

**"TREETOPS", 58 SPITFIRE CLOSE, SOUTH CROYDON, SURREY**

The Marketing Director  
Automobiles Peugeot  
75, Avenue de la Grande Armée  
75116 PARIS  
France

Dear Sir,

I am proud to own Peugeot 406 Estate - the perfect car for a family of four, plus two ageing (and it must be said rather smelly) Cocker Spaniels. I got it a few years ago, it's done about 90,000 miles and had a few bashes, but generally it's in reasonable shape.

As a driver, I am very interested in car advertising on television in the UK. In fact, there seems to be nothing but car advertising these days. This must make it hard for people to remember which car is being advertised. Particularly when all the adverts seem to follow the same formula: someone driving around in the car.

A chap I know who works in marketing told me the other day that these adverts cost a fortune: often more than the car itself. A lot of that money goes to the actors, and all they do is drive around in the cars. Then it occurred to me. These adverts don't get seen by many people; only those who are watching telly when they're on. Also, these people probably see other ads for Renault and Mazda and BMW. So you're paying these actors a lot of money to ride around in a Peugeot that won't be seen or remembered by many people. But I ride around in a Peugeot all the time. And I bet I'm seen by many more people. Yet I'm not getting any money from you at all. I don't think that's fair, do you?

Here I am - a living advertisement for your car every day of the year - and not getting a penny piece for it. Now I'm not a greedy man, but I do think I deserve some sort of remuneration. So I'm enclosing an invoice, backdated to when I bought the car and calculated till this June. I will not ask for any fees beyond June since I am likely to be trading in the Peugeot then for something smaller and more sensible.

I realise that sometimes in your adverts the actors drive around in more exotic locations like the highlands of Scotland or the French Riviera. Naturally I would be happy to oblige, but understandably this would incur a further fee, since I would either have to take the whole family plus dogs with me, or leave them at home - without the car.

I look forward to hearing from you with payment, shortly.

  
Bob Johnstone.

P.S. It occurs to me that if you want to make an advert of me driving around, I could teach Dierdre how to use our video camera. It's quite a good one. That would be extra, though.

# Sales Invoice

Date: \_\_\_\_\_ Invoice No: BOB 015  
 From: "Treetops" Spitfire Close, South Croydon, Surrey

Qty	Description	Amount exclusive of V.A.T. £	V.A.T. Net £
	<i>Acting in a living advertisement for Peugeot 406 Estate as I drive around every day</i>		
	<i>Actor's fee per day: £25</i>		
	<i>3 years (July 2002 - June 2005) @ £50 per day</i>		
	<i>TOTAL: £27,375.00*</i>		
	<i>*This total may be paid in Euros or Sterling</i>		
	<i>Cheques payable to Bob Johnstone</i>		

Sub total exc. V.A.T. £

V.A.T. £

Total due £

V.A.T. rate.....  
 Payment terms.....  
 Tax Point .....



DMQ/CPP  
05.0071/DR/DG

Bob Johnstone  
Treetops  
58 Spitfire Close  
South Croydon  
Surrey

PARIS, 20 April

Dear Sir,

Thank you for your letter and your loyalty, but we can not, as your understand, give you anything for that .

Sincerely,

**Didier RICHARD**  
Marketing, Quality Division  
Advertising and Promotion

**“TREETOPS”, 58 SPITFIRE CLOSE, SOUTH CROYDON, SURREY**

Didier Richard  
Marketing, Quality Division  
Advertising and Promotion  
Automobiles Peugeot  
75, Avenue de la Grande-Armée  
75016 PARIS  
France

Dear Didier,

How intriguing that your surname is also a first name! There are of course, a number of others who share this name. I wonder if you are related by any chance to Keith Richard of the Rolling Stones, or Cliff Richard – or perhaps even Little Richard? I myself once appeared as a spear carrier in the Chipstead Players production of Shakespeare’s *Richard III*.

Anyway, many thanks for your reply. It’s good to get a response to one’s queries, however terse they may be and however difficult to understand. You say in your letter “as your understand”, but I am afraid I do not understand at all. I sense that we may be miscommunicating because of the language barrier that separates our two great nations; a barrier much bigger than the English Channel itself, or La Manche as I believe you call it.

So in an attempt to communicate more effectively, I have asked my son Tristan to translate the rest of this letter into French, he is nearly 7 years old.

Cher Didier

Je ne vous demande pas de me donner l’argent pour ma fidélité (bien qu’avez-vous considéré un arrangement de récompense de fidélité ? Je pourrais vous aider avec cela.) Je demande simplement que vous me payez sur votre budget de la publicité annoncer votre voiture là où que je vais. Pensez ce que cela vous coûterait d’avoir Peugeot annoncer en le R-U 24 heures sur 24, 7 jours par semaine et 365 jours de l’année - une fortune. Je ne pense pas donc que les honoraires que je demande sont l’issue. Est-elle parce que je suis britannique ? Je détesterais pour penser que n’importe quelle xénophobie existe chez Peugeot.

I do hope to hear from you with more positive news. If you find it difficult to write in English, please feel free to use your native tongue and I will get Tristan to translate.

Yours sincerely



Bob Johnstone