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**Congress of the United States**  
**House of Representatives**  
Washington, DC 20515-0921

January 18, 2012

Dieter Zetsche  
Chairman of the Board  
Daimler AG  
Mercedes-Benz Cars

Dear Dr. Zetsche,

I am outraged by your recently unveiled marketing scheme that attempts to capitalize on the image of Ernesto "Che" Guevara de la Serna and the accompanying slogan, "Viva la Revolucion!" While I appreciate that Mercedes-Benz issued an apology for its patently insensitive use of his so-called "revolutionary" image, that apology clearly indicates that Mercedes-Benz yet fails to realize the magnitude of the pain – beyond mere "offense" - that the mistake has caused.

"Che" Guevara was dictator Fidel Castro's chief executioner and head of the infamous La Cabaña fortress prison where he murdered thousands of Cubans in cold blood. Proof of his murderous character is evident not only in the annals of history, but in his own words. Here are but a few of the examples that illustrate his monstrous character:

"To send men to the firing squad, judicial proof is unnecessary ... These procedures are an archaic bourgeois detail. This is a revolution!"

"In fact, if Christ himself stood in my way, I, like Nietzsche, would not hesitate to squish him like a worm."

"My nostrils dilate while savoring the acrid odor of gunpowder and blood... Crazy with fury I will stain my rifle red while slaughtering any *surrendered* enemy that falls in my hands!"

"Che" Guevara also longed for atomic annihilation of his enemies, including the United States:

"What we affirm is that we must proceed along the path of liberation even if this costs millions of atomic victims."

"We reject any peaceful approach. Violence is inevitable. To establish Socialism *rivers of blood must flow*. The victory of Socialism is well worth millions of atomic victims!"

"The U.S. is the great enemy of mankind! Against those hyenas there is no option but extermination! If the nuclear missiles had remained [in Cuba] we would have fired them against the heart of the U.S. including New York City!"

And, "Che" Guevara was unabashedly racist to boot:

"The Negro is indolent and spends his money on frivolities, whereas the European is forward-looking, organized and intelligent... We're going to do for blacks exactly what blacks did for the Cuban revolution. By which I mean: nothing!

"Mexicans are a rabble of illiterate Indians."

Any effect that your marketing scheme may have in elevating the grossly undeserving "Che" Guevara as an icon of popular culture is an affront to his victims, whose lives he so ruthlessly extinguished, their families, and the millions of Cubans who still suffer under the effects of his despicable acts. Trotting out the image of that odious executioner for something as trite as an advertising plan does a tremendous disservice to the truth of who "Che" Guevara was and the evil that he represents.

"Che" Guevara was a sadistic executioner who reveled in bloodshed and violence, and who wished for the annihilation of the United States through nuclear war. It is absolutely reprehensible that Mercedes-Benz would use the image of that cruel monster and the slogan "Viva la Revolucion!," which evokes horrific memories for so many, as part of a feeble, unscrupulous attempt to sell cars. I am appalled that Mercedes-Benz would choose to associate itself with such depravity.

To prevent this from occurring again, I respectfully request that you ensure that your executives and employees fully appreciate the facts surrounding the historical figures that Mercedes-Benz promotes in its marketing strategies.

Sincerely,



Mario Diaz-Balart  
Member of Congress

cc: Steve Cannon, Chief of Executive Officer  
Mercedes-Benz (USA)