

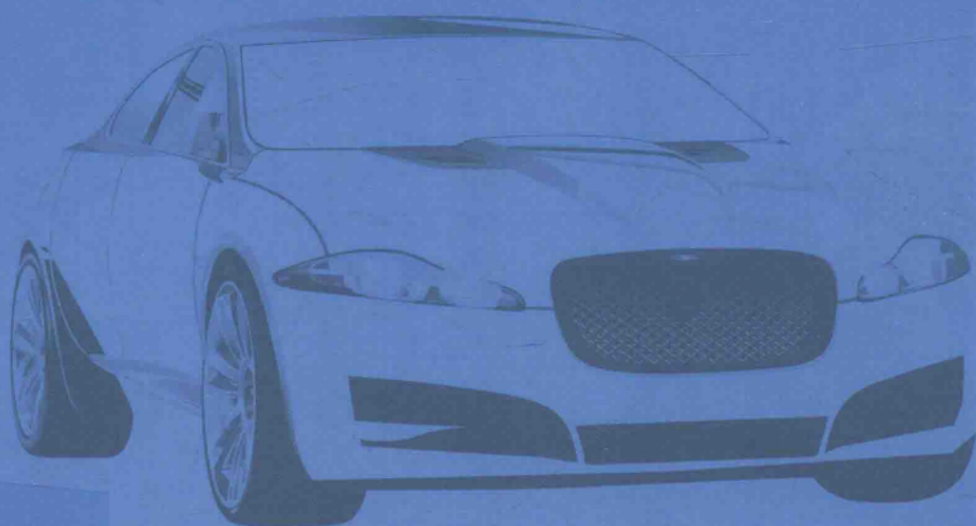


中国汽车工程学会

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# 汽车商务英语

◎ 主 编 孟思聪 陆红宏 马天博



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# 汽车商务英语

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# 前言

## P R E F A C E

本教材共设 6 个单元, 分别是汽车文化、汽车英文配置单的认知、最新车型的产品知识介绍、汽车使用说明书的解读、汽车销售流程用语及礼仪方面的英文讲解、汽车后市场以二手车及汽车保险为主的衍生业务。

这本书全部使用最新国外资料, 涉及的车型都是最新款车型。我们通过文化长廊让学习者了解汽车发展史及世界著名的汽车品牌, 通过官网上的最新车型向学习者呈现英文配置单的应用, 通过销售技巧中的 FAB 原则向学习者展示营销人员的基本岗位技能及新款车的相关产品知识, 通过路虎揽胜运动版客户使用手册教会学习者如何应用英语知识解读全英版资料, 通过了解汽车 4S 店销售人员的岗位技能学习如何用流利的英语及标准的礼仪接待外籍购车客户, 通过学习衍生业务让学习者了解国内外二手车市场现状及汽车保险业务的区别。

本教材的编写离不开汽车学院专业英语课程组的努力, 同时感谢长春理工大学姜吉光老师为此次编写提供了大量的原版资料, 并承担本教材的主审。本教材主编有孟思聪、陆红宏、马天博; 副主编有杨娜、孙丽敏、王扬; 参编人员有闫冬梅、李楠舟、毕然、朱艳丽、姜吉光。本教材在编写过程中, 参考引用了大量的原版资料, 在此对文献的原作者表示诚挚的感谢。

限于编者水平限制, 书中的缺点及不足在所难免, 恳请广大师生和读者批评指正。

# 目 录

## C O N T E N T S

### Unit 1 Automobile Culture

Learning Objectives .....	1
Warm Up .....	1
New Lesson .....	3
Exercises .....	36

### Unit 2 Automobile Specifications Reading

Learning Objectives .....	42
Warm Up .....	42
New Lesson .....	44
Exercises .....	52

### Unit 3 Automobile Product Introduction

Learning Objectives .....	58
Warm Up .....	58
FAB Statements .....	59
New Lesson .....	59
Exercises .....	66

## Unit 4

### Automobile Manual Reading

Learning Objectives .....	70
Warm Up .....	70
New Lesson .....	71
Exercises .....	83

## Unit 5

### Sales Procedure

Learning Objectives .....	88
Warm Up .....	88
New Lesson .....	89
Exercises .....	104

## Unit 6

### Derived Businesses

Learning Objectives .....	111
Warm Up .....	111
New Lesson .....	112
Exercises .....	118

## Notes

## Translations

## Answers

## Words

## Phrases

## References

# Unit 1

## Automobile Culture

### Learning Objectives

After learning this unit, you should be able to:

- grasp the variable classifications of vehicles.
- know the famous automobile brands of different countries, the meanings of logos and classic models.

