

Unit

1 Auto Brands

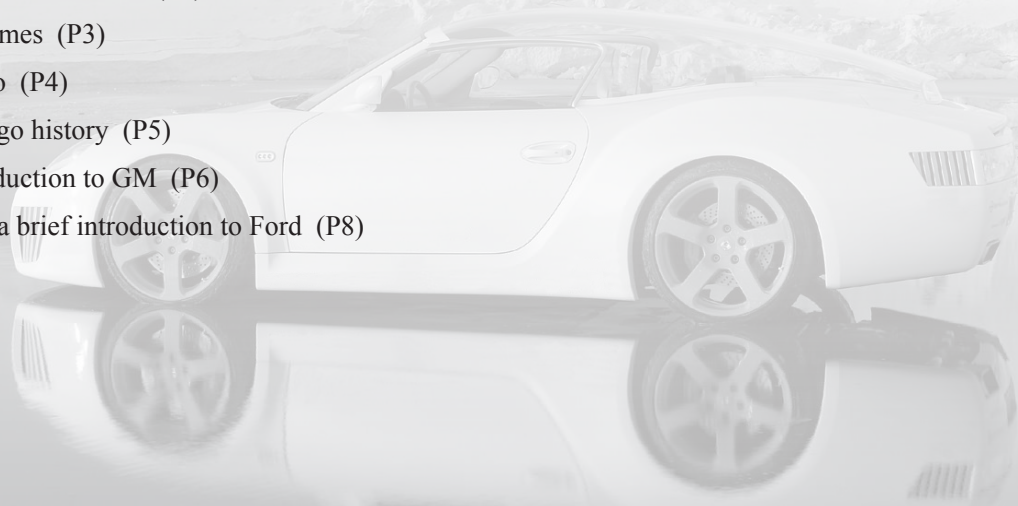
汽车品牌

Objectives

1. To recognize some car logos
2. To learn about the culture of some auto brands
3. To learn about the history of some car logos
4. To learn about some famous automakers
5. To learn how to introduce a company

Focus

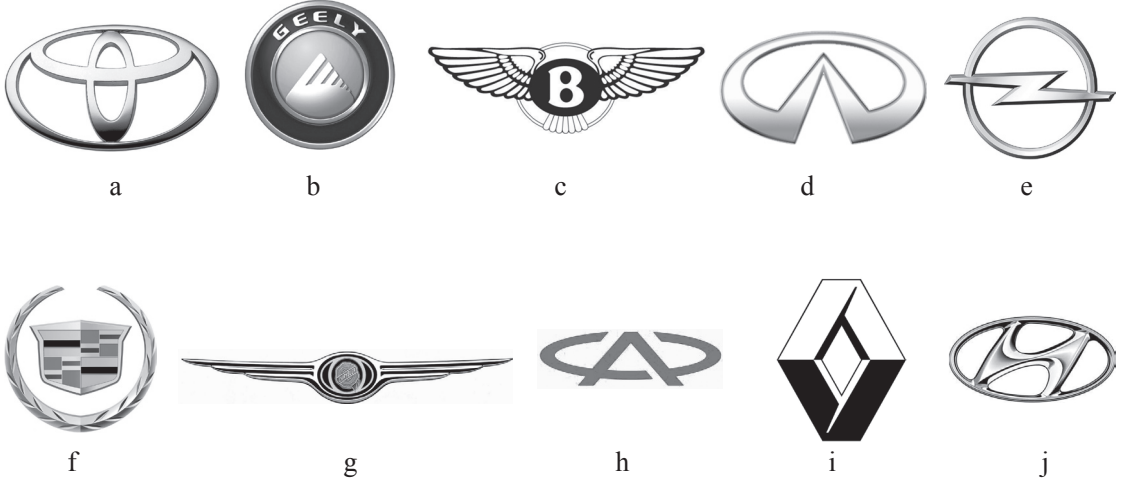
- S:** Car logos (P2)
- L:** At the auto exhibition (P3)
- L:** Brand names (P3)
- S:** Audi logo (P4)
- R:** BMW logo history (P5)
- R:** An introduction to GM (P6)
- W:** Writing a brief introduction to Ford (P8)





1 Starter—Car Logos

A. Look at the pictures of car logos and match them with the correct names.



Cadillac	Toyota	Renault	Chrysler	Opel	Infiniti	Bentley	Geely	Chery	Hyundai
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

