



职业教育汽车类示范专业规划教材

汽车商务英语

张素容 何小青◎主编



机械工业出版社
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Automobile Business English

汽车商务英语

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机械工业出版社

本书共两大模块。模块一：汽车英语，共 11 课。主要以图表的形式，从汽车类型、汽车结构、汽车发动机、汽车底盘、汽车电气系统、汽车车身、尺寸和重量、性能、外观和内饰、安全配置、舒适配置几个方面讲述了汽车基础核心词汇和知识，内容生动形象，练习浅显易懂。模块二：商务英语，共 13 课。讲述在汽车销售及售后领域开展业务的几个方面，主要包括客户接待、客户开发、信息收集、汽车介绍、价格协商、促成交易、支付方式、处理投诉、用户反馈、维修接待、汽车维护和汽车保险。为了便于教学，本书附有参考译文和专业及常用词汇对照表。

本书可作为职业院校汽车类专业教材，也可供从事汽车商务的工作人员参考。

凡选用本书作为授课教材的教师，均可登录 www.cmpedu.com 下载电子课件，或来电索取：010-88379865。

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前言

随着汽车工业的快速发展,买车、学车、修车、赛车不断升温。汽车正以前所未有的速度改变着人们的生活,吸引着越来越多人的热切目光。在汽车日益普及、逐步成为人类生活新伙伴的今天,我们却发现汽车技术人才和汽车商务人才奇缺。为满足汽车销售市场的需要、配合各职业技术学院汽车及汽车商务专业的课程需求,我们组织编写了《汽车商务英语》。

本教材针对职业院校学生英语基础差,水平参差不齐的特点,贯彻“必学,够用”的原则和“以应用为主线,以能力为中心”的指导思想,改革传统的课程体系,采用模块式教学方式编写,注重分层教学,中英文对照,图文并茂,使教材形式更新颖,内容更浅显生动。

本教材共两大模块。

模块一:汽车英语,共11课,主要以图表的形式,从汽车类型、汽车结构、汽车发动机、汽车底盘、汽车电气系统、汽车车身、尺寸和重量、性能、外观和内饰、安全配置、舒适配置几个方面讲述了汽车基础核心词汇和知识。

模块二:商务英语,共13课,讲述在汽车销售及售后领域开展业务的几个方面,主要包括客户接待、客户开发、信息收集、汽车介绍、价格协商、促成交易、支付方式、处理投诉、用户反馈、维修接待、汽车维护和汽车保险。为了便于教学,本书附有参考译文。

本书由武汉机电工程学校的张素容和何小青任主编,北京汽车工业学校的赵福花,武汉机电工程学校的芦开智任副主编。本书的第一模块的第1~6课由北京汽车工业学校的赵福花、王丽红、马翀、常海燕编写;第7~11课由武汉机电工程学校的何小青编写。第二模块第12~18课由芦开智编写,第19~23课由张素容编写,第24课由武汉机电工程学校的肖婷编写。本书由天津交通学院归艳荣主审。

由于编者水平和经验有限,书中难免有不妥之处,恳请读者和同行批评指正。

编者

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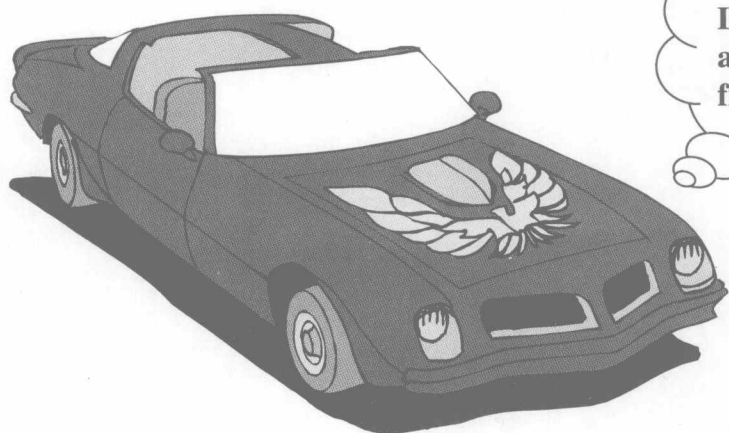
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Part One

Automobile English

汽车英语



Let's learn some
automobile knowledge
firstly.