### Warm Up

There are countless predecessors that are full of intelligence and ideals on the way to the automobile birth. They witnessed the birth of the first automobile in the world by their own inventions. Please guess the following persons who made significant contributions to the birth of the automobile and the important inventions according to the pictures.

In 1765, British inventor ( ) (See Fig. 1-1) successfully designed and developed the innovative ( ) (See Fig. 1-2).

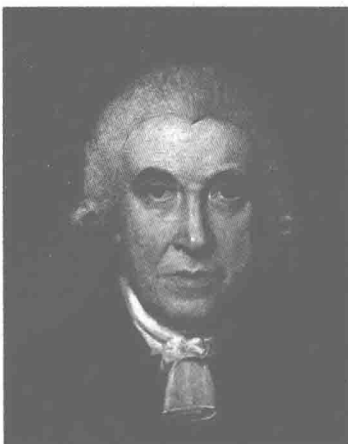


Fig. 1-1 James Watt

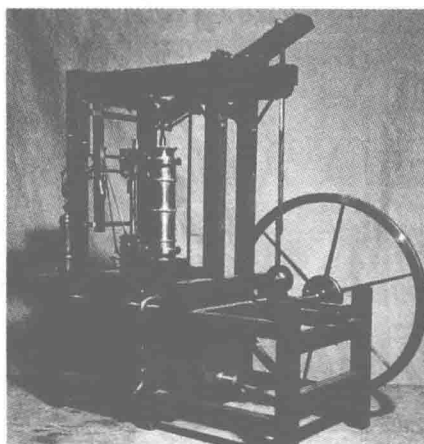
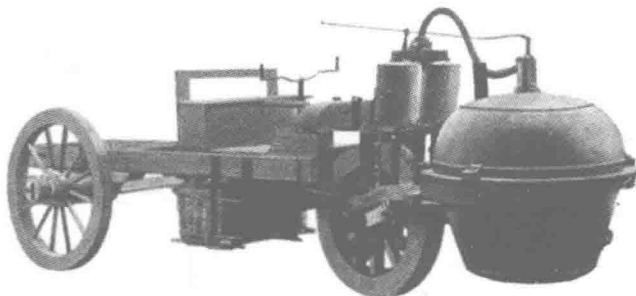


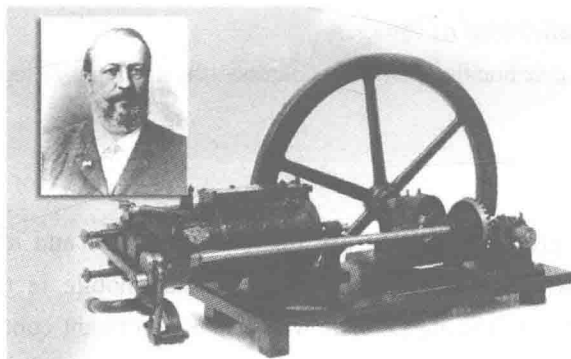
Fig. 1-2 A Steam Engine

In 1769, Nicholas Cournot, a French army engineer, developed the first wholly self-propelled ( ) (See Fig. 1-3). This was a milestone in the history of the automobile and the start of the era of mechanically driven vehicles.



**Fig. 1-3 The First Wholly Self-Propelled Steam Vehicle**

In 1866, ( ), a German engineer, successfully created a ( ), known as the Otto internal combustion engine (See Fig. 1-4). Later, people named the four-stroke cycle "Otto cycle."

