn't surprised. "I think people are very concerned about privacy," she observes. "I've always laughed how for years people would always say, 'When you subscribe to a magazine, they sell your lists.'" Mustel notes, "What people are doing on social media is way more. It's being used a lot more than magazine subscription lists."



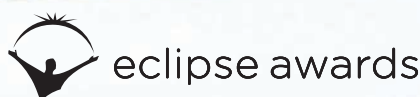
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