AUTOMOTIVE

Jeremy Clarkson On Cars

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Jeremy Clarkson On Cars: The Man Who Redefined Automotive Opinion

When you hear the phrase **Jeremy Clarkson on cars**, you are likely to imagine a thundering V12 engine, a cloud of tyre smoke, and a man bellowing "POWER!" from behind the wheel of a supercar. For millions of fans around the world, Clarkson is not merely a presenter or a journalist—he is the definitive voice of automotive enthusiasm. Over the course of more than three decades, his opinions have shaped how we think about performance, practicality, and the sheer joy of driving. Whether you adore his bravado or find it exhausting, there is no denying that **Jeremy Clarkson on cars**represents a school of thought that is passionate, unapologetic, and endlessly entertaining.

Clarkson first became a household name in the United Kingdom during the 1990s, but his influence has since spread across the globe. His tenure on *Top Gear* turned the show into the most-watched factual programme in the world, and his subsequent move to *The Grand Tour* proved that his formula was not dependent on the BBC. However, beyond the television spectacle, Clarkson is an exceptionally skilled writer. His newspaper columns, books, and magazine features reveal a man who understands the nuance of automotive engineering and the emotional connection between driver and machine. In this article, we will explore what makes **Jeremy Clarkson on cars**so compelling, his most defining opinions, and why his legacy in automotive journalism remains unmatched.

The Rise of Clarkson: From Local Journalism to Global Stardom

Jeremy Clarkson began his career in journalism with local newspapers in the north of England. He then moved to the motoring magazine *Performance Car*, where he developed a distinctive voice that mixed technical insight with biting humour. In 1988, he joined *Top Gear* as a presenter. At the time, the show was a conventional motoring magazine programme. Clarkson injected a new energy into the format, treating cars not as appliances but as objects of desire, frustration, and joy. His personality became the centrepiece of the show, and by the early 2000s, **Jeremy Clarkson on cars** was a brand in itself.

What set Clarkson apart from other motoring journalists was his willingness to be subjective. He never pretended to be objective. When he disliked a car, he said so with feeling. When he loved one, he celebrated it with childlike glee. This approach resonated with audiences who were tired of dry, factual reviews. Clarkson understood that buying a car is often an emotional decision, and he leaned into that truth. His reviews were not just about horsepower and torque figures; they were about how a car made you feel. This philosophy is the bedrock of everything that **Jeremy Clarkson on cars** represents.

The Core Philosophy of Jeremy Clarkson on Cars

To understand **Jeremy Clarkson on cars**, you must grasp his core beliefs about what makes a great vehicle. He has always championed cars that offer character over clinical perfection. A car with a rough edge, a

distinctive engine note, or a quirky design often earned his approval far more easily than a technically perfect but soulless machine. Clarkson famously criticised many modern German cars for being too efficient, too safe, and too boring. He argued that manufacturers had lost sight of what made driving fun.

His admiration for British sports cars, despite their notorious unreliability, is well documented. He adored the original Aston Martin V8 Vantage, the Lotus Elise, and the Jaguar E-Type. He argued that a car's flaws were often part of its charm. This contrarian stance became a hallmark of **Jeremy Clarkson on cars**. He did not care about reliability surveys or fuel economy figures if the car delivered an unforgettable driving experience. In his world, a car was a piece of art as much as it was a machine.

The Importance of Sound and Speed

One recurring theme in Clarkson's reviews is the importance of engine sound. He has often said that a car must sound right, and he has a particular fondness for the rumble of a large V8, the scream of a high-revving V12, and the distinctive burble of a flat-six. His critique of electric vehicles is, in part, rooted in their silence. While Clarkson has acknowledged the performance capabilities of cars like the Tesla Model S Plaid, he has expressed nostalgia for the sensory drama of internal combustion engines. For him, the noise is part of the experience. This sensory focus is a critical element of **Jeremy Clarkson on cars**that separates him from more technical reviewers.

Brutal Honesty About Supercars

Another important aspect of Clarkson's approach is his brutal honesty about supercars. He has famously fallen out of love with certain exotics. He criticised the Ferrari 458 Italia's interior, called the Lamborghini Aventador clumsy at low speeds, and described the McLaren 720S as too easy to drive. He argued that a supercar should be a handful, that it should demand respect from its driver. When a car made driving too easy, he felt it removed the challenge and, therefore, the reward. This perspective has influenced how a generation of enthusiasts judges exotic vehicles. **Jeremy Clarkson on cars**is often about the relationship between man and machine—and that relationship should be active, not passive.

