



人力资源和社会保障部职业技能鉴定推荐教材

21世纪 规划教材
高等职业教育 双证系列

汽车商务英语

主编\虞 兰 易霞妮
主审\谭卫国

上海交通大学出版社



人力资源和社会保障部职业技术鉴定推荐教材

21 世纪 规划教材

高等职业教育 双证教材

主编 虞 兰 易霞妮

主审 谭卫国



汽车商务英语

Automotive Business English

江苏工业学院图书馆
藏书章

上海交通大学出版社

内 容 提 要

本书以汽车商务及汽车营销专业学生所必须掌握的汽车知识与汽车营销知识为出发点,选编了汽车及汽车产业、车型分类、汽车构造、技术参数、配置和汽车驾驶常识,以及汽车品牌专卖店的介绍、汽车销售过程与技巧、二手车销售、汽车广告与促销、汽车保险和汽车租赁等方面的内容。全书共 19 章,每章的内容包括课文、生词与术语、注释、练习和阅读材料。

本书可作为汽车营销和汽车商务专业的在校本科生及高职学生专业英语课程教材,亦可供汽车商务和汽车营销从业人员及汽车爱好者参考。

图书在版编目(CIP)数据

汽车商务英语/虞兰,易霞妮主编. —上海:上海交通大学出版社,2009

21 世纪高等职业教育规划教材. 双证系列

ISBN 978-7-313-05937-6

I. 汽… II. ①虞…②易… III. 汽车工程—英语—高等学校:技术学校—教材 IV. H31

中国版本图书馆 CIP 数据核字(2009)第 132503 号

汽车商务英语

虞 兰 易霞妮 主编

上海交通大学出版社出版发行

(上海市番禺路 951 号 邮政编码 200030)

电话: 64071208 出版人: 韩建民

常熟市梅李印刷有限公司印刷 全国新华书店经销

开本: 787mm×1092mm 1/16 印张: 20 字数: 491 千字

2009 年 9 月第 1 版 2009 年 9 月第 1 次印刷

印数: 1~3030

ISBN 978-7-313-05937-6/H 定价: 36.00 元

版权所有 侵权必究

序

中国汽车工业近年来的迅猛发展,受到全世界瞩目。从1998年到2008年的10年中,有9年都是以10%以上的速度增长,中国现已成为与北美、欧洲和日本并重的世界汽车市场。截止2009年上半年,全国汽车保有量为6963万辆;而在2000年,这个数字是1609万辆,9年中增长了3倍多。

中国在迈向成熟的汽车社会的进程中,不仅需要汽车设计与制造人才,更需要的是汽车商务(营销)人才。上海大学巴士汽车学院在十年前建院伊始,就在全中国率先创办了汽车商务(营销)专业,除了注重培训学生的专业知识外,还十分注重专业英语的教学,以使能适应日渐国际化的汽车产业。我院在2001年编写了《汽车专业英语》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。但《汽车专业英语》对于汽车商务(营销)专业学生而言,缺少有关汽车商务(营销)类英文文献,而市面上也一直缺乏适用的汽车商务(营销)专业英语教材。在近年来的针对汽车商务(营销)专业学生的专业英语教学中,我院教师增补了相关的汽车车型介绍、销售、信贷、保险和租赁等方面的资料。因此,在多年的教学实践的基础上,我院副教授虞兰女士主持编写了这本《汽车商务英语》,供汽车商务(营销)类的学生使用,并期望以此对提高汽车商务(营销)类学生的专业英语与汽车商务能力提供帮助。

上海大学巴士汽车学院

鞠鲁粤

2009年7月

前 言

中国汽车行业及相关产业链的发展,需要大量具备国际化视野的汽车商务人才。因此,汽车商务专业英语的教学对于培养汽车营销和汽车商务人才而言,意义十分重要。本教材旨在通过使用该教材,学生能掌握汽车技术及汽车商务相关词汇,熟悉汽车技术文献和车型资料,以及购车、信贷和保险的合同及表格等文体,为英语成为学生日后的工作语言打下基础。

