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## Škoda Auto turns Arab



Turkey's invasion of Syria has had the side effect of shining a light on [Qatar's 15% ownership stake and 17% voting stake in Volkswagen](#) (meaning indirectly 15% and 17% in Škoda Auto as well). As [LN noted yesterday](#), VW has been under pressure to put its [new multi-brand factory](#) in Turkey, because Ankara is an important ally of the Arab sheikhdom. This got us thinking more about the names of Škoda's latest models, the Kodiaq, the Karoq and the Kamiq. Sure, the first two names can be Aleutian, as Škoda suggests, and there is a Kamýk in both Prague and near Litoměřice. However, these three names, as written by Škoda, also share a language peculiarity with Qatar. Few words in English - and Škoda likes its vehicles to have international-sounding names - contain a ["q" that is not followed by a "u."](#) Many of those that do are of Arab origin. Say this sentence three times, and maybe the subliminal message will start kicking in: "Sadiq tours Qatar in a Karoq."

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