

The Mitsubishi Group is a Japanese conglomerate consisting of a range of autonomous businesses which share the Mitsubishi brand, trademark and legacy. The Mitsubishi group of companies form a loose entity, the Mitsubishi Keiretsu, which is often referenced in US and Japanese media and official reports; in general these companies all descend from the zaibatsu of the same name.

The name “Mitsubishi” refers to the three-diamond emblem. “Mitsubishi” is a combination of the words mitsu and hishi. Mitsu means three. Hishi means water chestnut, and Japanese have used the word for a long time to denote a rhombus or diamond shape. Japanese often bend the “h” sound to a “b” sound when it occurs in the middle of a word. So they pronounce the combination of mitsu and hishi as Mitsubishi.

There are also some alternate interpretations of the logo.

The logo for this successful worldwide Japanese automobile manufacturer is made up of three points that symbolise trust, integrity and openness. The logo is based on the merger of two age-old Japanese dynasties who used a coat of arms with three similar diamond patterns.
**Source:** Unknown

Mitsubishi built its first car in 1917. The company itself goes back to 1870, when it built its first ships - the three diamonds represent a ship's propellers.
**Source:** (Text taken from CAR magazine, July 1999. Written by Martin Buckley.)




The Peugot lion logo is a strong visual brand for the Peugot car. The first lion is designed for marking saw blades and steel products. It symbolizes the three qualities of Peugeot saw blades: the toughness of the teeth, the flexibility of the blade, and the speed of the cut. In 1850 the lion image appeared for the first time on the 'Peugeot Bros' arrow. Initially put on saw blades, this logo was registered in 1858, and for many years would mark the tools manufactured by the brand.

**1847**

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**1889**

1889 was a historic year for the make, with the launch of the first vehicle bearing the Peugeot name: a tricycle, the result of cooperation between Leon Serpollet, the steam expert, and Armand Peugeot. The lion is still shown on tools and cycles. On the other hand, it was missing from the first cars manufactured between 1890 and 1905. To mark these products, Armand Peugeot, who had founded the company

Automobiles Peugeot made do with the words 'Automobiles Peugeot' on the radiators. Between 1905 and 1915, the profile of a lion on an arrow was, however, present on the 'Lion Peugeot' cars manufactured by Peugeot Bros.

**1910**

Following the merger in 1910 of the cycle and automobile activities, the company 'Automobiles et Cycles Peugeot' would just put the old PEUGEOT on its cars. On some models 'unofficial' lions made their appearance: the Baudichon lion (1923) and the Marx lion (1925), named after their sculptors, are true works of art. One had to wait until 1933 for a more realistic lion to adorn the bonnets of models made at the plant.

**1948**

The heraldic lion made its appearance on the 203. It is rearing up on its hind legs, to adopt the familiar posture of the lion on the coat of arms of Franche-Comté, birthplace of the business.

**1965**

Having become a holding company under the name Peugeot S.A., the make changes the logo: just the lion's head is retained on a triangular shield. Three years later the lion head is framed in a square, making a brand sign as it is today. The cars' radiator grills in the meantime continue to sport the heraldic lion.

**1976**

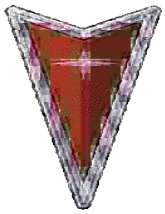
In 1976 a new structure, the PSA Peugeot-Citroen holding company, brings together the two makes, Peugeot and Citroen. The Group then purchased Chrysler Corporation. There were so many happenings to disturb the identity of the Peugeot brand. To reinforce its image, Peugeot has come back to its heraldic lion, with a refined design: it's the so-called 'Lion fil'. The best ambassador of this new, visual identity would be the 205, sold successfully since 1983.

**1998**

The visual identity of Peugeot changes again: the paws, added in the same scale, reinforce the power and balance of this feline; the blue, piercing eye symbolizes the long-term vision of the make. The lion is now complete and metallized to apply to the brand's values (sure, dynamic, esthetic), and is included in the design of its latest models.