本教材以汽车商务及汽车营销专业学生所必须掌握的汽车技术知识与汽车营销知识为出发点,从英语国家的书籍及期刊、互联网网页文字、教材、交通安全宣传材料、汽车买卖合同和汽车租赁须知等出版物中,选编了汽车及汽车产业、车型分类、汽车构造、技术参数、配置和汽车驾驶常识,以及汽车品牌专卖店的介绍、汽车销售过程与技巧、二手车销售、汽车广告与促销、汽车保险和汽车租赁等方面的内容。全书共 19 章,每章的内容包括课文、生词与术语、注释和练习,以及阅读材料及其练习。

本教材由上海大学巴士汽车学院虞兰和易霞妮主编,上海师范大学外语学院教授谭卫国担任主审。上海大学巴士汽车学院金亮和邓蜜,以及上海大学外语学院张帆参加编写。虞兰和易霞妮编写 Chapter One, Chapter Two, Chapter Three, Chapter Four, Chapter Five, Chapter Six, Chapter Seven, Chapter Eight; 易霞妮编写 Chapter Nine, Chapter Fourteen, Chapter Eighteen; 金亮编写 Chapter Ten, Chapter Eleven, Chapter Twelve, Chapter Thirteen; 邓蜜编写 Chapter Seventeen; 张帆编写 Chapter Fifteen, Chapter Sixteen; Chapter Nineteen 由虞兰、张帆和易霞妮编写。

在本教材的编写过程中,得到了上海大学巴士汽车学院各级领导的帮助,同时也得到了上海交通大学出版社鼎力支持,在此一并表示感谢!

编者

2009 年 7 月

Contents

Chapter One	Automobiles	1
Chapter Two	Car Body Types	16
Chapter Three	Automotive Engine Operation	32
Chapter Four	Automotive Engine Construction	44
Chapter Five	Chassis (I)	62
Chapter Six	Chassis (II)	77
Chapter Seven	Instrument Panel, Vehicle Escutcheon and Technical Specifications	93
Chapter Eight	Car Equipment	107
Chapter Nine	Basic Skills, Laws and Safety on Driving Cars	125
Chapter Ten	Merchandising Vehicles through Franchised Dealerships	138
Chapter Eleven	Responsibilities of Automotive Sales Professionals	150
Chapter Twelve	Car-Sale Process	165
Chapter Thirteen	Car-Sale Techniques	180
Chapter Fourteen	Used Vehicle Sales	196
Chapter Fifteen	Automotive Financing and Insurance	210
Chapter Sixteen	Car Renting and Leasing	221
Chapter Seventeen	Automotive Advertising and Sales Promotion	232
Chapter Eighteen	Business Etiquette	245



Chapter Nineteen	Automotive Sales Documentation	256
Appendix I	Vocabulary	273
Appendix II	The Common Abbreviations of Automotive Business	298
Appendix III	Answers to the Exercises	302
REFERENCES		311

Chapter One

Automobiles

The Origins of Automobile for Motor Vehicles

“The new mechanical wagon with the awful name automobile has come to stay. . .” said an article in the *New York Times* in 1897.

The New York Times’ mention of the name automobile was the first public use of the term by the media and helped to popularize that name for motor vehicles. However, the credit for the name automobile goes to a 14th Century Italian painter and engineer named Martini.

Martini never built an automobile but he did draw plans for a man-powered carriage with four wheels. Martini thought up the name automobile from the Greek word, “auto,” (means self) and the Latin word, “mobils,” (means moving).

The other popular name for an automobile is the car. The word *car* is derived from Celtic word “carrus,” (means cart or wagon).

What other names for motor vehicles have famous automobile inventors used? Let’s check the names they used in their patent applications.

- George Selden received a patent for a “road machine” in 1879.
- The Duryea brothers patented their “motor wagons” in 1895.
- Henry Ford called his 1896 car a “Quadricycle”.

Automotive Vehicles

Automobile self-propelled vehicle used for travel on land. The term is commonly applied to a four-wheeled vehicle designed to carry two to six passengers and a limited amount of cargo.

