



“十二五”职业教育国家规划教材
经全国职业教育教材审定委员会审定

新核心 高职行业英语

AUTOMOBILE ENGLISH

总主编 丁国声

汽车英语

主 编 易霞妮 朱昱煜



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS



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序

中国汽车工业近年来迅猛发展,受到全世界瞩目。十多年来,中国汽车市场每年都是以10%以上的速度增长,中国早已成为与北美、欧洲和日本并重的世界汽车市场,2013年中国汽车保有量更是超日追美,私车过亿。

中国在迈向成熟的汽车社会的进程中,不仅需要汽车设计和制造人才,也需要熟悉汽车营销的商务人才。上海大学巴士汽车学院在十多年前建院伊始,就在全中国率先创办了汽车商务(营销)专业,2006年,我院工商英语系又增设了国际商务专业,除了注重培训学生的汽车专业知识外,还十分注重专业英语的教学,特别强调培养学生用英语进行汽车商务沟通的能力,以使适应日渐国际化的汽车产业。我院在2009年编写了《汽车商务英语》一书,用于汽车运用工程专业和汽车商务(营销)专业学生的专业英语学习。近年来,我国的高职教育课程结构正在发生根本性的转变,即从学科体系向行动体系转变,这种转变使我们这些高等职业教育者清楚地认识到,职业教育应以岗位职业能力分析和教学实际需求为基础,体现时代性和实用性。因此,在多年的教学实践基础上,我院工商英语系教师易霞妮女士主持编写了这本《汽车英语》教材,为学生将来从事汽车营销,商务洽谈等专业工作打下必要的基础。

鞠鲁粤

2012年3月18日

编写说明

本教材供汽车制造和汽车营销相关专业的学生使用。在本教材的编写过程中,我们做了以下几方面的尝试。

(1) 教材将更多的学时和内容重点放在汽车商务背景下的语言运用能力上,避免学生将精力过多地放在传统语法和句型的操练上。

(2) 教材将重点突出“主题+项目”式教学方法和过程的展示,书中将展示大量的任务驱动练习,其内容不仅是对单元主题的强化训练,更能帮助学生体验和展示完成项目所需的全部过程。

(3) 开发多媒体课件和配套资源包:结合传统教学优势,积极利用计算机技术、网络技术、多媒体技术和数据库技术,开发多媒体课件和配套资源包。

(4) 加大练习实操比重:在高职的商务英语综合课堂实践中,应更加注重互动性和实操性,有助于学生英语应用能力的巩固和提高,也有助于培养学生积极创新、独立思考和团队合作的精神,以及沟通交流的能力,更好地适应市场和岗位要求。

《汽车英语》以汽车商务活动为背景,以汽车英语应用为主线,内容涉及汽车商务工作中的汽车历史、汽车构造、汽车商务礼仪、汽车销售、二手车买卖、汽车商务谈判、汽车保险、汽车销售合同八个方面。通过本教材学习,学生初步全面接触汽车商务实践活动,并获得将英语技能运用到汽车商务实践中的直接经验,为学生将来从事汽车营销、商务洽谈等专业工作打下必要的基础。

全书共八个单元,每个单元围绕一个汽车商务主题展开。每个单元分为六个部分。

Focus on the Topic 话题讨论

这部分内容由若干启发性问题组成,旨在帮助学生尽快熟悉商务主题,对单元所涉及的话题形成一定的思考。

Vocabulary Study 词汇训练

这部分内容为词汇练习,所列单词均为后续阅读材料中的高频词汇,旨在

通过练习,帮助学生掌握一定的商务主题词汇。

Reading One 阅读材料1

这部分内容包含了一篇长约600—700词的阅读材料,配备了与文章相关的主旨题、细节题和开放式讨论题三组练习,旨在帮助学生理解文章内容,拓展话题。

Task-driven Practice 训练任务

这部分内容由若干训练任务所组成,帮助学生进一步提高商务和语言技能,综合性较强,难度也较高。

Writing 写作练习

这部分内容是根据阅读材料2的拓展练习,帮助学生掌握各种题材的写作任务。

Achievement Test 学习检测

这部分内容罗列了每个单元的重点学习内容,来帮助学生自我检测是否如期完成了各项学习目标。

本书适合高等职业教育汽车商务(营销),汽车维修与运用,国际商务等专业的专业课程教学之用,也适合汽车英语爱好者学习汽车英语之用。

本教材由上海大学巴士汽车学院易霞妮老师、朱煜昱老师担任主编,刘凯老师、苗慧老师担任副主编。在编写的过程中,精选了一些刊印物以及电子出版物作为参考,我们在参考书目中已经一一注明;还有一些电子出版物,由于作者不详,我们无法详细列明。在此,我们对上述所有的相关作者表示崇高的敬意和感谢。

教材中难免存在纰漏之处,敬请批评指正!