**2002**

Now called the 'Blue Brand', the logo changes again to better reflect the Peugeot brand's ambitions. Still complete and metallized, it has had black added to the blue to show the lion's shadow. Balanced in shape and proportions, the logo and the car Brand are by now indivisible: unity creates strength.



Pontiac is a brand of automobiles first produced in 1926, and sold in the United States, Canada and Mexico by General Motors (GM), marketed as an "athletic" brand specializing in mainstream performance vehicles.

The Pontiac brand was introduced by General Motors in 1926 as the 'companion' marque to GM's Oakland Motor Car line. The Pontiac name was first used in 1906 by the Pontiac Spring & Wagon Works. The name was taken from Chief Pontiac, an American Indian chief who led an unsuccessful uprising against the British shortly after the French and Indian War. The Oakland Motor Company and Pontiac Spring & Wagon Works Company merged in November 1908 under the name of the Oakland Motor Car Company. The operations of both companies were joined together in Pontiac, Michigan (of Oakland County) to build the Cartercar. General Motors in 1909 purchased Oakland.

The original logo was that of an American Indian headdress, which was used as a logo until 1956. The American Indian headdress is obviously connected to Chief Pontiac referenced earlier. This was updated to the currently used American Indian red arrowhead design for 1957. The arrowhead logo is also known as the Dart. The logo has a distinctive Red and a silver star in the middle. I am not sure what the significance of the star is but a lot of the Native American art contains elements of nature such as the sun, moon and stars.

On April 27, 2009, amid ongoing financial problems and restructuring efforts, GM announced that it would phase out the Pontiac brand by the end of 2010 and focus on four core brands in the U.S.: Chevrolet, Cadillac, Buick, and GMC.




**Pontiac Original Logo**

The original logo was that of an American Indian headdress, which was used as a logo until 1956. The American headdress is connected to the name of brand "Pontiac" which was the name that was taken from Chief Pontiac, an American Indian chief who led an unsuccessful uprising against the British shortly after the French and Indian War.




Renault is a French automaker producing cars, vans, buses, tractors, and trucks. Due to its alliance with Nissan, it is currently the world's 4th largest automaker behind General Motors, Toyota and Ford. It owns the Romanian automaker Dacia and the Korean automaker Renault Samsung Motors. The company is well known for numerous revolutionary designs, security technologies, and motor racing. Producing cars since late 1898, the Renault corporation was founded in 1899 as Société Renault Frères by

Louis Renault, his brothers Marcel and Fernand, and his friends Thomas Evert and Julian Wyer.































1900 - The first Renault logo designed in 1900 features the initials of the three Renault brothers - Louis, Ferdinand and Marcek drawn on a medallion.



1906 - In 1906, the company signed its first major contr
act and began large scale production of its vehicles changed its logo to represent the front end of a car enclosed in a gear wheel.

1919 - Towards the end of World War I, Renault started manufacturing tanks. In 1919, the company replaced its logo with the image of a tank.



1923 - In 1923, the company replaced its tank logo with the Grille-Shaped logo and introduced the name of the car "Renault" in its logo for the first time.



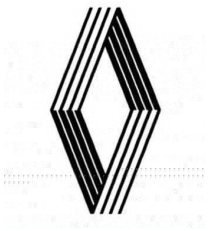
1925 - In 1925, the diamond replaces the circle and Renault becomes the "diamond brand" and is called the same today.




1946 - In 1946, the brand was nationalized becoming "Regie Nationale des Usines Renault". This name is immediately added to the brand diamond, which is now Yellow.




1959 - The term "Regie Nationale" was dropped in 1959.



1972 - In 1972, Renault modernized its logo. The designer, Victor Vaserely redesigned the diamond in the shape of a dynamic 3-D diamond.




1992 - In 1992, the logo is enlarged and produced in relief, as part of Renualt's drive for progress, quality and innovation.