Lesson 1

Automobile Types



Learning Objectives

- Learn about the types of automobiles.
- Grasp the words about the common vehicles.

Part One: Warming-up

Look at the pictures and select right names to each one from the given names.

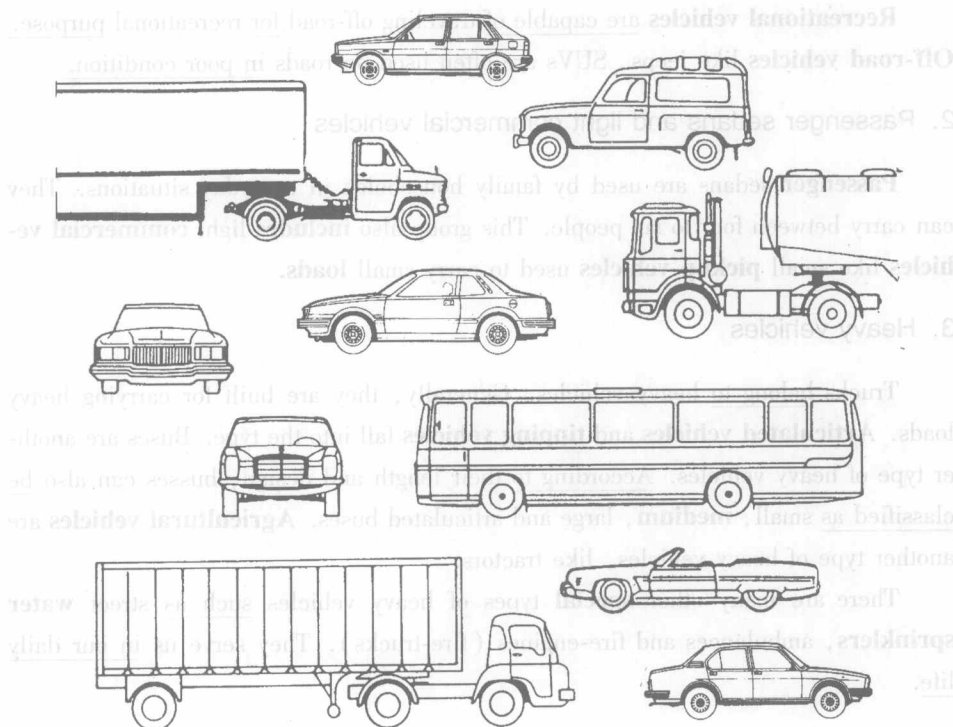


Fig. 1-1 Automobile types (1)

- 1—sedan 轿车 2—coupe 双人轿车 3—convertible 折叠敞篷轿车 4—station wagon 厢式轿车
5—coach 旅游轿车 6—jeep 吉普车 7—truck 卡车 8—tractor 拖拉机 9—crane car 吊车
10—refrigerator truck 冷藏车 11—mixer truck 搅拌车 12—fire engine 救火车
13—snowplow 铲雪车 14—ambulance 救护车



There are many of automobiles all over the world, and they can be classified into 3 groups:

1. Recreational and off- road vehicles.
2. Passenger sedans and light commercial vehicles.
3. Heavy vehicles.

Part Two: Text

Automobile Types

There are many of automobiles all over the world, and they can be classified into 3 groups. Within each of these groups, there are many different **classifications** and they can be **described** as follows:

1. Recreational and off-road vehicles

Recreational vehicles are capable of traveling off-road for recreational purpose. **Off-road vehicles** like jeeps, SUVs are often used on roads in poor condition.