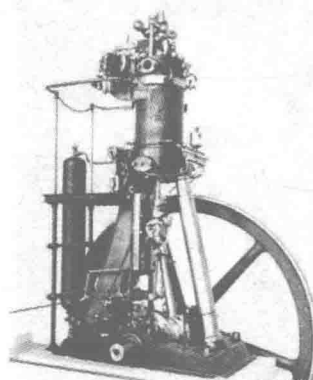


**Fig. 1-4 Nikolaus Otto and His Four-Stroke Gasoline Internal Combustion Engine**

In 1897, ( ) (See Fig. 1-5) successfully produced the first diesel engine (See Fig. 1-6).



**Fig. 1-5 Rudolf Diesel**



**Fig. 1-6 The First Diesel Engine**



On January 29, 1886, German engineer ( ) (See Fig. 1-7) trailed out the first three-wheeled automobile (See Fig. 1-8), granted with a certificate of Automobile Patent. That date was remembered as **the birthday of automobiles**. Carl Benz was dubbed as the **“father of the automobile.”**



Fig. 1-7 Carl Benz

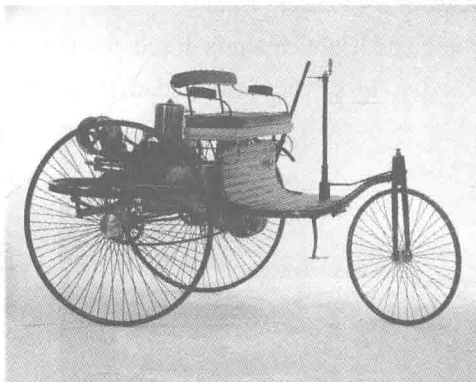


Fig. 1-8 Benz Patent-Motorwagen

In August 1885, ( ) (See Fig. 1-9) developed a “two-wheeled riding car.” This was the first motorcycle in the world. That’s why Daimler was known as the “father of motorcycles.” In August 1886, Daimler produced the first four-wheel automobile in the world (See Fig. 1-10).

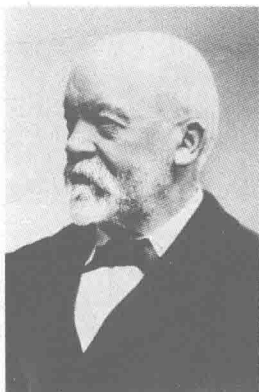


Fig. 1-9 Gottlieb Daimler

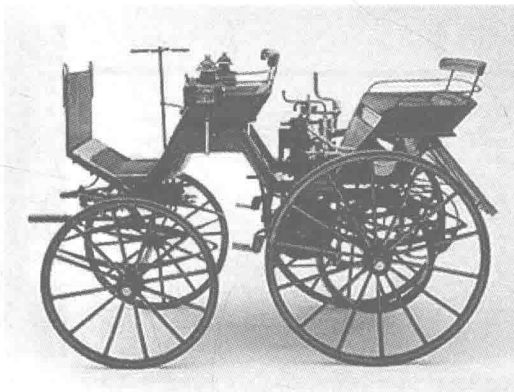


Fig. 1-10 The First Four-Wheel Automobile



## New Lesson

### Part One Automobiles Classification

In 1886, the first gasoline powered automobile was invented by Carl Benz, announcing the end of the era of horse-drawn vehicles and ushering in the era of automobiles. The invention of the automobile was a milestone in the history of human transportation. Cars have not only changed people’s way of transportation and concept of time and space, but also affected their way of life and work, carrying forward the modern civilization of the human society.

Nowadays, automobiles have been an integral part of life. First of all, let's talk about the different classifications of automobiles to know them thoroughly.

## I. Classification by Vehicle Uses

(1) Passenger Cars: manufactured for the transportation of passengers, baggage and goods, mainly including three types—the sedan, limousine and station wagon (See Fig. 1-11 to Fig. 1-13).



Fig. 1-11 A Benz Passenger Car



Fig. 1-12 A Volvo Passenger Car

(2) Roadster: light-weight and high-speed, designed for sports and entertainment (See Fig. 1-14).



