

Daktari 2.0: The anti 4x4 Tesla!

With all the respect for small electric cars for a quick shopping-tour in the city, there is growing criticism that the trip from Flensburg to Munich and the river crossing in the Alps can probably not be a job for an electric vehicle. Industry and the federal government are slowly thinking about possible, more realistic alternatives.

"Great", you may think as a car guy now! Tragically, however, attempts are being made in the New German tradition to replace the bad with the worse - and the hydrogen drive, which is neither mature nor reasonably sustainable, is conjured up out of the hat. Cars as we have always known them - with rough edges, with a clearly defined and recognizable utility value, with emotions and cojones - no longer seem to play a role in public perception.

Until now: Anyone who has read the first press releases on the new Ineos Grenadier will immediately feel like beamed into the era, when men were walking miles for a Camel (*cigarette*), Malcom Douglas was blatantly wrestling with crocodiles in the outback and an off-road vehicle was an off-road vehicle. ... no SUV, no soft-washed off-roader with high-gloss polished aluminum wheels and low-profile tires - but what its name suggests: an OFF-ROAD car. Anyone looking for such a car today must either have a good connection to the military sales program of the established manufacturers or be patient until 2021.

Because then the Ineos Grenadier will be launched. Ineos? "Never heard of it - but it looks like a LandRover." Right! The Grenadier is not built and sold by LandRover, but by Ineos, a British chemical company that is comparable to the German BASF or Bayer. Its CEO Jim Ratcliffe is the richest person on the island, a glowing LandRover fan and likes to drink his after-work ale in the "Grenadier", so let's be grateful that his favorite pub is not the "Flying Pig" or the "Cockwell Inn" is ...

With the end of production of the Defender in 2016, Ratcliffe also had no brand new LandRovers in his garage. Every normal citizen would probably say "*DK, then I'll just look for a second hand LR with low mileage*". Not so Jim Ratcliffe, whose spontaneous reaction was "*... then I'll just build my own!*" ... only better, more modern, without the mistakes and quirks of the original. Best with proper engines, frames and axles! With all sympathy for Jaguar LandRover: You should have talked with Ineos instead of sending Jim Ratcliffe home without support. Something is growing up here that you really don't need as a competitor for your new Defender in the friendly and cuddly Beetle design!

The result is a car that looks confusingly similar to the Landy and apparently had no problems with pedestrian protection during homologation, which is why the "real" Landy was retired according to the official JLR language regulation. For development, Ineos brought the partners on board with whom you can only win, like a host who hired World-Class Michelin-Star winning cooks to open the restaurant.

Magna-Steyr in Graz was involved in the development, and they may have already gained one or two experiences with the Mercedes-Benz G in over 40 years. The engines - economical and modern 6-cylinder diesel and petrol - come from the Bavarian Motor Works and the axles are supplied by Carraro from Italy. All in their profession the cherry on the branch cake. The Grenadier will most certainly be built in France and not in China or a low-wage country in Eastern Europe, as you may expect spontaneously, when it comes to a completely new brand launch.

Let's be excited. In any case: I am excited, because just the announcement that a new 4 × 4 is coming onto the market, and the first press release does not state that it is optionally available with pedal cranks for the passengers or battery quick-charging mega boosters! Instead of all this marketing-driven, ecological-correctness-crap you can do what you can expect from an off-road vehicle.

This gives me goosebumps and hope. Hope that there are still people who want or need to drive a car and don't just need a mobility concept for the journey from the office to their Chai-Latte in Mid-Town Berlin!

... I would only re-consider the naming: "Grenadier Grizzly" somehow sounds better than Ineos.

Anyway: you'll be doing the right thing at the right time!