



EMBASSY OF MEXICO
UNITED KINGDOM

January 31st, 2011

**Dear Sir/Madam,
BBC2, Top Gear Programme**

I am writing to you in relation to the Top Gear programme broadcast yesterday on the 30th of January, at 20 hours on BBC2. The presenters of the programme resorted to outrageous, vulgar and inexcusable insults to stir bigoted feelings against the Mexican people, their culture as well as their official Representative in the United Kingdom.

These offensive, xenophobic and humiliating remarks only serve to reinforce negative stereotypes and perpetuate prejudice against Mexico and its people.

In a country such as the United Kingdom, which prides itself on its tolerance and is home to people from many nations, it is utterly incomprehensible and unacceptable that the premiere broadcaster should allow three of its presenters to display their bigotry and ignorance by mocking the people and culture of our country with such vehemence. It is also both baffling and disappointing that the Ambassador of Mexico, be insulted before the people he has come to bring closer to our nation.

Although casual banter is an essential component of the programme's appeal, humour never justifies xenophobia. It is not a matter of taste but of basic principles.

I therefore expect the presenters to make a public apology on their programme. In view of the offense caused, I also request the assurances of the BBC that no repetition of last night's shameful conduct will occur. This is imperative, as Sunday's insults were not only aired in the UK, but also in Mexico and all over the world.

Yours Faithfully,

H.E. Eduardo Medina-Mora Icaza
Ambassador

16 Saint George Street, Hanover Square, London, W1S 1FD

Tel. 020 79079458

E.mail. arielmou@sre.gob.mx

Web. www.sre.gob.mx/reinounido