**Round XX – Why Did You Call It That? **

Ever wondered how companies get their names?

1. Which athletics company was named after the   
   Greek goddess of victory? **NIKE**
2. Which company named themselves for their first  
    product, the Ever-Sharp Mechanical Pencil? **SHARP**
3. What did the Hassenfeld Brothers call their  
    toys and games business? **HASBRO**
4. When Oskar Deutsch wanted to entertain our nation,   
   which company did he set up? **ODEON**
5. August Horch left the company he had founded to set up another car manufacturer. He wasn’t allowed to use his surname (which means Hark in German) again, so he went for a Latin translation. What was it? **AUDI**
6. And which car manufacturer was named after the  
    daughter of the Finance Officer of it’s parent company? **MERCEDES**
7. Which name did Bob Noyce and Gordon Moore choose  
    for their Integrated Electronics company? **INTEL**
8. Which company was importing Japanese Seashells   
   to Europe when they discovered oil? **SHELL**
9. Which athletics company is named after an   
   African antelope? **REEBOK**
10. Puma was founded by Rudolf Dassler, known as Rudi.   
    Which company did his brother Adolf found? **ADIDAS**

**Round XXX – Why did you call it that? ANSWERS**

**1. NIKE**

**2. SHARP**

**3. HASBRO**

**4. ODEON**

**5. AUDI**

**6. MERCEDES**

**7. INTEL**

**8. SHELL**

**9. REEBOK**

**10. ADIDAS**