The Word Formation Processes in the Car Manufacturer from Japanese and European

A FINAL PROJECT

In Partial Fulfillment of the Requirement for
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PRONOUNCEMENT

I state truthfully that this project is collected entitled *The Word Formation Processes in the Car Manufacturer from Japanese and European* by myself without taking the outcome from other research in any university, in S-1, S-2, S-3 degree and in diploma. Additionally, I determine that I do not take the materials from other publications or someone's work except for references mentioned in the bibliography.

Semarang, July 2019

Nurrohman Novianto Setiawan

MOTTO AND DEDICATION

Doing as much as you can for as long as you can

-Ne-Yo-

My success is only by Allah

-Holy Quran 11: 88-

This final project is granted to my darling family and to everybody who help me to achieve this final project

APPROVAL

THE WORD FORMATION PROCESSES IN THE CAR MANUFACTURER FROM JAPANESE AND EUROPEAN

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I do recognize that this final project is still far from perfect. Therefore, I will be happy to receive any input and suggestion to make this final project better.

Lastly, I assume that this final project will be useful for the readers who want to learn about The Word Formation Processes in Japanese and European car manufacturer.

Semarang, 16th July 2019

Nurrohman Novianto Setiawan

TABLE OF CONTENTS

ABSTRAK

Studi tentang proses pembentukan kata telah banyak dilakukan oleh ahli bahasa karena penggunaannya sangat berguna dalam beberapa bidang pekerjaan terutama dalam hal pembuatan merek produk tertentu. Namun, penulis melakukan penelitian yang berfokus pada proses pembentukan kata yang ditemukan di pabrikan mobil Jepang dan Eropa karena keduanya adalah pabrikan mobil paling besar dan untuk menjelaskan persamaan dan perbedaan di antara kedua pabrikan tersebut. Penulis menggunakan teknik observasi dan note-taking untuk mengumpulkan data, sementara metode komparatif dan kualitatif digunakan untuk menganalisis data. Teori morfologi dan proses pembentukan kata dari O'Grady dan Guzman (1996), Hatch and Brown (1995), dan Yule (2006) diterapkan untuk melakukan penelitian. Temuan menunjukkan bahwa jenis proses pembentukan kata yang ditemukan di pabrikan mobil Jepang dan Eropa adalah compounding, initialization, acronym, dan multiple word formation process. Kesamaan yang ditemukan adalah jumlah akronim & beberapa data proses dari pabrikan mobil Jepang dan Eropa. Sementara itu, perbedaan signifikan yang ditemukan adalah bahwa proses pembentukan kata yang paling umum pada pabrikan mobil Jepang adalah inisialisasi dan campuran sementara pabrikan mobil Eropa adalah proses peracikan. Ada juga temuan baru dari proses pembentukan kata ganda untuk membentuk istilah tertentu yang ditemukan dalam penelitian ini. Studi ini dapat memberikan wawasan untuk memahami proses pembentukan kata dari istilah pabrikan mobil Eropa dan Jepang sebagai bagian dari branding yang dapat memberikan analisis penelitian lebih lanjut tentang proses pembentukan kata kepada peneliti lain.

Keywords: Word formation, Japanese and European car manufacturers, Branding

1. Introduction

1.1 Background of Study

Language holds an important role since it functions as a fundamental aspect of the social interactional phenomenon in our daily life (Croft, 2000:87). Not only to communicate to other people, but language is also used to express the feeling and share the ideas to others. One language from all the language all over the world has own uniqueness compare to other language.

In addition, the role of language is essential for other purposes like branding and marketing. The modified language makes new terms in branding and marketing is useful to promote their brand names and to attract their customers. With the help of the technology nowadays, language can spread over the world with ease. For instance, the car manufacturing companies sometimes create their own names or terms. The car manufacturers use these new terms to promote the new technologies of their car so that their customers would easily recognize whose terms belong to what car manufacturers.