2004 - In 2004, Renault presents a new interpretation of its logo, placed on a warm yellow background.
2007 - In 2007, Renault begins a wave of 26 vehicl launches. The logo is currounded by a Yellow square - a symbol of quality

Saab is a line of automobiles manufactured by Saab Automobile AB, and is currently a wholly-owned subsidiary of the General Motors Corporation. Originally, Saab AB was an aviation and defense company based in Sweden and founded in 1937 in Trollhättan. Its name was an acronym for "Svenska Aeroplan Aktiebolaget" (translates to Swedish Aeroplane Limited), thus written as "SAAB". In 1939 Saab merged with the Linköping based ASJA and the headquarters moved to Linköping. During changes in company ownership in the 1990s, the company name became Saab AB.

The logo of this SAAB depicts a mythological bird which is also used on the official coat of arms of the Count von Skane. The symbol was used as the symbol for the Swedish province Skane, where the SAAB company was formed




Skoda Auto is an automobile manufacturer in the Czech Republic. In 1991, it became a subsidiary of the Volkswagen Group. The origins of Skoda go back to the early 1890s where, like many long-established car manufacturers, the company started out with the manufacture of bicycles.

It was 1894, and 26-year old Václav Klement, who was a bookseller by trade in Mladá Boleslav, in today's Czech Republic, which was then part of Austria-Hungary, was unable to obtain the right spare parts to repair his German bicycle. Klement returned his bicycle to the manufacturers, Seidel and Naumann, with a letter, in Czech, asking for them to carry out repairs, only to receive a reply, in German, stating: "If you would like an answer to your inquiry, you should try writing in a language we can understand".

A disgusted Klement, despite not having any previous technical experience, then decided to start his own bicycle repair shop, which he and Václav Laurin opened in 1895 in Mladá Boleslav. Before going into business partnership with Klement, Laurin was an already established bicycle manufacturer from the nearby town of Turnov.




**Slavia Logo (1895 – 1905)**

Bicycles and motorcycles were made at the Mladá Boleslav workshop under the Slavia brand. The logo was based on a wheel with lime leaves, which were to symbolise the Slav nations. The names of the company's founders (Laurin & Klement) were added and later became the main motif for the new logo.



**L&K Logo (1905-1925)**

The design of the L&K logo was influenced by Art Nouveau, an artistic style at the beginning of the 20th century. The initials of the company's two founders are (probably in connection with the name Václav Laurin or laurel, lat. laurus nobilis) surrounded by laurels in the shape of a wreath, which has been associated with victors and the famous since antiquity. The laurels possibly foretold the success of L&K.




**Škoda Logo (1926-1933)**

Cars were produced in Mladá Boleslav under the Škoda brand from 1926. Although the brand's name changed completely, the form of the new product logo shows continuity with the previous stage. The Škoda logo has a new, oval shape, but the brand name is still the dominant element in the centre and is surrounded by laurels.



**Škoda Logo (1926-1990)**

The logo with the famous "winged arrow" was first used in 1926. Its origin is shrouded in mystery, sometimes the author of the idea (the stylised head of an Indian wearing a headdress with five feathers) is said to be the commercial director of Škoda Plzeň, T. Maglič. The blue and white circular logo, which is

completed by a right-moving winged arrow with a stylised pinion, is currently used on some original Škoda parts (e.g. on window glass and engine blocks).

**Škoda Logo (since 1999)**

Although the Škoda logo is viewed as one of the most original and stylistically clean manufacturing company trademarks in the world, the author is not yet known. The black and green logo, which has been used since 1994, gives the Škoda brand a greater degree of originality – black symbolises the hundred-year tradition, green signalises environmental production.