编 者

2014年2月

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Unit 1

Do You Know Automotive History?

Learning Objectives

- How to trace auto development
- How to distinguish auto brands
- How to understand auto culture

Focus on the Topic

Pair Work: Discuss the following questions with your partner.

1. Who are called Fathers of Automobile in the world's automotive history?
2. What has contributed to Ferrari's great success?
3. What are the top three luxury car brands?
4. How much do you know about NASCAR and WRC?

Vocabulary Study

Directions

Fill in the blanks with the words given in the box. Change the forms if necessary.

invention	automobile	date back to	transportation
traffic	brand	hence	excel
series	luxury	fantastic	whereas

1. The _____ slowed down to go around the curves in the road.
2. Fax machines were a wonderful _____ at that time.
3. If your talent combines with diligence, you can _____ in your pursuit.
4. There is heavy _____ in the downtown area tonight.
5. I bought one of the leading _____.
6. The book is a follow-up to her excellent television _____.
7. That's _____. He's vanished in the twinkling of an eye.
8. The government has imposed strict reins on the import of _____ goods.
9. It's handmade and _____ expensive.
10. Oxford and Cambridge _____ the thirteenth century.
11. Some praise him, _____ others condemn him.
12. The city is providing free _____ to the stadium from downtown.

Reading One

Automotive History and Automobile Brands

Automotive History

Automobile is believed to be one of the most revolutionary invention in the history of transportation. Automotine history can be dated back to the year of 1771 in Paris, where a French engineer named Fardier De Cugnot built the first self-propelled vehicle, a heavy, three-wheeled, steam-driven carriage with a boiler that projected in front, its speed was only 2.3mph.



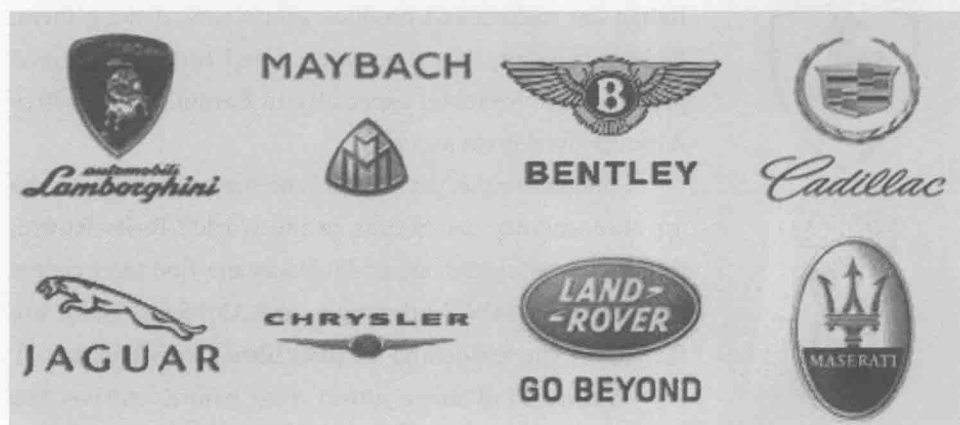
However, this cumbersome machine was never put into production because

it was much slower and harder to operate than a cart. It was reported that it knocked down the Arsenal Wall and hence the first car accident happened as shown from the picture.

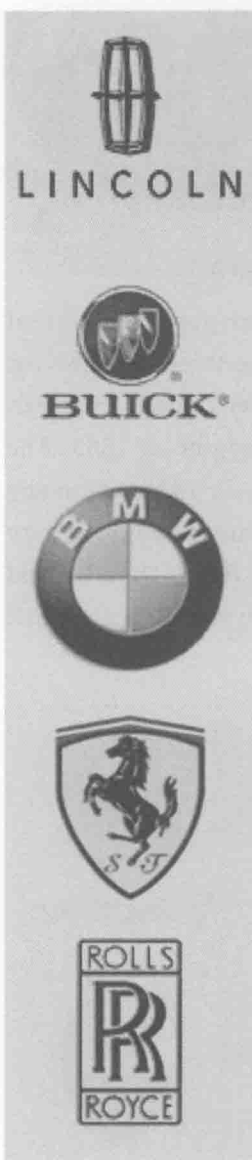


The development of the automobile was accelerated by the introduction of the gas-powered internal combustion. Probably the first vehicle of this type was the three-wheeled car built in 1885 by the engineer Karl Benz in Germany. Another German engineer, Gottlieb Daimler, built an improved internal-combustion engine in 1885. The Panhard car, introduced in France by the Daimler company in 1894, had many features of the modern car. Since this type of internal combustion engines were completed almost at the same time by German inventors Benz, Daimler and Mabach, they are together called Fathers of Automobile in the world's automotive history.