The car manufacturers create some new terms or names through word formation process. Although the car manufacturers all over the world have similar technology, each car manufacturer has different way to make the distinctive brand names. The most significant ones are those found in

the Japanese and European car manufacturer since both countries have different culture.

Based on the phenomenon above, the writer is interested to do the study because the word formation processes in the car manufacturing field are relatively high. Besides, most of the previous studies took the data from the article, books, and social media and they only focus more on what most word formation process found. Meanwhile, the present study conducts the research with a new object of the study from the website and compares the word formation processes found in the Japanese and European's car manufacturers.

1.2 Research Questions

a. What type of word formation processes found in the both Japanese and European's car manufacturers?
b. What are the similarities and differences of the word formation processes found in the both Japanese and European's car manufacturers?

1.3 Purposes of the Research

a. To analyze the word formation processes occurred in the Japanese and European's car manufacturers

b. To elaborate the similarities and differences of the word formation processes in the Japanese and European's car manufacturers.

1.4 Scope of the Study

The present study limitedly discusses the word formation processes in both Japanese and European's car manufacturers. The data are gained from the English word formations in 16 car manufacturer websites of the Japanese and European car manufacturer companies.

1.5 Significance of the Study

Theoretically, the present study can give an insight about the word formation processes occurred in the car manufacturers in the more analytical way since it compares the word formation processes of the Japanese and European's car manufacturers. Meanwhile, practically, this study will help people to analyze the word formation processes in terms of the significant similarities and differences in both Japanese and European's car manufacturers. Furthermore, it can also be a new reference of study for other researchers.

1.6 Previous Study

To prove the originality of this study, the writer assigns the previous researches that deal with the word formation processes. The first research was conducted by Cynthia Tumewan (2013) entitled "*Kreasi Kata dalam Bahasa Inggris*". In her study, she explained the basic of English word formation based on the data obtained from the Internet, journal, Linguistics books, magazines and newspaper. She used the mixed method approaches in which quantitative and qualitative data were collected and

analyzed. The data showed that English word formation processes found are clipping (238 data), blending (80 data), back formation (90 data), acronym (127 data) and coinage (3 data). However, from the result of the data, she only calculated the word formation process occurred in the internet, journal, Linguistics books, magazines and newspaper.

Another research was done by Stevani Wasti Philips Jacobs (2013) entitled "*Penggunaan Pembentukan Kata Bahasa Inggris dalam Facebook*". The researcher elaborated the words formation processes found in the Facebook. She obtained the data from 56 statuses, 4 data from chatting and 12 data from the comment sections. The result of her research are 24 clipping data, 7 blending data, 9 compounding data, 5 backformation data, 6 borrowing data, 7 acronym data, 8 initialization data and other word formation processes found.

Another research that has been conducted was entitled *"Word Formation Process on Kaskus"* by Shalliny Florencia (2012). The data were gained directly from *Kaskus* using documentation, observation and interview method. From the research, it was found that the most common word formation processes is initialization process and there are some words having more than one word formation process, for instance the word *sotosop* created by coinage and compounding processes, and the term *founder* made from derivational and back formation processes for one condition.

In addition, Eko Rustamaji (2015) has done a research entitled "*Process of English Word Formation Found in Advertisement Boards in Kendal Regency*" using the qualitative method. The data were obtained from the billboards in the Kendal regency. The word formation processes she found were compounding (67 data), derivation (50 data), inflection and acronym (both have same 19 data), clipping (13 data), coinage (12 data), conversion (11 data), blending (5 data), cliticization (4 data) and the fewest are onomatopoeia and backformation (1 data).

The last research that the writer found was "*Word Formation Process of Non-Standard Vocabulary in Twitter Statuses of Indonesian Dangdut Singers*" by Rully Fakhrun Nisa (2016). This research also used the qualitative method. The result of the word formation process found in the Twitter statuses are 35 data that can be divided into 6 derivation words, 13 borrowing words, 11 blending words, 3 acronym words, and 2 clipping words.