2. Passenger sedans and light commercial vehicles

Passenger sedans are used by family households in everyday situations. They can carry between four to six people. This group also **includes** light **commercial vehicles** like small **pickup vehicles** used to carry small **loads**.

3. Heavy vehicles

Trucks belong to heavy vehicles. Generally, they are built for carrying heavy loads. **Articulated vehicles** and **tipping vehicles** fall into the type. Buses are another type of heavy vehicles. According to their length and design, busses can also be classified as small, **medium**, large and articulated buses. **Agricultural vehicles** are another type of heavy vehicles, like tractors.

There are many other **special** types of heavy vehicles such as street **water sprinklers**, ambulances and fire-engines (fire-trucks). They serve us in our daily life.

Part Three: Words Study

sedan 轿车

coupe 双人轿车

convertible 折叠敞篷轿车

coach 旅游轿车

be classified into

可分成……

classification 类别

describe 描述

as follows 如下

recreational vehicle 旅行车

off-road vehicle 越野车

be capable of 能够……

for... purpose 以……为目的

in poor condition

在恶劣的条件下

passenger 乘客

include 包括

commercial vehicle 商用车

pickup vehicle 载货车

load 荷载

belong to 属于

articulated vehicle

铰接车, 拖车

tipping vehicles 自卸车

according to 根据

be classified as 分为

medium 中型的

agricultural vehicle 农用车

special 特殊的

such as 例如

water sprinkler 洒水车

in our daily life

在我们的日常生活中

jeep 吉普车

truck 卡车

tractor 拖拉机

ambulance 救护车

policecar 警车

station wagon 厢式轿车

crane car 吊车

refrigerator truck 冷藏车

mixer truck 搅拌车

fire engine 救火车

articulated vehicle 铰接车、拖车

tipping vehicle 自卸车

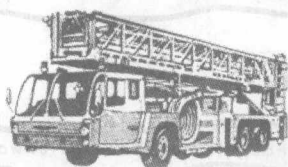
water sprinkler 洒水车

snowplow 铲雪车

Part Four: Practice

I. What are we? Write down our Chinese names and English names.

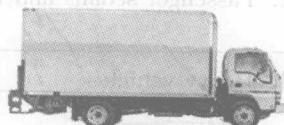








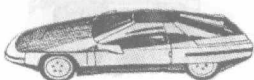










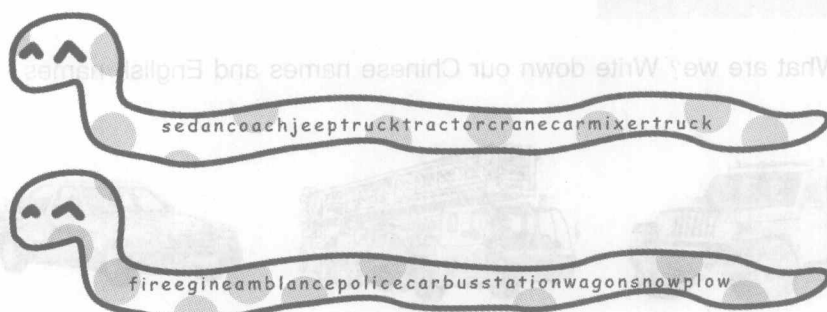








II. Find out words.



III. Classify the following vehicles.

1. Recreational and off-road vehicles: _____
2. Passenger sedans and light commercial vehicles: _____
3. Heavy vehicles: _____



Fig. 1-2 Automobile types (2)

(sedan coupe convertible station wagon coach jeep truck tractor
bus refrigerator truck fire engine tipping vehicle crane car ambulance)