Automobile Brands



It goes without saying that western countries like America, Germany, Italy excel other countries in automotive invention throughout the history. Automobiles and commercial vehicles under the Ford brand and luxury cars under the Lincoln brand are manufactured by Ford Motor Company, an American multinational automaker headquartered in Detroit.



Another American multinational automotive corporation headquartered in the same city is General Motors, it is the world's largest automaker, by vehicle unit sales, in 2011, General Motors produces cars and trucks under the following brands: Buick, Cadillac, Chevrolet, GMC, Opel, etc.

German company, BMW, is also one of the world's most respected automakers, renowned for crafting luxury cars and SUVs that offer superior levels of driving enjoyment. The 1970's saw the birth of BMW's Series, 5 Series and 7 Series cars and the creation of its performance M division. The Volkswagen Group, an automobile manufacturer based in Germany, contains the nine car brands VW, Audi, Skoda, SEAT, Lamborghini, Bentley, Bugatti, Scania and Volkswagen Commercial vehicles.

Ferrari, Lamborghini and Maserati are all awesome Italian car makers and produce sports cars. Among them, Ferrari company has long been noted for its continued participation in racing, especially in Formula One, where it has enjoyed great success.

Among various car brands, one may ask, who are the top three luxury car brands in the world? Rolls-Royce, Bentley and Maybach are undoubtedly the first three on the list whereas BMW, Volkswagen and Mercedes-Benz, are the puppet masters behind the three ultra luxury brands.

Wanna find more about auto brands across the world? Go to visit auto shows held in different cities.

You may also search information about NASCAR and WRC, where fantastic sports cars are sure to come into views of the spectators since the former is an American automotive business which sanctions and governs multiple auto racing whereas the latter is a worldwide rally racing.

(From *Automobile English with Culture*, 522 words)

► Read For Main Ideas

Use the words in the passage to complete the sentence.

This passage elaborates worldwide automotive _____ and various auto _____.

► Read For Details

Make the best choice according to the passage.

1. Automobile history can be dated back to the year of 1771 in _____.
A. America B. Italy C. France
2. The first car accident recorded happened when the first self-propelled vehicle _____.
A. knocked down the Arsenal Wall
B. knocked down a cart
C. knocked down a man
3. _____ contributed to the development of automobile.
A. The introduction of external combustion
B. The introduction of internal combustion
C. The introduction of steam engine
4. _____ are together called Fathers of Automobile in the world's automotive history.
A. Ford, Benz, Daimler
B. Benz, Mabach and Bentley
C. Benz, Daimler and Mabach
5. Automobiles under the Ford brand and those under _____ are manufactured by Ford Motor Company.
A. the Lincoln brand
B. the Audi brand
C. the Cadillac brand
6. The automaker of BMW is renown for producing _____.
A. luxury cars and SUVs
B. sports cars and commercial cars
C. trucks and sports cars

7. Throughout the history, Ferrari has long been noted for _____.
A. its crafting luxury cars
B. its huge sales revenues
C. its continued participation in F1 racing
8. The top three luxury cars in the world are _____.
A. Benz, Ferrari and Cadillac
B. Rolls-Royce, Bentley and Maybach
C. BMW, Volkswagon and Mercedes-Benz

► Express Opinions

Driving luxury cars has become increasingly popular among those rich second generations. Work in pairs and voice your opinions on this phenomenon.

Task-driven Practice



Listening

Task 1 Fill in the blanks according to what you hear.

How to park your vehicle?

Crashes sometimes occur because people did not (1) _____ properly. Whenever you park and leave your vehicle, always (2) _____ the engine and set (3) _____. Take the keys and (4) _____. Do not rely on (5) _____ to hold your vehicle in place. Exiting your vehicle into the street can be dangerous. (6) _____, motorcycles, mopeds, or other vehicles that might be (7) _____. (8) _____ before opening the door for traffic that may not see you. When returning to your vehicle, (9) _____ as you (10) _____ the driver's side.

