

OXFORD Business English

English for the Automobile Industry

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EXPRESS SERIES



OXFORD



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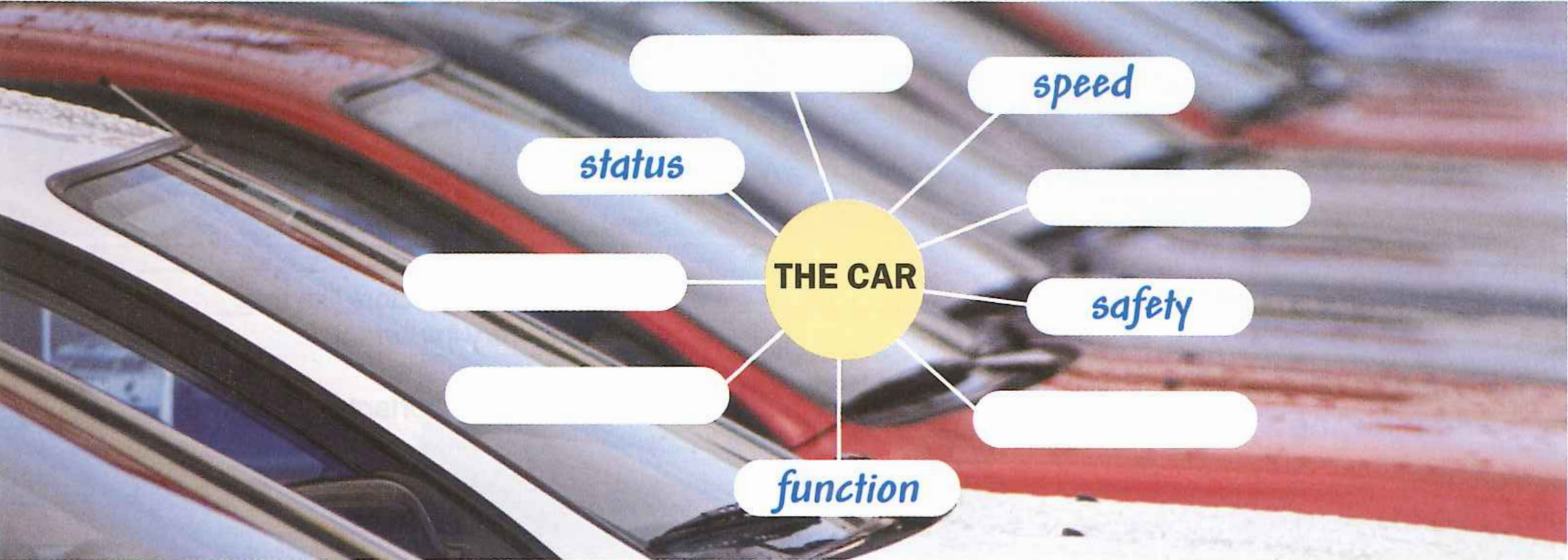
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1

Introduction to the car

STARTER

What words do you think of when you see a car? Complete the diagram below.



Now compare your diagram with others in your class.



1 Different people have very different opinions about cars. Listen to the four speakers. Which person sees the car as:

- a a status symbol? _____
- b a lifestyle product? _____
- c a functional product? _____
- d a danger to the environment? _____



Listen again and complete the sentences.

- 1 The _____ and the _____ features are very important. I put a lot of thought into the car I buy – it has to be me.
- 2 Of course if it's comfortable and safe, that's great, but I really don't care about the _____. I'm only interested in details such as the price, fuel consumption, how many seats there are, and how big the _____ is.
- 3 The car gives me prestige. I would only buy an expensive car with a powerful _____ and all the latest _____.
- 4 I live in the country and there's no public _____. But I think cars are polluting the world. Just think of all the _____ gases!

Who do you agree with most? Ask the other people in your class how they see their cars. Use phrases from the Language Box on page 6 to help you discuss. Do you have the same opinions?

- 2
- Here are some of the factors people consider when buying a car. Match the factors (1–7) with the definitions (a–g).
- 1 price

2 resale value

3 size

4 interior features

5 fuel consumption

6 performance

7 brand loyalty

a the amount of money you get when you sell your car

b how much petrol or diesel the car uses

c when customers always buy their cars from the same manufacturer

d the amount of money you pay when you buy a car

e the car’s capacity to go fast and accelerate quickly

f how big the car is

g items inside the car

- 3
- The questionnaire below is part of a survey to find out which factors are important to people when they buy a car. Work with a partner to complete the questionnaire.

Car buying attitudes

How important are the following factors when buying a car?

Rank the factors like this:
1 very important
2 important
3 not important

Factors involved in buying a car	Your ranking	Partner’s ranking
Price		
Resale value		
Design		
Colour		
Size		
Interior features		
Engine		
Fuel consumption		
Handling		
Brand name		
Brand loyalty		
Advertising		

Compare your results with others in the class. What are the five most important factors?