Truck automotive vehicle designed primarily for the transportation of goods. A truck is constructed on the general lines of the automobile but uses larger and heavier parts. It may be powered by a gasoline internal-combustion engine or a diesel engine. In some trucks propulsion is supplied through a single front or rear axle, in others through two rear axles, and in still others through both front and rear axles. Many trucks have automatic or semiautomatic transmissions. Smaller trucks are built as a single unit, but larger trucks are frequently combinations of a truck tractor, which contains an engine, transmission, and cab, and a



semitrailer, which is a trailer that the tractor hauls.

Bus large public conveyance. A horse-drawn urban omnibus was introduced in Paris in 1662 by Blaise Pascal and his associates, but it remained in operation for only a few years. It often carried passengers both inside and on the roof. Buses were motorized early in the 20th century; motorbus transportation increased rapidly and is now used in most countries. Buses are powered usually by gasoline or diesel engines, but in a few cities electric motors fed from overhead wires are used. The construction of small buses is similar to that of heavy automobiles, while the construction of large buses is similar to that of heavy trucks. Some large cities now use articulated buses, which can seat more than 60 passengers; such buses are constructed in two parts and joined, or articulated, with an accordion-style sleeve.

Automobile Industry

This is the business of producing and selling self-powered vehicles, including passenger cars, trucks, farm equipment, and other commercial vehicles. By allowing consumers to commute long distances for work, shopping, and entertainment, the auto industry has encouraged the development of an extensive road system, made possible the growth of suburbs and shopping centers around major cities, and played a key role in the growth of ancillary industries, such as the oil and travel businesses. The auto industry has become one of the largest purchasers of many key industrial products, such as steel. The large number of people the industry employs has made it a key determinant of economic growth.

Industry History

The automobile has a long history. The French engineer Nicolas Joseph Cugnot built the first self-propelled vehicle (Paris, 1789), a heavy, three-wheeled, steam-driven carriage with a boiler that projected in front; its speed was 3 mph (5 km/hour). In 1801 the British engineer Richard Trevithick also built a three-wheeled, steam-driven car; the engine drove the rear wheels. Development of the automobile was retarded for decades by over-regulation: speed was limited to 4 mph (6.4 kph) and until 1896 a person was required to walk in front of a self-propelled vehicle, carrying a red flag by day and a red lantern by night. The Stanley brothers of Massachusetts, the most well-known American manufacturers of steam-driven autos, produced their Stanley Steamers from 1897 until after World War I.

The development of the automobile was accelerated by the introduction of the internal-combustion engine. 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. In the United States, internal-combustion cars of the horseless buggy type were manufactured in the 1890s by Charles Duryea and J. Frank Duryea, Elwood Haynes, Henry Ford, Ransom E. Olds, and Alexander Winton. Many of the early engines had only one cylinder, with a chain-and-sprocket drive on



wooden carriage wheels. The cars generally were open, accommodated two passengers, and were steered by a lever.

In 1914 Henry Ford began to mass produce cars using assembly lines. In addition, his practice of providing loans to consumers to buy cars (1915) made the Model-T affordable to the middle class. In the 1920s, General Motors further changed the industry by emphasizing car design. The company introduced new models each year, marketed different lines of cars to different income brackets (the Cadillac for the rich; the Chevrolet for the masses), and created a modern decentralized system of management. U. S. auto sales grew from 4 100 in 1900 to 895 900 in 1915, to 3.7 million in 1925. Sales dropped to only 1.1 million in 1932 and during World War II, the auto factories were converted to wartime production.

The Modern Industry

After 1945, sales once again took off, reaching 6.7 million in 1950 and 9.3 million in 1965. The U. S. auto industry dominated the global market with 83% of all sales, but as Europe and Japan rebuilt their economies, their auto industries grew and the U. S. share dropped to about 25%. Following the OPEC oil embargo in 1973, smaller, fuel-efficient imports increased their share of the U. S. market to 26% by 1980. In the early 1980s, U. S. auto makers cut costs with massive layoffs. Throughout the 1990s, imports – particularly from Japan – took an increasing share of the U. S. market.