Fig. 1-13 A Ford Passenger Car



Fig. 1-14 A Lamborghini Sports Car

(3) Multipurpose Passenger Cars: designed with a box-type and open (or can be opened) body, for the convenience of goods transportation (See Fig. 1-15 and Fig. 1-16).



Fig. 1-15 A Mazda Multipurpose Passenger Car



Fig. 1-16 A Ford Multipurpose Passenger Car

(4) Motor Trucks: primarily designed and manufactured for the transportation of goods (See Fig. 1-17 and Fig. 1-18).



Fig. 1-17 A Motor Truck (I)



Fig. 1-18 A Motor Truck (II)

(5) Buses: primarily designed and manufactured for the transportation of passengers and baggage, each equipped with over 10 seats including the driver's seat (See Fig. 1-19 and Fig. 1-20).



Fig. 1-19 A Bus (I)



Fig. 1-20 A Bus (II)

(6) Special Purpose Vehicles: an ordinary car installed with a special car body in the chassis for a particular purpose (See Fig. 1-21 and Fig. 1-22).



Fig. 1-21 A Special Purpose Vehicle (I)



Fig. 1-22 A Special Purpose Vehicle (II)

(7) Special Vehicles: equipped with special devices for particular purposes, including sweepers, medical vehicles, fire trucks, and concrete mixers, as well as agricultural work vehicles, sports cars and racing cars (See Fig. 1-23 to Fig. 1-28).



Fig. 1-23 A Police Car



Fig. 1-24 A Fire Truck



Fig. 1-25 An Ambulance



Fig. 1-26 A Concrete Mixer



Fig. 1-27 A Sweeper



Fig. 1-28 A Tractor

## II. Classification by Design Concept

(1) SUVs (Sport Utility Vehicles): The SUV has high ground clearance and combines the comfortable space of a sedan and the off-road capacity of a station wagon (See Fig. 1-29 and Fig. 1-30).



Fig. 1-29 A BMW X6



Fig. 1-30 A Porsche Cayenne

(2) CRVs (City Recreation Vehicles): The CRV is a series of Honda, known as Dongfeng Honda CRVs in China (See Fig. 1-31).

(3) SRVs (Small Recreation Vehicles): SRVs are mostly two-door models, such as Geely Haoqing SRVs (See Fig. 1-32).



Fig. 1-31 A Honda CRV



Fig. 1-32 A Geely Haoqing SRV

(4) The RAV derives from a small sports car model of Toyota RAV4. As explained by Toyota, RAV represents “Recreation” “Activity” and “Vehicle,” while “4” indicates the four-wheel drive (See Fig. 1-33).

(5) The HRV derives from the Excelle HRV model of Shanghai General Model, an innovative car design concept that embodies “Healthy” “Recreation” and “Vigorous.” (See Fig. 1-34)



Fig. 1-33 A Toyota RAV4



Fig. 1-34 A Buick Excelle HRV

(6) MPVs (Multi-Purpose Vehicles or Mini Passenger Vans) integrate the capacities of sedans, wagons and vans. Every seat in the car is adjustable, making it possible for a variety of combinations. With the recent trend toward smaller MPVs, there emerges the S-MPV (Small MPV) characterized by a compact body with 5-7 seats (See Fig. 1-35 and Fig. 1-36).



Fig. 1-35 A Dongfeng Honda Elysion



Fig. 1-36 A Buick GL8

(7) CUVs (Car-Based Utility Vehicles) are car-based utility vehicles that combine the characteristics of the sedan, MPV and SUV, also known as Crossover (See Fig. 1-37 and Fig. 1-38).



**Fig. 1-37 A Changcheng Haval CUV**



**Fig. 1-38 A Mitsubishi Outlander**

(8) NCVs (New Concept Vehicles) are chassis-based vehicles that integrate the comfortable space of sedans and the off-road capacity of SUVs (See Fig. 1-39).