OPINIONS AND AGREEING OR DISAGREEING			
Asking for opinions	Giving your opinion	Agreeing	Disagreeing
What do you think?	I think ...	I agree.	No, sorry, I disagree.
How do you feel about this?	In my opinion ...	I think so too.	I'm afraid I don't agree.
What's your opinion of ... ?	If you ask me ...	Yes, that's right.	I can't go along with that.

4 Work with a partner to label the types of car.

convertible • coupe • estate (car) • hatchback • pick up • saloon • sports car • limousine • SUV



coupe



Find cars which fit the descriptions.

- Which car(s) ...
- 1 has/have lots of room for passengers?

2 is/are good for driving on bad roads?

3 is/are not suitable for large families?

4 is/are perfect for hot, sunny weather?

5 has/have low fuel consumption?

6 is/are ideal for small parking spaces?

7 has/have only one passenger seat?

8 is/are good for transporting things?

British English	American English
estate car	station wagon
saloon	sedan
4 x 4	sports utility vehicle (SUV)



5 Your son has just passed his driving test and you are going to buy him his first car. What questions would you ask a salesman before buying the car? Listen to the dialogue between John and Alison, and a salesman. Did they ask the same questions as you?

Listen again and complete the table of standard features with no extra cost.

Driver airbag	Yes/No
Passenger airbag	Yes/No
Lateral airbags	Yes/No
ABS	Yes/No
No. of cylinders	
mpg	
Top speed	
CD-autochanger	Yes/No
Satellite navigation	Yes/No
Sports steering wheel	Yes/No
Leather seats	Yes/No



British English	American English
engine	(also) motor
petrol	gas(oline)

6 Now match words from the two boxes to make expressions from the dialogue.

1 <input type="checkbox"/> crash	5 <input type="checkbox"/> brand
2 <input type="checkbox"/> standard	6 <input type="checkbox"/> resale
3 <input type="checkbox"/> fuel	7 <input type="checkbox"/> leather
4 <input type="checkbox"/> diesel	8 <input type="checkbox"/> passenger

a consumption	e seats
b tests	f image
c value	g airbags
d equipment	h engine

Complete the sentences with the expressions in exercise 6.

- 1 Taking good care of your car can increase its resale value.
- 2 A high-quality CD player comes as _____ with this model.
- 3 I drive a car with a _____ because of the better fuel consumption.
- 4 Manufacturers use _____ to improve the safety of their cars.
- 5 Volkswagen improved Skoda's _____ after it took over the company.
- 6 This model has a _____ of 3.3 litres per 100 km.
- 7 _____ are standard equipment throughout Europe.
- 8 This model has optional _____ with black headrests.

7 Which types of car would you recommend for the people below? Compare your choices with a partner.

1 Twenty-nine-year-old business woman Janet Dawson is single, independent, and ambitious. She loves driving and travels a lot for business and pleasure.

2 Joan Hill is a single mother with three children. She lives in the country far from the town and the children's school. She sees the car as a functional object.

3 Edward Mitchell is a fifty-year-old stockbroker. He enjoys life in the fast lane. He has plenty of money and loves cars.

4 Sandra and Toby Reed have two small children and a dog. They like to go skiing, camping, and fishing. Sandra is an engineer and Toby stays at home and looks after the children.

5 John Owens is a twenty-year-old bank clerk. This is his first car and first job. He still lives at home.

6 Sue and Tom Benton are a young couple. Both have good jobs and no children. They like to be trendsetters.

8 Work together with a partner to do the following role-play.

Partner A: You want to buy a new car for yourself. Tell the salesperson what your requirements are.
Partner B: You are the salesperson in the car showroom. Help the customer.

RECOMMENDING	
I recommend ...	If I were you, I would buy a ...
You need a car which ...	A ... would be ideal/perfect for you.
Have you thought about ... ?	You should/shouldn't buy a ...
Why don't you buy a ... ?	

9 How well do you know your partner? Use words from the box to complete the table for you and your partner. Then work together to check your answers.

always • normally • frequently • often • sometimes • seldom • never

How often do you ... ?	You	Your partner
• buy a new car		
• check your tyre pressure		
• travel on holiday by car		
• tow a caravan		
• go over the speed limit		
• hire a car		
• lend your car to someone		
• change the oil		
• wash your car		
• read car magazines		
• pick up hitch-hikers		