B. Fill in the table with the above car brands.

Chinese car brands	_____
Japanese and Korean car brands	_____
European and American car brands	_____

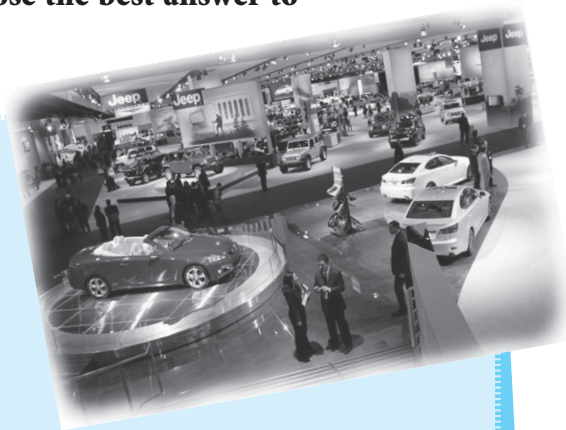


2

At the Auto Exhibition

At an international automotive exhibition, Tom, the guide, is answering visitors' questions. Listen to the conversation and choose the best answer to each question.

- Where was this exhibition held?
 - Shanghai.
 - Washington.
 - Beijing.
 - Tokyo.
- Which of the following is a domestic brand?
 - Toyota.
 - Hyundai.
 - Ford.
 - Foton.
- Which country produces economical and practical cars, according to Tom?
 - South Korea.
 - Germany.
 - The USA.
 - France.



3

Brand Names

Listen to the following passage and fill in the blanks.

A great brand name is one of the most (1) _____ in marketing and advertising. It is the story about what makes you different from your (2) _____. Multinational corporations should pay attention when translating brands, or they will (3) _____ for themselves.

General Motors got into trouble when they introduced the Chevy Nova in South America. Despite their (4) _____, they weren't selling many cars. They finally realized that in Spanish, "nova" means (5) "_____". Sales improved dramatically after the car was renamed the "Caribe"—the Caribbean Sea.





4

Audi Logo

Jorge and Jenny meet each other in the library. Jenny is reading about the origins of car logos. Jorge is quite interested in the Audi logo. Jenny explains it to him. Work with your partner to complete the conversation with the given information. Then role-play it.



The four rings which make up the Audi logo represent the four companies that were part of the Auto-Union consortium in 1932. They were DKW, Horch, Wanderer, and Audi.

Jorge: Hi, Jenny. How nice to see you here! What are you reading?

Jenny: Oh, (1) _____. It's cool.

Jorge: That sounds interesting. I'm interested in the Audi logo. Do you know anything about it?

Jenny: Sure. (2) _____.

Jorge: What are the four companies?

Jenny: (3) _____.

Jorge: I see. Thank you very much.

Jenny: It's my pleasure.





5

BMW Logo History

Read the following passage and do the exercises.

According to BMW, their round blue and white logo is the movement of an aircraft propeller, showing white blades cutting through the blue sky—an explanation that BMW adopted for convenience in 1929, twelve years after the logo was created. In fact the emblem developed from the round Rapp Motorenwerke company logo, from which the BMW company grew, combined with the white and blue colors of the flag of Bavaria, reversed to produce the BMW logo. However, the origin of the logo is in dispute. To quote an article recently posted by the *New York Times*: “At the BMW Museum in Munich, Anne Schmidt-Possiwal explained that the blue and white company logo did not represent a spinning propeller, but was meant to show the colors of the Free State of Bavaria.”



A. Answer the following questions according to the passage.

1. What does BMW say the BMW logo represents?

2. Where did the BMW logo come from?

3. What do some people say the BMW logo really represents?

B. Translate the following paragraph in the passage into Chinese.

According to BMW, their round blue and white logo is the movement of an aircraft propeller, showing white blades cutting through the blue sky—an explanation that BMW adopted for convenience in 1929, twelve years after the logo was created.



6

An Introduction to GM

Read the following passage and do the exercises.

The General Motors Company, also known as GM, is a United States-based automaker with its headquarters in Detroit, Michigan. The company manufactures cars and trucks in 34 countries, recently employed 244,500 people around the world, and sells services and vehicles in some 140 countries. By sales, GM ranked as the largest US automaker and the world's second-largest for 2008, having the third-highest 2008 global revenues among automakers in the Fortune Global 500.