Clarkson's Most Controversial Automotive Opinions

Jeremy Clarkson has never shied away from controversy. His opinions on specific cars have sparked heated debates among enthusiasts. Here are some of the most notable examples of **Jeremy Clarkson on cars**that divided public opinion:

- The Porsche 911: Clarkson has a complex relationship with the 911. He admires its engineering but has often criticised its rear-engine layout and its conservative styling. He famously said that the 911 is a car for people who want a Porsche but are too afraid to buy a proper mid-engined sports car. Yet, he has also named the 911 GT3 as one of the greatest cars ever made.
- The Toyota Prius: Clarkson hated the Prius with a passion. He called it a "silly little car" for people who wanted to virtue signal about the environment. This opinion was especially controversial as the Prius became a symbol of eco-consciousness. Clarkson's stance cemented him as a conservative voice in an increasingly green automotive landscape.
- The Range Rover: Clarkson has consistently called the Range Rover the greatest car in the world. He argues that no other vehicle combines luxury, off-road capability, and road presence so effectively. Despite recognising its reliability issues, he remains an unwavering champion of the Range Rover. This is perhaps the most consistent opinion in the entire Jeremy Clarkson on cars portfolio.
- Electric Vehicles: Clarkson has been cautious about the electric revolution. While he acknowledges the speed of cars like the Rimac Nevera, he has expressed concern about the loss of engine character, the weight of EV batteries, and the infrastructure challenges. He has called many electric cars "appliances" rather than enthusiast vehicles. This opinion is evolving, but it remains a point of contention.
- The BMW M3: Clarkson has deep admiration for the M3, particularly the E30 and E46 models. He sees

the M3 as a perfect balance of power, handling, and practicality. However, he criticised later models for becoming too heavy and too isolated from the driving experience.

The Clarkson Effect: How One Man Changed Car Culture

Jeremy Clarkson on carshas had a measurable impact on car culture. When Clarkson praised a particular model, sales often increased. This phenomenon, sometimes called the "Clarkson Effect," demonstrated the power of his opinion. Manufacturers sought his approval, and he was not easily impressed. His influence extended beyond sales figures. He popularised the idea that a car review could be entertainment. Before Clarkson, most motoring journalism was serious and technical. He made it funny, accessible, and opinionated.

Clarkson is also responsible for introducing a wider audience to high-performance driving. His challenges, road trips, and comparisons on *Top Gear* and *The Grand Tour* made supercars feel like characters in a story, not just spec sheets. He humanised the automotive world. When **Jeremy Clarkson on cars**reached millions of viewers, it created a shared language of jokes, references, and benchmarks. Enthusiasts around the world could argue about "the reasonably priced car" or the "Power Lap Board" because Clarkson made those concepts iconic.

Literary Contributions: Clarkson as a Writer

While Clarkson is best known for his television work, his written output is equally significant. His collections of newspaper columns, such as *Born to be Ripped*, *For Crying Out Loud*, and *The Top Gear Years* , offer a more considered version of **Jeremy Clarkson on cars**. In print, he can be more nuanced, more reflective, and occasionally more vulnerable. His writing style is conversational, peppered with metaphors, hyperbole, and self-deprecation. He often compares cars to women, food, or music—not always in a politically correct way, but always in a memorable way.

His book *I Know You Got Soul* explores the idea that machines have personalities. In it, Clarkson argues that certain cars, planes, and boats possess a spirit that transcends their mechanical components. This philosophy underpins much of his work. For Clarkson, a car is never just a collection of parts; it is a living thing with a soul. This is perhaps the most romantic version of **Jeremy Clarkson on cars**, and it explains why his writing resonates with so many readers.

Clarkson vs. The Modern Automotive Landscape

The automotive industry has changed dramatically since Clarkson started his career. The rise of electric vehicles, autonomous driving, and subscription-based ownership models has created a world that sometimes feels alien to traditional enthusiasts. **Jeremy Clarkson on cars**in the 2020s is a mix of grudging acceptance and nostalgic resistance. He has praised the Tesla Model S for its performance, but he remains sceptical about a future where cars are silent and self-driving.

He has also commented on the trend toward SUVs and crossovers. While Clarkson loves the Range Rover, he has criticised the proliferation of SUVs that are driven only on paved roads. He argues that many modern SUVs sacrifice handling and efficiency for a high driving position and rugged styling. This critique is consistent with his preference for driver-focused vehicles. Nevertheless, Clarkson has adapted. He now hosts *Clarkson's Farm*, which explores his life as a farmer in the Cotswolds. This show, while not about cars, still reflects his values: hard work, honesty, and a deep connection to the land.

Why Jeremy Clarkson on Cars Still Matters

In an era of algorithm-driven, sanitised content, Clarkson's unfiltered voice stands out. He offends, he entertains, and he makes you think. **Jeremy Clarkson on cars**remains relevant because he represents a

human approach to machinery. In a world of electric silents and driver assistance systems, Clarkson reminds us why we fell in love with driving in the first place. The thrill of a manual gearbox, the roar of a V8, the satisfaction of a perfectly balanced chassis—these are the values he has defended for decades.

Moreover, Clarkson has become a cultural icon beyond cars. His personality has transcended the automotive niche. People who have no interest in horsepower still watch his shows because they enjoy his humour and his perspective. This broad appeal has made him one of the most recognisable figures in British entertainment. When **Jeremy Clarkson on cars**appears in a column or a video, it carries weight because audiences trust that he will be honest, even when that honesty is uncomfortable.

Frequently Asked Questions About Jeremy Clarkson on Cars

Does Jeremy Clarkson still write about cars?

Yes, Clarkson continues to write a weekly column for The Sunday Times, where he regularly discusses cars, farming, and current events. His automotive columns remain popular and are

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