Basically the researches above share similar result which is that the researchers only calculate the data result and focus more on the finding which have the most common word formation process. In addition, the data are mostly gained from the internet, printed media and social media platform. Meanwhile, the data of the study are collected from the website of the car manufacturer and the result data are analyzed with the comparison method.

2. Theoretical Framework

2.1 Morphology and Word Formation

The study of word-marking (word structure) and word-making (word formation) is called Morphology (Tserdanelis, 2004:126). The word-marking of morphology means that it analyzed the structure of words and the part of the words, for instance stems, roots words, prefixes and suffixes. The word-making of morphology studies the word structure and word making especially in terms of morphemes as the smallest unit of language.

In this study, the writer uses the theory of word formation process by O'Grady and Guzman (1996), Hatch and Brown (1995), and Yule (2006). Word formation process itself is defined as a tool to analyze the word formation processes in Japanese and European's car manufacturers. There are eleven types of word formation processes that can be found. The types of word formation are compounding, backformation, borrowing, blending, clipping, conversion, acronym, derivation, prefix and suffix, coinage, and multiple processes.

2.1.1 Compounding

As stated by Yule, compounding words are joining of two separate words to produce a single form (2006: 55). The examples of compounding are the word is blackboard, heartfelt and brother-in-law. They are made up of the

roots (at the same time words themselves) black and board, heart and felt, brother, in and law, respectively. Compounding is a very familiar process in the most languages of the world (particularly among synthetic languages).

2.1.2 Back Formation

Back formation is the process when a word of one type (usually a noun) is reduced to form a word of another type (usually verb) (Yule, 2006: 56-57). The example of the back formation are the verbs peddle, edit, hawk, enthuse, stoke, swindle, televise, donate, sculpt, buttle which have been created from the pre-existing nouns peddler, editor, hawker, enthusiasm, stoker, swindler, television, donation, sculptor and butler, respectively.

2.1.3 Borrowing

According to Yule, English words mostly are formed through the borrowing process (2006:54). Borrowing is the obtaining other source of words from other languages, for examples Algebra (Arabic), Piano (Italian), Tsunami (Japanese), and Croissant (French).

2.1.4 Blending

Blending happens when there are two morphemes are blended into one to form a new word in which there are some parts of the words may be cut off as well (O'Grady and Guzman, 1996:158). Some examples of the blending words are smog (smoke and fog), brunch (breakfast and lunch) and spork (spoon and fork).

2.1.5 Clipping

Clipping is the processes that happen by a word of more than one syllable is reduced to a shorter form (Yule, 2006: 56) e.g., plane from (air) plane), exam from exam(ination), flu from (in)flu(enza), and fridge from refrigerator.

2.1.6 Conversion

Conversion means a change of the word class category and meaning of the new words when it is derived thus it is also called “zero derivation”, the examples can be seen in the words such as ship (the package) which is derived from verb to noun and button (the shirt) which is derived from noun to verb (O’Grady and Guzman, 1996:157).

2.1.7 Inflection

Inflection occurs by putting in affixes to form a new word without altering the meaning or the word class category (Hatch and Brown, 1995:285). The examples of inflections are the word boys and children which gain an additional affix to the former word to form plural meaning. Boys (N) -> Boy (N) + Suffix (-s)

2.1.8 Derivation

As stated in O’Grady and Guzman, derivation is a process to form a new word by inserting an affix which may change the meaning or class

category of the former words (1996:144). for example the word play (V) with the additional suffix –er become player (N).

2.1.9 Coinage

Coinage is the creation of an entirely new term which is commonly used to form a brand name of one company's products that become general terms (Yule, 2006: 53). This process can be found in such words as Xerox, Sanyo (Water Pump), Pepsodent (Tooth Paste)

2.1.10 Acronym & Initialization

According to Hatch and Brown, initialization is a process to form a new word by putting each initial letter of a group of words (1995:210). for example: FBI → The Federal Bureau of Investigation. Meanwhile, acronym is process which happens by making up the abbreviation of the some words into one so that the outcome is pronounced as a whole new word (Hatch and Brown, 1995:210). For example: UNICEF → The United Nations Children's Fund

2.1.11 Multiple Process

Multiple processes are the word formation process by combining more than one process to create a particular word (Yule, 2006: 58). For example the word internet from the base word international and network with the process of clipping -> forms the word inter and net then with the blending process -> the word of internet formed.