On June 1, 2009, the company filed for Chapter 11 reorganization, which was completed on July 10 of the same year. It was thereafter reorganized as a new entity that acquired the most valuable assets.

The company focused its business on its four main North American brands: Chevrolet, Buick, GMC, and Cadillac. In Europe, following negotiations to sell a majority stake of German brand Opel, GM decided to keep full ownership. GM sold Saab Automobile to Spyker Cars

N.V., and closed its doors to the Hummer, Pontiac, and Saturn brands, the latter two dissolved under the former General Motors Corporation, now known as Motors Liquidation Company.



A. Complete the following table according to the passage.

GM	Details
Full Name	_____
Headquarters	_____
Status	In 2008, by sales: _____ In 2008, by revenues: _____
Main Brands	_____

B. Match the English brands with their Chinese names.

() 1. Chevrolet

() 2. Saab

() 3. Hummer

() 4. Saturn

() 5. Pontiac

a. 悍马

b. 土星

c. 庞蒂克

d. 萨博

e. 雪佛兰



7

Writing a Brief Introduction to Ford

Write a brief introduction to Ford according to the information given below.

Company Name	Ford Motor Company
Location	Dearborn, Detroit
Founder	Henry Ford
Date of Establishment	June 16, 1903
Brands	Lincoln, Mercury, Mazda, Aston Martin, etc.
Status	the second-largest automaker in the US; the fourth-largest in the world; at the end of 2009, the third-largest automaker in Europe

A large blue-bordered box containing a dashed blue rectangle with horizontal wavy lines inside, representing a writing area. A blue paperclip is attached to the top right corner of the box.



8

Supplementary Reading

Read the passage and decide whether the following statements are true (T) or false (F).

- () 1. GM China Group indicated that the Chery QQ and Daewoo Matiz shared remarkably identical body structure, exterior design, interior design, and key components.
- () 2. The Chery QQ was criticized for resembling a second-generation Toyota RAV4.
- () 3. Fiat claimed that Great Wall Motor's new A-segment Peri was a copy of Fiat's Panda.
- () 4. On July 16, 2008, a Turin court upheld Fiat's 2006 claim.
- () 5. The Great Wall Safe has been praised for looking like a second-generation Toyota 4Runner.



Chery QQ



Daewoo Matiz

The QQ became the center of an industrial copyright (版权) and intellectual rights controversy (争议, 纠纷), as General Motors claimed the car was a copy of the Daewoo Matiz, which is marketed outside South Korea as the Chevrolet Spark. GM executives demonstrated the extent of the design duplication (复制), noting for example that the doors of the QQ and those of the Matiz are interchangeable (可互换的) without modification.

GM China Group indicated the two vehicles “shared remarkably identical body structure, exterior design (外形设计), interior design (内部设计) and key components.” *Car and Driver* called the QQ a “carbon copy”, while the *International Herald Tribune* (《国际先驱论坛报》), in a 2005 article, referred to it as a clone. Also, the Chery Tiggo was criticized for resembling (类似) a second-generation Toyota RAV4.



Great Wall Peri



Fiat Panda

In December 2006, Fiat claimed that Great Wall Motor's new A-segment Peri (called "Jing Ling" in China) was a copy of Fiat's popular second-generation Panda.

On July 16, 2008, a Turin (都灵) court upheld Fiat's claim and banned Great Wall from importing the Peri into Europe, stating that the Peri "doesn't look like a different car but is a (Fiat) Panda with a different front end." A copyright infringement (违反) case filed by Fiat in China was lost by the Italian manufacturer.

As well as this, the Great Wall Safe has been criticized for looking like a second-generation Toyota 4Runner, the Great Wall Florid for looking like a first-generation Toyota 1st, and the Great Wall Hover for looking like an Isuzu Axiom.



9

Surfing the Internet

Search the Internet for information about Italian automobile brands. Choose some of the brands you are interested in, and try to find their names and logos.





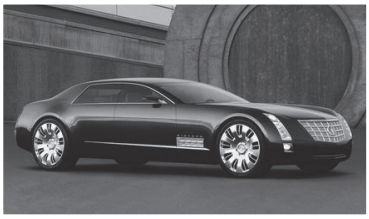
10

Enjoying Yourself



BUICK:

Big Ugly Indestructible Car Killer
Big Ugly Import Car Killer



CADILLAC:

Company Always Denies Its Lawful Liability After Collisions
Crazy And Demented Idiots Like Large American Cars



GM:

Government Motors
General Mistakes
Give More
Grab Me



AUDI:

Accelerates Under Demonic Influence
Automobile Unsafe Designs, Inc.

