



## Virginia Auto Law

### Died and Gone To Heaven

**By: Bill Lehner. *This was posted Thursday, June 10th, 2010***

Just two weeks ago, Ford said it was [putting down the Mercury brand](#) by year's end and consolidating its luxury lines under the Lincoln nameplate. We thought, "[Another one bites the dust.](#)" And what a surprise, since the May 17 [Automotive News](#) just had carried a [notice of C. J. O'Donnell's appointment](#) as group head of marketing for Lincoln-Mercury after his stint at Jaguar. Guess that's a limited engagement.

Then, [news breaks this morning](#) that GM (the new one) is attempting to curtail the use of the ubiquitous nickname "[Chevy](#)," by virtue of a [leaked memo to its Chevrolet employees](#) renouncing the casual moniker and requiring the formal Chevrolet be substituted in all communications immediately. Well, it's not shutting down production of a brand, but it has the same feel, doesn't it? The following conversations that are still rocketing around the world on the internet plead for the culturally-favored "Chevy" and tout its [widespread use in the vernacular](#).

Wait a minute. Didn't both these breaking news stories just boost the popularity and attention on the names of these two automotive icons? Could this be a cynical ploy to raise the visibility of these two product lines by setting up the gallows and proclaiming a public execution? "Oh, no, not our beloved..."

We don't know for sure. But we've seen all manner of things in the last twelve months that seemed unbelievable. Are these?

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