Asphalt Cowboy

The HUMMER is a highly unusual life form: Your normal beasts will adapt to their environment and won't venture far from it. A great white shark would not survive in the Sahara desert for very long.

The H2 is different: Despite the fact that it is extremely wide and offers its driver impeded sight lines, it prefers to prowl in the city. No alley is too narrow, no parking spot too small for John Wayne's automotive grandchild – just as long as the HUMMER can be seen.

It refuses to hide in parking garages; their caves are too small for the H2 anyways. Rather, it tackles the asphalt jungle where it is the unchallenged king: Who in his right mind would be dumb enough to stand in its way or fight it over the right-of-way?

Strictly speaking, the HUMMER is part of the species of off-road vehicles, one of the few members of this species left today that actually yearns to wallow in the mud or climb steep hills.

The H2 is the prime example of the conquest of urban streets by off-road vehicles, even though only insiders still call them that. In the Nineties, the Americans came up with the term 'SUV or sport utility vehicle' to label these vehicles and the term has long since also become part of the automotive culture this side of the Atlantic Ocean.

However, regardless of how many BMW X5, Mercedes M-Class, Porsche Cayenne, Range Rover or VW Touareg models populate the streets – the HUMMER is the king of the road!

A HUMMER in its true off-road habitat will always remain a rare sight, which has to do less with showing consideration for environmental protectionists and more with the fact that the H2 is too wide to fit through an automatic car wash: After all, who likes to wear a dirty suit?