Task 2 *Read the auto report and answer the following questions.*

A technician repairs an accelerator pedal for 2010 Corolla at McInerney Toyota, in Township, Michigan

The world's biggest automaker faces a huge recall over a safety issue that it says is rare and easily repaired. Toyota became the world's largest automaker in two thousand eight. But after years of building loyalty, the Japanese company may have put its quality brand name at risk, at least temporarily. Toyota is recalling millions of cars and trucks around the world because of cases where vehicles have sped up unexpectedly. Last August, a driver in California was unable to stop. The crash killed him and three of his family members. Toyota says the problem is rare and caused by accelerator pedals becoming stuck open. On January twenty-sixth, the company suspended sales of eight of its top-selling vehicles in the United States, its largest market. Toyota dealers have been receiving parts to make repairs.



General Motors and Ford both reported increased sales in January. But Toyota sales in the United States have fallen, and so has its stock price. Toyota says it expects costs and lost sales from its recent safety recalls to total two billion dollars by the end of March. Louis Lataif spent twenty-seven years in the car industry at Ford. Now he is dean of the School of Management at Boston University.

LOUIS LATAIF: "It's Toyota's biggest such recall. It's voluntary incidentally, it's not mandated. So, in that respect, they are doing something fairly bold, namely, taking the hit of shutting production and correcting the vehicles that are in inventory on which they have stopped sales."

A recall late last year involved floor mats that Toyota said could cause the accelerator to get stuck. One of the vehicles in the floor mat recall was the Prius, the world's top selling hybrid. Now American officials are investigating the brake system on the twenty ten Prius. The Transportation Department says it has received more than one hundred twenty reports, including reports of four crashes.

Toyota says it found a software problem that could briefly affect the "feel" of the anti-lock brakes on rough or slippery roads. It says it fixed the brake problem

last month. But a growing number of legal cases claim Toyota knew for a long time about the sudden acceleration issue with other vehicles. The problem reportedly has led to more than eight hundred crashes and nineteen deaths in the past ten years. Congress is preparing for hearings.

Greg Bonner is a marketing professor at Villanova University. He says to regain trust, Toyota will have to make public everything it knows about the problems and show it accepts responsibility. The recall has also intensified questions about all the computer control systems used in modern cars.

(From www.wwenglish.com, 439 words)

1. What news is reported in this passage?

2. Why is Toyota recalling its cars and trucks?

3. How many people were killed in the crash in last August?

4. According to Toyota, which part of the vehicle went wrong?

5. What measures did they take to cope with the situation after the accident?

6. How is Toyota's auto sales in the United States after the recalling?

7. According to Greg Bonner, what measures should Toyota take to regain public's trust?

8. How can the candidate obtain information about the company?

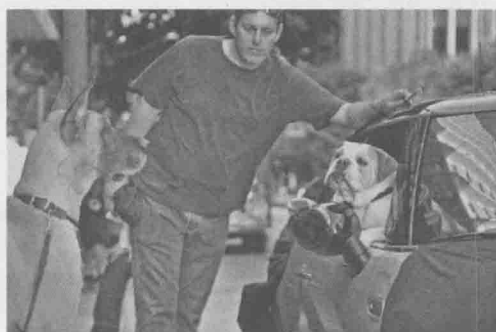
Task 3 *Read the automotive print ad and then decide whether the statements are true (T) or false (F).*

Spike the English bulldog is the furry star of the 2014 Mini Cooper's upcoming ad campaign

MMini Cooper will make its world debut in England on November 18, but

Mini enthusiasts can get a glimpse of the newest Cooper in the automaker's new ad campaign, centered around Spike, the English bulldog.

While Mini is using Spike in its campaign, the automaker previously used an English bulldog in its "Not Normal" campaign, and hopes to the ads will communicate a playful, quirky nature characteristic of the 2015 Mini Cooper. Shot with various endings, and airing with different lengths, the commercials will take Spike on adventures centered around the newest Mini. A team of dog experts, trainers, and handlers were on set, including a make-up artist to



"ensure the four-legged hero was always in good shape and perfectly presented." While we haven't seen the commercials yet, we're not expecting revolutionary styling changes, as the Mini is largely associated with its iconic, playful and retro aesthetic. Under camouflage we can see the large, round and prominent headlights, and a familiar oval-shaped grille. We do know however that the 2015 Mini Cooper will be powered by a choice of two new engines: A 1.5-liter, three-cylinder engine capable of 134 horsepower will be the standard engine, while a 2.0-liter turbocharged four-cylinder one that ups power to 189 hp will be optional. We expect these to be paired with revised versions of the six-speed automatic and six-speed manual transmissions available on current Minis. Mini is celebrating 50 years of motoring history this year, and the debut of the 2015 Mini Cooper will coincide with Sir Alec Issigonis 107th birthday, the man credited with developing the first Mini.

(from www.google.hk, 283 words)