

**AA**

TO OUR MEMBERS WE'RE THE 4TH EMERGENCY SERVICE

- Join the AA
- Insurance
- CD-ROM Order Online
- Hotel Bookings

Travel

Money Matters

YOU'RE THE MEMBER NOT THE CAR

JOIN NOW

Membership

About the AA

AA: New livery aligns association more closely and visually with Fire, Police and Ambulance emergency services

## Driving force behind the AA strapline

In your recent Advalue on the Automobile Association last week, Peter Clay said he didn't know who came up with "the 4th Emergency Service" as a positioning for the AA and

that the person or people responsible should retire basking in the glory of a job well done.

Well, it was us at Interbrand Newell & Sorrell! We were commissioned by the AA in 1990 to look at the AA's branding and identity and in April 1992 we demonstrated, through the new livery that by aligning the association more closely and visually with the Fire, Police and Ambulance emergency services, a

more authoritative and fundamental positioning (vs mere "car fixers") could be achieved.

The AA accepted our recommendations; an advertising brief was formed and a presentation of the new livery provided the input to HHCL & Partners which developed the excellent strapline.

**Simon Jones**  
Interbrand Newell & Sorrell  
London NW1

## Misgivings over AA accolades

Peter Clay's analysis of the road rescue scene is misleading on two counts: firstly, he attributes the AA's record of recruitment of 1.8 million new members since 1993 to "the 4th Emergency Service" campaign. He fails to report that from August 1 1994, when the AA prised the Vauxhall contract from the RAC, all new Vauxhalls have been sold with an AA membership attached – 1.1 million cars to date, excluding the company's used car scheme, Network Q.

Secondly, the accolade for fastest road rescue call-out time should go to Britannia Rescue (33 minutes), not Green Flag (35 minutes), as stated.

**Mike Wisgard**  
Chief executive  
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London WC2

## Core claim is a little obvious

So the Automobile Association is to scrap non-core services and return to its motoring roots (MW May 21).

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Is this the start of a trend, where the confused consumer goes back to getting his mortgage from a building society, his food from a supermarket, and his credit card from a bank?

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## Debt diatribe is too simplistic

Marketing Week's reporting has always been distinguished by its ability to separate substance from froth. Sadly, George Pitcher's article (MW May 14) on debt forgiveness does the opposite and fails to divorce symptoms from causes.

He rails against "bad" governments such as Bangladesh, Malawi and Ethiopia, suggesting that their external debt is a lever with which "good" Western governments can encourage them to be nice to their citizens. He also chides the Third World governments for growing cash crops for export, instead of subsistence crops – a sure sign of their wickedness.

Mr Pitcher conveniently forgets that many of the latter regimes were installed and supported by these "nice" Western governments and their allied banking and commercial interests. After all, their brutality was a reflection of their ability to maintain social and economic order. Equally, these countries have been encouraged, frequently against local opposition, to grow cash crops to provide cheap raw materials to these self-same "nice" Western interests.

In the case of Sudan, lovingly and inaccurately caricatured by Mr Pitcher into a Islam v Christian punch-up, there is clear evidence that the civil war has been exacerbated by Western funding of the rebels who are more amenable to Western oil interests than the Khartoum government.

The real issue is, therefore, a radical reform of the currently iniquitous global trading system. Debt forgiveness is merely the first stage in such an endeavour. It is also in the interest of Western business to see these markets growing into viable markets for their own goods and services.

**Paul Simon**  
Reading  
Berks

# SHELL SMART LEGAL NOTICE

**John Alfred Donovan (Plaintiff)**  
and  
**Shell UK Limited (Defendant)**

**IN THE HIGH COURT OF JUSTICE**  
CHANCERY DIVISION CH 1998 -D- No. 2149

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