IV. Words puzzle.

s _ d _ n

m _ x _ r tr _ ck

c _ _ ch

f _ re _ ng _ ne

j _ _ p

_ mbul _ nce

tr _ ck

p _ l _ cec _ r

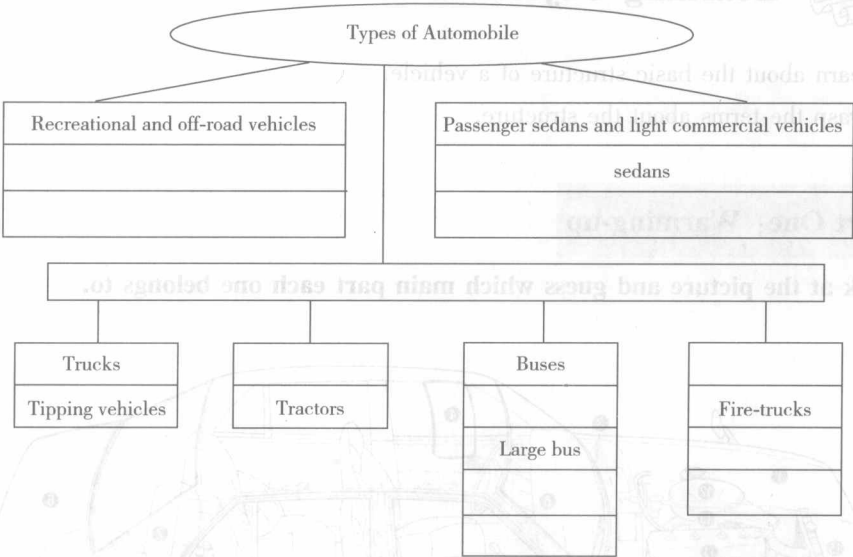
tr _ ct _ r

sn _ _ pl _ w

cr _ ne c _ r

st _ tion w _ g _ n

V. Complete the words map.



VI. A game! (Ask each student to draw a vehicle he likes and say its usage.)

For example :



I am a jeep. I can run long distance on rough road. If you go far away, you'd better choose me.



Lesson 2

Automobile Structure



Learning Objectives

- Learn about the basic structure of a vehicle.
- Grasp the terms about the structure.

Part One: Warming-up

Look at the picture and guess which main part each one belongs to.

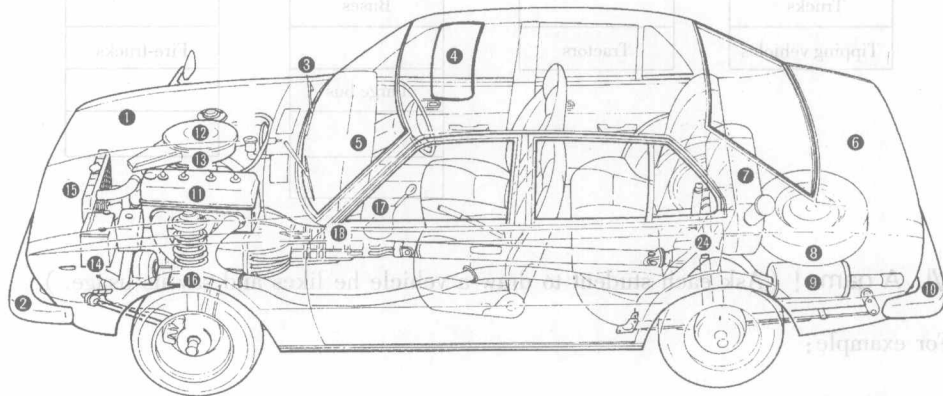


Fig. 2-1 Structure of a vehicle (1)

1—engine room 发动机室 2—front bumper 前保险杠 3—wiper 刮水器
4—sun roof 活动车顶 5—car heater 汽车暖风 6—trunk room 行李箱

7—fuel tank 燃油箱 8—spare tire 备胎 9—muffler 消声器 10—rear bumper 后保险杠

11—engine 发动机 12—air cleaner 空气滤清器 13—carburetor 化油器

14—battery 蓄电池 15—radiator 散热器 16—front suspension 前悬架

17—shift lever 换变速杆 18—gear box 变速器 19—rear suspension 后悬架



An automobile has many different kinds of parts.
Here we introduce four major parts:

1. engine 2. chassis 3. car body 4. electrical system

Part Two: Text

Automobile Structure

1. Car body

The car body includes windows, doors and a hood. The car body can **protect** the engine, passengers and **goods**.