Beginning in the early 1980s, Japanese and, later, German companies set up factories in the United States; by 1999, these were capable of producing about 3 million vehicles per year. As a result, the three big U. S. auto makers now produce less than two thirds of the cars sold in America. In the early 1990s, over \$140 billion worth of motor vehicles and parts were produced in the United States by companies employing more than 210 000 workers. Complaints about auto pollution, traffic congestion, and auto safety led to the passage of government regulations beginning in the 1970s, forcing auto manufacturers to improve fuel efficiency and safety. Auto companies are now experimenting with cars powered by such alternative energy sources as natural gas, electricity, and solar power.

Automobile Design

The design of modern cars is typically handled by a large team of designers and engineers from many different disciplines. As part of the product development effort the team of designers will work closely with teams of design engineers responsible for all aspects of the vehicle. These engineering teams include: chassis, body and trim, powertrain, electrical and production. The design team under the leadership of the design director will typically comprise an exterior designer, an interior designer (usually referred to as stylists) and a color and materials designer. A few other designers will be involved in detail design of both exterior and interior. For example, a designer might be tasked with designing the rear light clusters or the steering wheel. The color and materials designer will work closely with the exterior and interior



designers in developing exterior color paints, interior colors, fabrics, leathers, carpet, wood trim and so on.

In 1924 the American national automobile market began reaching saturation. To maintain unit sales, General Motors instituted annual model-year design changes in order to convince car owners that they needed to buy a new replacement each year. Since 1935 automotive form has been driven more by consumer expectations than by engineering improvement.

The Construction of Automobiles

Any automobile is composed of four sections: the engine, chassis, body and electrical system.

An engine is used to supply power for an automobile. Generally, an automobile is operated by an internal combustion engine. The internal combustion engine burns fuel within the cylinders and converts the expanding force of the combustion into rotary force used to propel the vehicle.

The automotive chassis provides the strength necessary to support the vehicular components and the payload placed upon it. The term "chassis" comprises a total assembly beginning with power train, going on to steering, wheel suspension, brakes and even tires. The suspension system contains the springs, the shock absorbers, and other components that allow the vehicle to pass over uneven terrain without an excessive amount of shock reaching the passengers or cargo. The steering mechanism is an integral portion of the chassis, as it provides the operator with a means of controlling the direction of travel. The tires grip the road surface to provide good traction that enables the vehicle to accelerate, brake, and make turns without skidding. Working in conjunction with the suspension, the tires absorb most of the shocks caused by road irregularities.

The body of the vehicle encloses the mechanical components and passenger compartment. It is made of relatively light sheet metal or composite plastics. The components which make up the chassis are held together in proper relation to each other by the frame. An auto body usually consists of a driving room, a passenger or loading room and possibly a trunk.

The electrical system of the automobile was, at first limited to the ignition equipment. However, electric lights and horns began to replace the kerosene and acetylene lights and the bulb horns with the advent of the electric starter on a 1912 model. Electrification was rapid and complete, and, by 1930, six-volt systems were standard everywhere. The electrical system, which is considered an auto electric power source, supplies lighting and driving power for the automobile. The electrical system consists of a storage battery, generator, starting (cranking) motor, lighting system, ignition system, and various accessories and controls.

New Words and Phrases

automobile [ˈɔ:təməubi:l]

n. 汽车

vehicle [ˈvi:ɪkl]