Vocabulary

New Words

logo /'ləʊgəʊ/ <i>n.</i> 标识; 商标	Can you recognize these car logos?	1.1
Korean /kə'riən/ <i>a.</i> 韩国的	Under these circumstances, it's inevitable that the Korean automobile industry will enter the Chinese market.	1.1
exhibition /,eksɪ'bɪʃn/ <i>n.</i> 展览(会), 展出	This year's auto exhibition is about to open next month.	1.2
domestic /də'mestɪk/ <i>a.</i> 本国的, 国内的	Domestic car sales have increased since February.	1.2
home-grown /'həʊm'grəʊn/ <i>a.</i> 本国或本地制造的	Nearly 1/3 of the total of 890 vehicles are home-grown models.	1.2
recommend /,rekə'mend/ <i>v.</i> 推荐, 介绍	Can you recommend an energy-saving and environment-friendly car to me?	1.2
economical /,i:kə'nɒmɪkl/ <i>a.</i> 节约的; 经济的	One of the many benefits of the new Ford is that it's an economical car to run.	1.2
practical /'præktɪkl/ <i>a.</i> 实际的, 实用的	I think smart cars should have many practical functions.	1.2
characteristic /,kærəktə'rɪstɪk/ <i>n.</i> 特性, 特色	The capacity to think is the distinctive characteristic of our species.	1.2
competitor /kəm'petɪtə(r)/ <i>n.</i> 竞争者, 对手	We produce cheaper cars than our competitors.	1.3
multinational /,mʌltɪ'næʃnəl/ <i>a.</i> 多国的, 跨国的	Large multinational automakers have poured into the China market since 2000.	1.3
corporation /,kɔ:pə'reɪʃn/ <i>n.</i> 公司, 社团	All rental car corporations have their own rules.	1.3
dramatically /drə'mætɪklɪ/ <i>ad.</i> 显著地, 引人注意地	Chinese car sales slowed dramatically in the middle of 2008.	1.3
rename /,ri:'neɪm/ <i>v.</i> 给……重新命名, 给……改名	The auto company decided to rename its car to increase sales in Asia.	1.3
consortium /kən'sɔ:tɪəm/ <i>n.</i> 联营企业; 国际财团	This new car was developed by a European consortium.	1.4
aircraft /'eəkrɑ:ft/ <i>n.</i> 飞机; 航空器	All aircraft must be refueled before a long flight.	1.5
propeller /prə'pelə(r)/ <i>n.</i> 螺旋桨, 推进器	The propeller of an airplane is very important.	1.5

blade /bleɪd/ <i>n.</i> (机器上旋转的) 叶片, 桨叶; 刀片	The blade is a piece of equipment on a crane.	1.5
adopt /ə'dɒpt/ <i>v.</i> 采取, 采纳, 采用	The company finally adopted "Comet" as the name of their new car.	1.5
emblem /'embləm/ <i>n.</i> 象征, 标记	The car emblem is a label of the car and contains important information about it.	1.5
dispute /dɪ'spju:t/ <i>n.</i> 争议, 纠纷	The car recall system is still in dispute.	1.5
quote /kwəʊt/ <i>v.</i> 引用, 引述	The figure quoted in this report refers only to the China auto market.	1.5
spin /spɪn/ <i>v.</i> 使……快速旋转; 疾驰	Let's spin the coin to decide whether to go or not.	1.5
headquarters /,hed'kwɔ:təz/ <i>n.</i> 总部, 总公司	The auto company has its headquarters in Paris.	1.6
manufacture /,mænju'fæktʃə(r)/ <i>v.</i> 制造, 生产	He works for a company that manufactures car parts.	1.6
rank /ræŋk/ <i>v.</i> 把……分等级; 排列	The race driver was ranked third in the world last year.	1.6
revenue /'revənju:/ <i>n.</i> 收入; 税收	Japan is Toyota's No. 1 market by revenue.	1.6
file /faɪl/ <i>v.</i> 提出 (申请); 递交 (备案)	Ford didn't file for federal bankruptcy protection.	1.6
reorganization /'ri:ɔ:gənə'zeɪʃn/ <i>n.</i> 改组, 整顿	The reorganization may lead to staff reductions.	1.6
reorganize /,ri:'ɔ:gənaɪz/ <i>v.</i> 重组, 改组, 整顿	The manager of the auto company reorganized the sales department.	1.6
entity /'entəti/ <i>n.</i> 实体, 独立存在物	GM hopes the new entity will attract outside investors.	1.6
asset /'æset/ <i>n.</i> 资产, 财产	He has invested 10 percent of his assets in the automobile industry.	1.6
negotiation /nɪ,gəʊʃɪ'eɪʃn/ <i>n.</i> 协商, 谈判	I have an important business negotiation with an auto dealer in Shanghai.	1.6
stake /steɪk/ <i>n.</i> 股份, 股本	The bank plans to sell stakes worth US\$10 billion to investors.	1.6
ownership /'əʊnəʃɪp/ <i>n.</i> 所有权; 占有	She disclaimed the ownership of the car.	1.6
dissolve /dɪ'zɒlv/ <i>v.</i> 解除, 解散	The company dissolved in dissension within a few years.	1.6