2. Engine

The engine is the heart of a vehicle and the **source** of power that makes a car move.

3. Electrical system

The electrical system **supplies electricity** for many parts such as **starting system**, **lighting system** and so on.

4. Chassis

The chassis is the under **portion** of an automobile. It's the **frame** of the vehicle and **supports** all of the major parts.

These four parts are closely related to one another. When something unusual happens, you should **check** the parts carefully to find out where the **trouble** comes from and take some measures to **solve** it.

protect	保护
goods	货物
source	源泉
electrical system	电气系统
supply	提供
electricity	电
starting system	起动系统
lighting system	照明系统
portion	部分
frame	构架
support	支撑
major	主要的
part	零件
be related to	与……有关
one another	互相
check	检查
find out	弄清
trouble	故障
take measure	采取措施
solve	解决

Part Three: Words Study

engine 发动机

car body 车身

chassis 底盘

electrical system 电气系统

Part Four: Practice

I. Make true or false.

- _____ An automobile has three major parts.
- _____ The engine is the heart of a vehicle.
- _____ The car body includes windows, doors and a chassis.
- _____ The chassis is the frame of a vehicle.

5. _____ The electrical system only supplies the electricity for the engine.

II. Fill in the blanks.

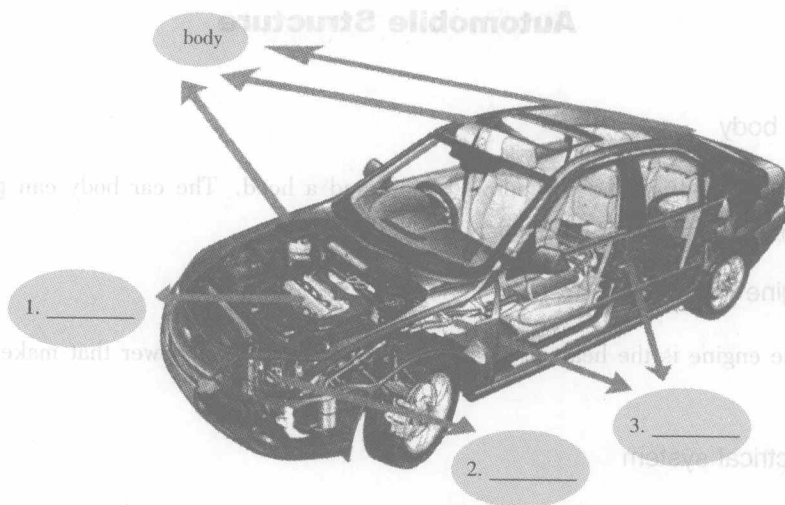


Fig. 2-2 Structure of a vehicle (2)

III. Match column A with column B to make a sentence.

Column A

- () 1. The chassis supports
- () 2. The body
- () 3. The engine is the source of power
- () 4. The electrical system supplies electricity
- () 5. You should check the parts carefully

Column B

- a. that makes a vehicle move
- b. for many parts
- c. to find out where the trouble comes from
- d. provides a colorful, modern appearance for the vehicle
- e. all of the major parts

