Car as a Status Symbol

\*Flash\* \*Flash\* \*Flash\*

The paparazzi click away at the Supermodel that walks down the street, steps into her Audi. They’re work there is done. They pack up and leave.

But the ordinary people keep staring, even after the Supermodel is out of sight. They stare in awe at the car as it vrooms away into the sunset. The thirty five lakh rupee car with the four silver circles glistening on its rear. The ‘rich person’ car.

Back in the 1960s, having a car was a tremendous honour. The man that owned one was considered ‘high class.’ Over the years, as cars started to get more common, the classes started to be classified on the basis of the price of your vehicle. Back then, the car was a novelty. Slowly, it became a necessity. Now, it’s a symbol of superiority.

How, though?

If you take a person who knows his cars out on the streets, he won’t be able to recall five minutes later, the ordinary cars that had passed by. But if he spots a Jaguar, he’ll be able to tell you the colour of the interiors after a couple of days as well.

Every other entity has a couple of rules and regulations that come attached to it. Designer dresses aren’t fit to wear to work every day. A Rolex can’t be worn when you go grocery shopping. Your diamond earrings will look highly out of place at a commoner’s event. But your car? Well, it’s in the garage all the time, but you can take it out at just the right moment to grab all the attention. Subtle.

Cars provide a larger variety of choices than anything else. Except phones, ofcourse.

But who decides which car is better? If the Audi is ‘classier’ than the BMW. Or if the Phantom is better than the Jaguar? Aren’t cars supposed to be bought according to the specifications that the buyer requires, rather than those that he desires?

No matter how pointless it seems, categorization of people on the basis of the cars that one possesses is being done in today’s world, and the car has been reduced to a status symbol.