Subaru is the automobile manufacturing division of Japanese transportation conglomerate Fuji Heavy Industries Co., Ltd (FHI). FHI was established on July 15, 1953 when five Japanese companies, known as Fuji Kogyo, Fuji Jidosha Kogyo, Omiya Fuji Kogyo, Utsunomiya Sharyo and Tokyo Fuji Sangyo, joined to form one of Japan's largest manufacturers of transportation equipment. Subaru is known mainly for its all-wheel drive vehicles such as the Subaru Forester and the Outback.

The company is influenced by the star cluster Pleiades. In Japanese the cluster name is "Subaru", which roughly translated into English means, "to govern", "unite," or "gather together". The large star in the logo represents Fuji Heavy Industries, and the five smaller stars represent the current five companies that are united under the FHI group. In essense the logo represent the unification of 5 companies mentioned above to become one large entity called the Fuji Heavy Industry.



The Pleiadesis an open cluster in the constellation of Taurus. It is among the nearest star clusters, and is probably the best known, and is certainly the most obvious to the naked eye. The cluster is dominated by hot blue stars that have formed within the last 100 million years.

From this image, you can see the resemblance to the Subaru logo.

Vauxhall Motors is a British automobile company. It is a subsidiary of General Motors Corporation (GM), and is part of GM Europe. Alexander Wilson founded the company in Vauxhall, London in 1857. Originally named Alex Wilson and Company, then Vauxhall Iron Works, the company built pumps and marine engines.In 1903, the company built its first car, a five-horsepower model steered using a tiller, with two

forward gears and no reverse gear. This led to a better design which was made available for sale.

The Vauxhall logo is based on a mythical creature called the "Griffin". The griffin is a legendary creature with the body of a lion and the head and often wings of an eagle. As the lion was traditionally considered the king of the beasts and the eagle the king of the birds, the griffin was thought to be an especially powerful and majestic creature. Griffins are normally known for guarding treasure. In antiquity it was a symbol of divine power and a guardian of the divine.

The griffin emblem, which is still in use, is derived from the coat of arms of Faulke de Breaute, a mercenary soldier who was granted the Manor of Luton for services to King John in the thirteenth century. By marriage, he also gained the rights to an area near London, south of the Thames. The house he built, Fulk's Hall, became known in time as Vauxhall. Vauxhall Iron Works adopted this emblem from the coat of arms to emphasise its links to the local area. When Vauxhall Iron Works moved to Luton in 1905, the griffin emblem coincidentally returned to its ancestral home.

The logo as pictured used to be square, but it is now circular, to enable it to fit in the same recess designed for the circular Opel emblem. Since the 1920s the griffin has been redesigned and released 9 times (see below for the detailed changes). In 2008 Vauxhall released a revised version of the 2005 logo. Bill Parfitt, Vauxhall's Managing Director, said, "While the new-look Griffin pays homage to our 100 year-plus manufacturing heritage in the UK, it also encapsulates Vauxhall's fresh design philosophy, first showcased in the current Astra, and set to continue with Insignia."

Shown below is the history of the changes in the Griffin logo from the 1920's to 2008.




The Volvo Group is a Swedish supplier of commercial vehicles such as trucks, buses and construction equipment, drive systems for marine and industrial applications, aerospace components and financial services. Volvo was founded on 14 April 1927 in the city of Gothenburg, as a spin-off from the roller ball bearing maker SKF.

The name Volvo means "I roll" in Latin and is derived from the Latin word "volvere" which means "to roll". The name originated from the original company that manufactured bearings for the car industry. The logo for Volvo is the ancient symbol of Iron, which is a circle with an arrow pointed diagonally upwards to the right. This symbol also represented "Mars, the God of War" and also the symbol for "Man" as well. Volvo cars are also traditionally known for the safety features. The iron symbol was used to also reflect the strong tradition of th Swedish Iron Industry along with its properties such as safety, quality and durability. The name of the car "Volvo" also runs across the logo against a blue background.

The Volvo car and brand was sold to Ford in 1999.


1920's
1930's
1940's
1960's
1970's
VAUXHALL
1980's
1990's
2003
2008