It can be said that the eleven types of word formation process had a similar process and it can be categorized into some group. For example the

word formation process of clipping, backformation, initialization and acronym are grouped into reduction process; while the compounding and blending process can be grouped into combination process; inflection and derivation can be grouped into affixes process; and the coinage and borrowing can be grouped into new word making process.

3. Research Method

3.1 Type of Study

The writer uses the observation method in collecting the data in this research. The word formation processes from the data are gained by note taking technique. The writer uses *Padan and Agih* method from Soedaryanto (1993). *Padan method* is used to analyze the meaning of the word and *Agih method* is used to analyze the process of forming word. To analyze the data, the writer manages some steps to analyze the data.

Firstly, the data are collected from the website of the car manufacturers from Japanese and European companies. Secondly, the writer uses the note taking technique to obtain the word formation process in those websites. After that, the writer explains the result of the data and sorting out the data obtained from the Japanese and European car manufacturers. Next, the data are analyzed with the comparative method. Lastly, the writer makes a conclusion based on the result of the analyzed data.

3.2 Population and Sampling

This research use qualitative approaches in which the data are collected and analyzed. The writer analyzes the data and categorizes them based on the type of word formation using descriptive research. The writer also compares the data from word formation processes occurrences in Japanese and European car manufacturer. Meanwhile, Sample of the data are taken from sampling terms in Japanese and European car manufacturer

4. Results and Discussion

In this section, the writer explains the result of the data obtained from the website of Japanese and European car manufacturers. The data are only taken from online source like websites, forums and e-brochures. From the data collected, the writer finds 62 product names from Japanese and European car manufacturer that can be analyzed using word formation process which are compounding, initialization and acronym, blending, and multiple word formation process.

Based on the data, the writer also finds some similarities and differences of word formation processes from Japanese and European car manufacturers. Japanese car manufacturers are dominant in initialization and blending process while European car manufacturers are dominant in compounding process. Both Japanese and European car manufacturers share similar numbers of the word formation types found and similar number of the acronym and multiple process data.

Word formation process	Number of data findings		
	Japanese car manufacturer	European car manufacturer	TOTAL
Compounding	2	5	7
Initialization	19	14	33
Acronym	4	4	8
Blending	7	5	12
Multiple word formation process	1	1	2

Table 1: Word formation process in Japanese and European car manufacturer

It can be seen that the high amount of word formation process in Japanese and European car manufacturer is initialization process with total 33 data. Both Japanese and European car manufacturer have the same amount of data.

4.1 Compounding

There are 7 compounding process appeared based on the data, 2 compounding process from the Japanese car manufacturers and 5 compounding process. Some example of compounding processes from Japanese and European car manufacturers mentioned as follow:

EarthDreams-> Earth (N) + Dreams (N) -> noun compound (Honda, Japanese car manufacturer)

BoosterJet-> Booster (N) + Jet (N) -> noun compound (Suzuki, Japanese car manufacturer)

EfficientDynamics-> Efficient (Adjective) + Dynamics (N) -> noun compound (BMW, European car manufacturer)

BluePerfomance-> Blue (N) + Perfomance (N) -> noun compound (BMW, European car manufacturer)

4.2 Initialization

In the initialization process the writer finds total 33 data, 19 initialization processes from Japanese manufacturers and 14 initialization processes from European manufacturers. Here are the examples:

SCR stands for Selective Catalytic Reduction (Toyota, Japanese car manufacturer)

ICS stands for Intelligence Clearance Sensor (Toyota, Japanese car manufacturer)

ESC stands for Electronic Stabilization Control (Audi, European car manufacturer)

VTG stands for Variable Turbo Geometry (Audi, European car manufacturer)