Phrases and Expressions

alternative energy	替代能（指不是由矿物燃料或核裂变产生的动能或热能）	1.2
meet one's needs	满足某人的需求	1.2
in dispute	处于争议中	1.5
file for	提出申请，提起诉讼	1.6
focus on	集中于	1.6

Proper Nouns

Cadillac /'kædɪlək/	凯迪拉克	1.1
Toyota /'təʊjəʊtə/	丰田	1.1
Renault /'renəʊ/	雷诺	1.1
Chrysler /'kraɪslə(r)/	克莱斯勒	1.1
Opel /əʊ'pel/	欧宝	1.1
Infiniti /ɪn'fɪnəti/	英菲尼迪	1.1
Bentley /'bentli/	宾利	1.1
Geely /'dʒi:li/	吉利	1.1
Chery /'tʃeri/	奇瑞	1.1
Hyundai /'hjaɪndəi/	现代	1.1
GM (General Motors)	（美国）通用汽车公司	1.2
Ford /fɔ:d/	福特	1.2
Volkswagen /'fɔ:lks,vɑ:gən/	大众汽车公司	1.2
Rolls-Royce /'rəʊlz'rɔɪs/	劳斯莱斯	1.2
FAW (First Auto Works)	中国一汽	1.2
Dongfeng Motor	东风汽车	1.2
SAIC (Shanghai Automobile Industry Corporation) Group	上汽集团	1.2
Foton /'fɔ:tən/	北汽福田	1.2
Chevy /'ʃevi/	（美口）雪佛兰	1.3
Nova /'nəʊvə/	新星	1.3
Spanish /'spæɪnɪʃ/	西班牙语	1.3
Caribe /kə'ri:bi:/	加勒比	1.3
Caribbean Sea /,kæribi:ən 'si:/	加勒比海	1.3
Audi /'aʊdi/	奥迪	1.4
DKW	小奇迹	1.4
Horch /'hɔ:tʃ/	霍希	1.4
Wanderer /'wɒndərə(r)/	漫步者	1.4

BMW (Bavarian Motor Works)	德国宝马汽车公司	1.5
Bavaria /bə'veəriə/	巴伐利亚	1.5
Rapp Motorenwerke company	拉普引擎制造公司	1.5
Munich /'mju:nɪk/	慕尼黑	1.5
<i>New York Times</i>	《纽约时报》	1.5
Detroit /di'trɔɪt/	底特律	1.6
Michigan /'mɪʃɪgən/	密歇根州	1.6
Fortune Global 500	世界企业500强	1.6
Chapter 11	(美) 联邦破产法第11章	1.6
Buick /'bjʊ:k/	别克	1.6
GMC	通用汽车品牌	1.6
Saab Automobile	萨博汽车	1.6
Spyker Cars N.V.	世爵汽车股份有限公司	1.6
General Motors Corporation	通用汽车公司	1.6
Motors Liquidation Company	汽车清算公司	1.6
Dearborn /'dɪə,bɜ:n/	迪尔伯恩	1.7
Lincoln /'lɪŋkən/	林肯	1.7
Mercury /'mɜ:kjʊəri/	水星	1.7
Mazda /'mæzdə/	马自达	1.7
Aston Martin /'æstn'mɑ:tm/	阿斯顿·马丁	1.7