10 Complete the puzzle and find an expensive type of car. The answers are all words from this unit.

- 1

The amount of money you can get for your car when you want to sell it.
- 2

Another word for *motor*.
- 3

The car's capacity to go fast and accelerate quickly.
- 4

People who worry about the environment say cars cause this.
- 5

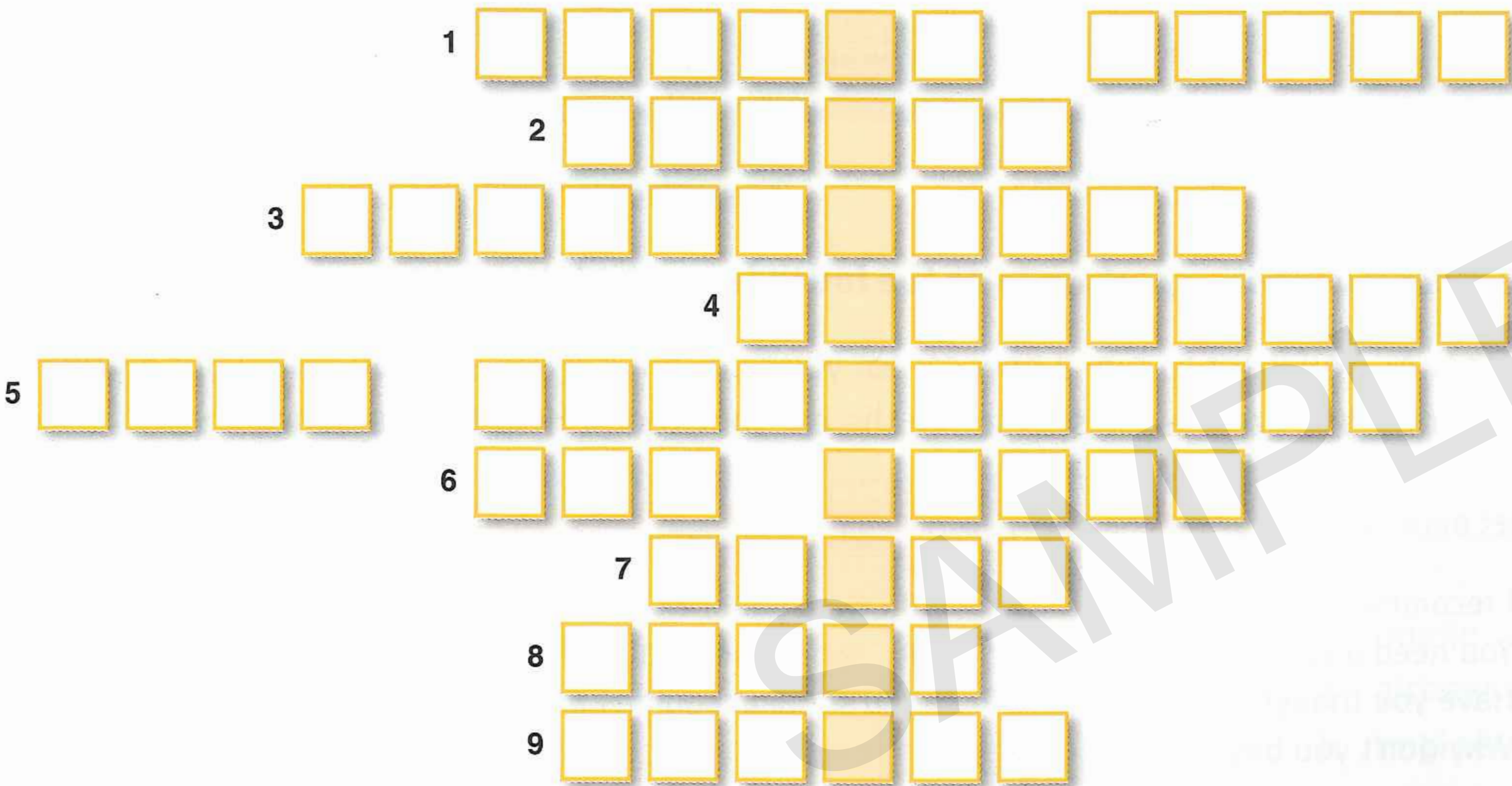
A measurement which tells you how much petrol or diesel a car uses.
- 6

The fastest a car can go.
- 7

This is a very important buying factor.
- 8

Volkswagen, Opel, and Fiat are all examples of this.
- 9

Features that can save your life.



OUTPUT

Read the magazine article and answer the questions which follow.

What's in a name?

Have you ever thought about car names? Do they actually mean anything? And do you know what the name of *your* car means?

For example, you may think 'Rover' is just a name, but there is never just a name in marketing. A rover is a wanderer – someone who likes to travel around. So the name suggests mobility, freedom, having fun, and going wherever you want to go. These were important qualities when Rover cars first came on the market.

Marketing departments of car companies spend a lot of time and money thinking up names for cars. The names should be a reflection of the brand, product, and target group. The car you drive tells the world about your status, how much money you have, and the socio-economic group you belong to (or

want to belong to). Good car names are catchy and fit the product, such as the 'Beetle' or the 'Mini'.

The name should also appeal to a global audience. At the very least, the name

should not mean anything bad in another language. (This was why Rolls-Royce decided not to use the name 'Silver Mist' for one model: mist means animal manure in German!)

American car makers like to give their SUVs names that remind people of the Wild West, full of adventure and danger. Did you know

that 'Wrangler' is another word for cowboy? Or that 'Maverick' means an unbranded cow that has strayed from the herd? People who own SUVs seldom drive them off-road, but they enjoy the feeling of excitement that the name creates.



OVER TO YOU

How important is the name of a car to you? Would you buy a car even if you didn't like the name? How many car names do you know the meaning of? Imagine you work in the marketing department of a large car manufacturer and you want to produce a small sports car with women as a target group. What would you call it?