4.3 Acronym

In this research, the writer finds total 8 acronym processes, 4 acronym processes from European car manufacturers and other 4 acronym processes from Japanese

car manufacturers. The Examples of acronym process from Japanese and European car manufacturer are written as follow:

IPA stands for Intelligent Parking Assists

MIVEC stands for Mitsubishi Innovative Valve timing Electronic Control system

RISE stands for Reinforced Impact Safety Evolution body

OLED stands for Organic Light Emitting Diode

IVA stands for Intelligent Valve Actuation

ADAS stands for Advance Driver Assistance System

4.4 Blending

From the data, there are 12 blending processes occur from both Japanese and European car manufacturers. 5 blending processes show from European car manufacturers and 7 blending processes from Japanese car manufacturers.

The example of blending process is the word *SkyActiv-G*. *SkyActiv-G* is from the word *Sky Active* and Gasoline. The back syllable word Gasoline is deleted in this process and combined with the word *SkyActiv* in the front. The word *Pro-Pilot* is from the word professional and pilot, when the two word combined the word from professional deleted into the word *pro.e-assist* is from word electric and assist, the back syllable word electric is deleted then combined with assists.

The example of blending process from European car manufacturers is from the word *e-drive*. *e-drive* is from the word electric and drive, the process of the deletion the back syllable of the word electric become *e* then blended with the word drive. Another example is from the word *AdBlue*. *AdBlue* is from the word advance and blue, the word advance has deletion process so the word advance only takes the front of the word *Ad* then combined with *Blue*. Last example is from the word *Car-Net*, *Car-Net* is from word car and network. The word network has deletion process so the word only takes the front word of *Net* after that the word *Net* combined with the word *Car*.

4.5 Multiple Word Formation Processes

Based on the data, the writer found 1 multiple word formation processes from Japanese car manufacturers while the European car manufacturers occurs 1 multiple word formation processes. The examples for Japanese and European car manufacturers are the same which is initialization and blending process.

The multiple word formation process from Japanese is from word *RENESIS*. *RENESIS* from the word of rotary engine and genesis, the word rotary engine has through from initialization process to form become *RE* then combine it with the word genesis. In the European car manufacturer the multiple word formation process is from the word *ECOTec*. Two processes from initialization and blending are the core from the word *ECOTec*. The word *Emission Control Optimization* is through process of initialization become the new word of *ECO* then combine with the word technology in blending process

5. Conclusion

Based on the conducted research, the writer concludes that there are 5 word formation processes in the Japanese and European car manufacturers. The word formation processes consist of compounding, blending, initialization, acronym, and multiple word formation processes.

Initialization process is the most common process used in making new product's names from Japanese and European car manufacturers which are 33 data. Besides, there are 12 blending process used in car manufacturers, 8 for acronym data, 7 compounding process. In addition, the writer also finds 2 multiple word formation processes in both Japanese and European car manufacturers.

Japanese car manufacturer commonly uses reduction word formation process they are blending (7 data) and combination process from initialization (19 data) to form their products brand name. Meanwhile, European car manufacturer prefers to create their product name using combination process from compounding (5 data) only. However, both share similar result which is using acronym (4 data) and multiple word formation process (1 data) in their brand name making. Hopefully, this research can apply and give numerous leads for the upcoming researches for the linguistics study.

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ATTACHMENT

JAPANESE				
No.	**Brand Manufacturer**	**Word Creation**	**Word Formation Process**	**Explanation**
1	**Honda**	*Vtec*	Blending	Valve Technology
2		*EarthDreams*	Compounding	

