



The three long 15-letter companies were what you needed. Their logos matched the symbols for the different difficulty ratings that are used to categorize ski slopes. STARBUCKS COFFEE has a green circle (easy), AMERICAN EXPRESS has a blue square (medium), and UMBRO SPORTSWEAR has two black diamonds (extra hard), so you were looking for a car company with a single black diamond (hard). RENAULT is that company, and therefore the answer to the meta.