**Fig. 1-39 A Chery Tiggo 5**

(9) RVs (Recreation Vehicles) are vehicles for entertainment, leisure and travelling. The RV concept was first raised in Japan. In addition to sedans and sports cars, RVs include all lightweight passenger cars, such as MPVs, SUVs, CUVs, etc.

The New National Standards for Automobile Classification has taken into effect since March 2002. According to vehicle uses, the New Standards establishes the concept of passenger cars and commercial vehicles, and makes huge changes in the classification of cars, solving the conflicts between management and classification and making itself closer to national standards.

#### **A. Cars**

(a) Passenger Cars

(b) Commercial Vehicles

#### **B. Trailer**

### **Part Two The Evolution of Automobile Appearance**

Since they were developed over a century ago, automobiles have had earth-shaking changes in the aspects of body modeling, power, chassis and electronic equipment. And the evolution of automotive appearance is the most characteristic and visual (See Fig. 1-40).

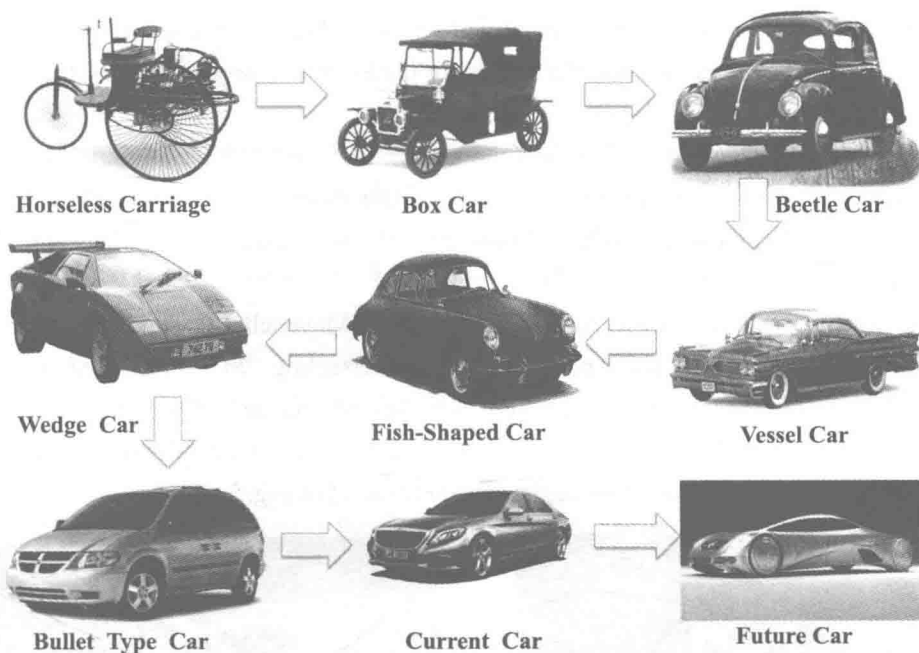


Fig. 1-40 Automobile Appearance Evolution Chart

### Part Three Introduction of Automobile Companies and Brands

#### I. German Automobile Companies and Brands

##### 1. Mercedes-Benz

The German automobile company Mercedes-Benz is among the top ten biggest automobile companies and the most famous bus and heavy truck manufacturer in the world.

Mercedes-Benz was founded in 1926 upon the merger of two automobile companies Benz & Cie and Daimler Motoren Gesellschaft and is now headquartered in Stuttgart, Germany. Benz & Cie was founded by Carl Benz in 1883, and Daimler Motoren Gesellschaft by Gottlieb Daimler in 1890.

After the merger of Benz and Daimler in 1926, car logos of both companies became integrated. The following chart shows the evolution of Benz's logo (See Fig. 1-41).