3		*i-DTEC*	Initialization	Intellegent Diesel Technology Electronic Control
4		*PHEV*	Initialization	Plug-in Hybrid Electric Vehicle
5		*SH-AWD*	Initialization	Sport Hybrid Sport Handling-All Wheel Drive
6	**Mazda**	*SkyActiv-G*	Blending	SkyActive, Gasoline
7		*RENESIS*	Multiple Process (Initialization & Blending)	RE= Rotary Engine, GENESIS
8		*MRCC*	Initialization	Mazda Radar Cruise Control
9		*i-ActivSense*	Blending	Intellegent ActiveSense
10		*ASV*	Initialization	Advance Safety Vehicle
11	**Nissan**	*E-Power*	Blending	Electric Power
12		*Pro-PILOT*	Blending	Professional Pilot
13		*e-Pedal*	Blending	Electric Pedal
14		*MOD*	Acronym	Moving Object Detection
15	**Toyota**	*VVT-iE*	Initialization	Variable Valve Timing Intelegence Engine
16		*TSWIN*	Initialization	Thermo Swing Wall Insulation Technology
17		*D4S*	Initialization	Direct injection 4 stroke gasoline engine Superior

18		*D4ST*	Initialization	Direct injection 4 stroke gasoline engine Superior Turbo
19		*D4*	Initialization	Direct injection 4 stroke gasoline engine
20		*D4T*	Initialization	Direct injection 4 stroke gasoline engine turbo
21		*SCR*	Initialization	Selective Catalytic Reduction
22		*DPF*	Initialization	Diesel Particulate Filter
23		*THS II*	Initialization	Toyota Hybrid System II
24		*ICS*	Initialization	Intelligence Clearance Sensor
25		*IPA*	Initialization	Intelligence Parking Assist
26	**Suzuki**	*BoosterJet*	Compounding	
27		*DCBS*	Initialization	Dual Camera Brake Support
28	**Mitsubishi**	*AS&G*	Initialization	Auto Stop & Go
29		*MIVEC*	Acronyms	Mistubishi Innovative Valve Timing Electric Control system
30		*RISE*	Acronym	Reinforced Impact Safety Evolution body
31		*e-assist*	Blending	Electric Assists
32		*ACD*	Initialization	Active Center Differential
33		*AYC*	Initialization	Active Yaw Control

EUROPEAN				
No.	**Brand Manufacturer**	**Word Creation**	**Word Formation Process**	**Explanation**
1	**Mercedes-Benz**	*MBUX*	Initialization	Mercedes-Benz User Experience
2		*CASE*	Initialization	Connected, Autonomous, Shared and Secure, Electric
3		*EQC*	Initialization	Electric Intellegence Concept
4	**Volvo**	*InteliSafe*	Blending	Intellegence Safe
5		*CleanZone*	Compounding	
6	**Renault**	*R-Link*	Blending	Renault Link
7		*ADAS*	Acronym	Advance Driver Assistance System
8		*AEX*	Acronym	Augmented Editorial Experience
9	**Land Rover**	*IVA*	Acronym	Intellegent Valve Actuation
10	**Audi**	*Tdi*	Initialization	Turbocharged Direct Injection
11	**Citroen**	*Vti*	Initialization	Variable valve lift and Timing Injection
12	**Vauxhall**	*ECOTec*	Multiple Process (Initialization & Blending)	Emission Control Optimization Technology

13	**BMW**	*Efficient Dynamic Tech*	Compounding	Drive System
14		*e Drive*	Blending	Electric Drive
15		*BMW Blue Perfomance*	Compounding	Hydrogen System
16		*BMW Connected Drive*	Compounding	Head unit
17	**Volkswagen**	*AdBlue*	Blending	Advance Blue
18		*SCR*	Initialization	Selective Catalytic Reduction
19		*ACT*	Initialization	Active Cylinder Tech
20		*DSG*	Initialization	Direct Shift Gearbox
21		*4Motion*	Compounding	
22		*DCC*	Initialization	Dynamic Chassis Control
23		*CarNet*	Blending	Car Network
24	**Audi**	*ESC*	Initialization	Electronic Stabilization Control
25		*VTG*	Initialization	Variable Turbine Geometry

26	*AVS*	Initialization	Audi Valvelift System
27	*CRFP*	Initialization	Carbon Fiber Reinforced Polymers
28	*MMI*	Initialization	Multi Media Interfacce
29	*OLED*	Acronym	Organic Light Emitting Diode