IV. Classify the structure of an automobile according to Fig. 2-1.

The body includes: _____

The engine includes: _____

The chassis includes: _____

The electrical system includes: _____

V. A game. (Ask students to give a brief introduction about the automobile structure.)

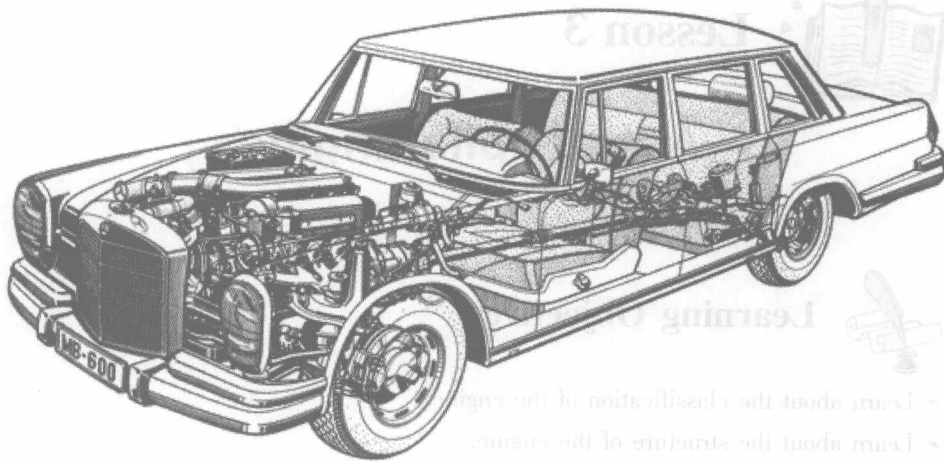
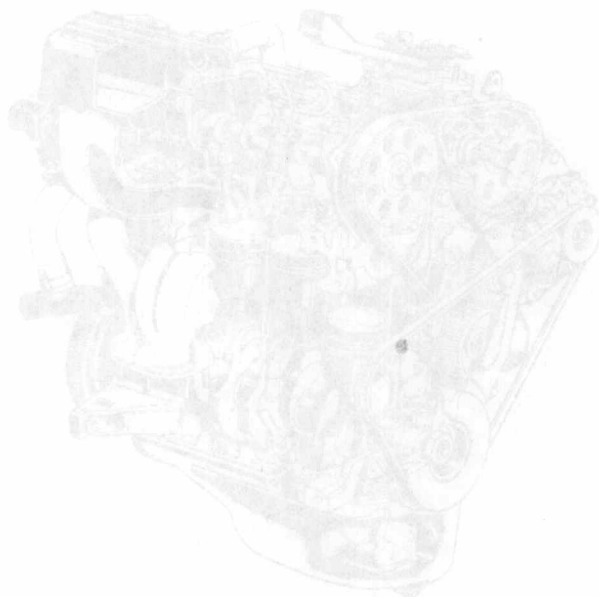


Fig. 2-3 Structure of a vehicle (3)





Lesson 3

Automobile Engine



Learning Objectives

- Learn about the classification of the engine.
- Learn about the structure of the engine.
- Learn about the components of the engine.
- Grasp the main terms about the engine.

Part One: Warming-up

Look at the pictures and learn about the types of the engine.

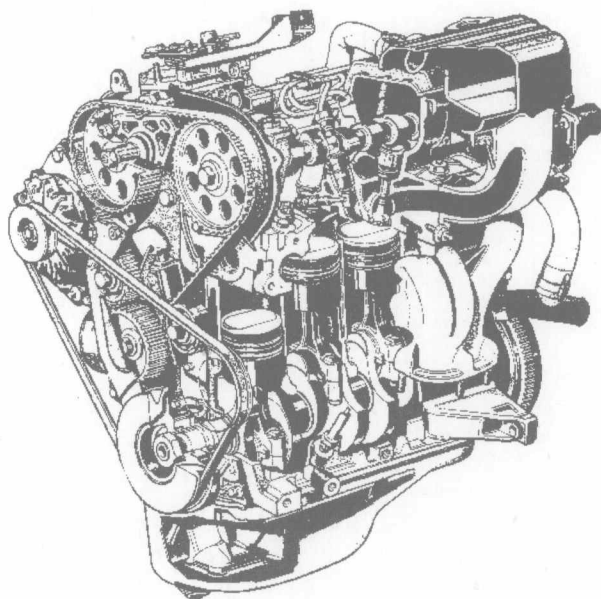


Fig. 3-1 Slant-six in-line engine