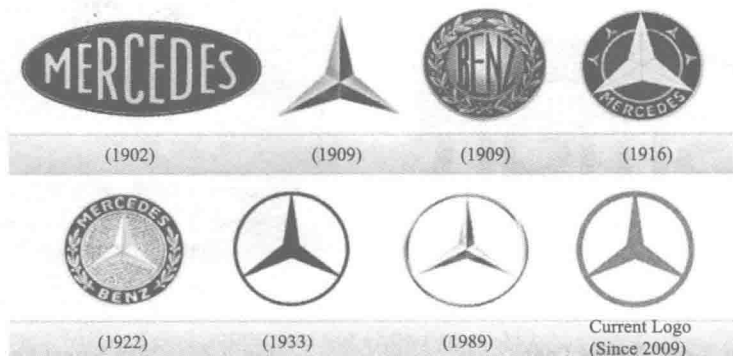


Fig. 1-41 Mercedes-Benz Logo Evolution

The logo of Benz cars resembles a simplified steering wheel, a three-pointed star encompassed by an annular ring. The three-pointed star stands for the all-round development of the company for the armed services.

Daimler-Benz cars are classified by four grades. A-Class represents mini cars, “C-Class” compact cars, “E-Class” mid-size cars, and “S-Class” limousines. There are a wide range of sports car series, such as SLK, CLK, SL and CL. There are SUVs which include “G-Class” and “M-Class,” and “V-Class” utility vehicles.

Daimler-Benz brands mainly include Mercedes-Benz, Maybach, Smart and the like.

Maybach logo (See Fig. 1-42) consists of two intersecting “M” surrounded by a spherical triangle. The double “M” represents “Maybach Manufacturing.” On November 19, 2014, Mercedes-Benz announced in Guangzhou the new brand Mercedes-Benz Maybach and unveiled the first Mercedes-Benz Maybach S-Class vehicle to the world (See Fig. 1-43).

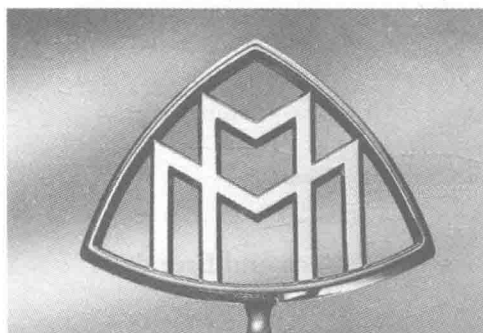


Fig. 1-42 Maybach Logo



Fig. 1-43 Maybach 62 S

Smart is the cooperation outcome of the German car manufacturer Mercedes-Benz and the Swiss watch giant Swatch. In SMART, S represents Swatch, M Mercedes-Benz, ART the literal meaning of “art” (See Fig. 1-44). This car line represents the art of cooperation between Swatch and Mercedes-Benz, while “smart” in English also indicates intelligence and quick wit, in line with the design concept of Smart Company. The compact shape, together with smart and user-friendly control design, makes the model of “smart” series look like a clever big toy (See Fig. 1-45).



Fig. 1-44 Smart Logo



Fig. 1-45 2015 Smart Fortwo 1.0 L



## 2. Audi

Audi, a developer and manufacturer of international high-quality automobiles, is now a subsidiary of Volkswagen.

In 1932, Audi began to use four interlinked rings that make up the Audi badge today, representing the four brands of the Audi Union AG-Audi, DKW, Horch and Wanderer. Every ring represents a company of the Union. The four rings share the same size and interlink in parallel, signifying the equal position among the four brand companies and the unshakable alliance among them.

Now the product lines of Audi mainly include Q3, Q5, Q7 (SUV), R series, convertibles, sporty cars, etc. The A series are the leading models of Audi, among which A3, A4, A6 and A8 are the most sought-after models and are classified by A-, B-, C- and D-class, rivaled by BMW 1,3,5,7 series and Mercedes-Benz B-, C-, E-, S-class. Audi sedans and MPV models all begin with the first letter of Audi-A. The larger the number behind A, the higher the price (See Fig. 1-46 to Fig. 1-49).



Fig. 1-46 An Audi Q3



Fig. 1-47 An Audi Q5



Fig. 1-48 An Audi Q7



Fig. 1-49 An Audi R8

A1 is a compact hatchback car (including the five-door sportback model, three-door model and convertible model) (See Fig. 1-50).

A2 is a compact MPV-styled supermini car (See Fig. 1-51).