**Brand Name Etymology**

Nike (Watch): 0.69

* Greek goddess of victory

Nixon (Watch): 0.16

* Son of Nicholas; most notably St Nicholas

Amazon (financial service): 0.16

* Greek roots: ‘without breasts’
* Often thought of as fighting warriors, strong, masculine (not necessarily right word today!)

Samsung (TV): 0.02

* 3 – stars in Korean: connotation of big, numerous, powerful?

Adea (Women’s underwear): 0.96

* German word often used for female name; and noble

Mitsubishi (Car): 0.57

* 3 water chestnuts or 3 rhombi (diamonds) → literally the logo
* Fairly gender neutral

Hanes (Male underwear): 0.28

* German word used for male name
* Patronymic: name largely inherited from male ancestry

Hyundai (Car): 0.54

* Korean for ‘modernity’
* Fairly gender neutral

Mazda (car): 0.96

* Feminine noun in ancestor Iranian languages
* Sanskirt means intelligence, wisdom

Extras

Chopard (Watch): 0.08

* Male name guessed correctly

Yamaha (power tools): 0.98

* Japanese male entrepreneur

Buick (Cars): 0.05

* Name of David Buick; said to originate from moving from a small town/community

Ferrari (Car): 0.88 (Wrong)

* Name of Enzo Ferrari; Italian equivalent of smith