n. 交通工具, 车辆



wagon ['wægən]
 mechanical [mi'kænikəl]
 popularize ['pɒpjuləraɪz]
 credit ['kredit]
 Celtic ['keltik, 'seltik]
 carriage ['kærɪdʒ]
 patent ['peɪtənt]
 cart [kɑ:t]
 quadricycle ['kwɒdrɪsaɪkl]
 self-propelled ['selfprə'peld]
 term [tə:m]
 apply [ə'plai]
 four-wheeled ['fɔ:hwi:ld]
 automotive [ɔ:tə'məutiv]
 urban ['ə:bən]
 omnibus ['ɒmnibəs]
 coach [kəʊtʃ]
 conveyance [kən'veɪəns]
 diesel ['di:zəl]
 propulsion [prə'pʌlʃən]
 axle ['æksl]
 semiautomatic [ˌsemi,ɔ:tə'mætɪk]
 transmission [træns'mɪʃən]
 cab [kæb]
 trailer ['treɪlə]
 haul [hɔ:l]
 articulated [ɑ:'tɪkjuleɪtɪd]
 commute [kə'mju:t]
 accordion [ə'kɔ:diən]
 ancillary [æn'sɪləri]
 determinant [di'tə:minənt]
 project [prə'dʒekt]
 boiler ['bɔɪlə]
 retard [ri'ta:d]
 decade ['dekeɪd]
 regulation [ˌregju'leɪʃən]
 combustion [kəm'bʌstʃən]
 accelerate [æk'seləreɪt]

n. 四轮运货马车;旅行车,小型客车
adj. 机械的
vt. 使受欢迎,使有名望,普及,推广
n. 赞扬,荣誉,功劳
 I gave her *credit* for being sensible. 我称赞她很明智。
n. 凯尔特人[语] *adj.* 凯尔特的
n. 四轮马车;车辆;车厢
n. 专利,专利权
n. 运货马车;手推车
n. 四轮车 *adj.* 四轮的
adj. 自力推进的,机动式的
n. 术语,专门用语
vi. 适用于
adj. 四轮的
adj. 汽车的
adj. 城市的
n. 公共汽车;公共马车
n. 长途客运汽车,(铁路)旅客车厢
n. 传送,运送;表达;运输工具,交通工具
n. 柴油,柴油机机车(或船等)
n. 推进
n. 车桥,轮轴,车轴
adj. 半自动的
n. 传动装置,变速器;传送,传播,传达
n. (公共汽车、火车等的)司机室,驾驶室;出租车
n. 拖车,挂车 *semi-trailer* 半挂车
vt. & vi. & n. 拖,拉 *vt.* 运送
n. & adj. 铰接(的),枢接(的),有关节(的)
vi. 通勤
n. 手风琴
adj. 辅助的,附属的
n. & adj. 决定物(的);决定因素(的)
vt. & vi. 伸出,突出
n. 锅炉
vt. 延迟,放慢;阻碍,妨碍
n. 十年,十年间
n. 规章,规则;管理,控制
n. 燃烧
vt. & vi. (使)加快,(使)增速



buggy ['bʌgi]
cylinder ['silində]
sprocket ['sprɒkit]
accommodate [ə'kɒmədeɪt]
steer [stiə]
lever ['levə]
loan [ləʊn]
affordable [ə'fɔ:dəbl]
income brackets ['ɪnkʌm'brækit]
decentralized [di:'sentrəlaɪzd]
share [ʃeə]
OPEC ['əupek]

embargo [em'ba:gəu]
layoff ['leɪɔf]
complaint [kəm'pleɪnt]
pollution [pə'ljuʃən]
congestion [kən'dʒestʃən]
solar power ['səʊlə'paʊə]
discipline ['diʃiplɪn]
chassis ['ʃæsi]
trim [trɪm]
comprise [kəm'praɪz]
stylist ['stailɪst]
saturation [sætʃə'reɪʃən]
institute ['ɪnstɪtju:t]
convince [kən'vɪns]
rotary ['rəʊtəri]
construction [kən'strʌkʃən]
strength [streŋθ]
component [kəm'pəʊnənt]
payload ['peɪ'ləʊd]
suspension [sə'spensjən]
spring [sprɪŋ]
terrain [te'reɪn]
cargo ['ka:gəu]
mechanism ['mekənɪzəm]
integral ['ɪntɪgrəl]
grip [grɪp]

n. 小机动车;轻便马车;婴儿车
n. 气缸
n. 链轮
vt. 容纳,向……提供住处;使适应
vt. & vi. 转向,掌舵
n. 〈物〉杠杆,操作杆
n. 贷款 *vt.* 借出
adj. 付得起的,不太昂贵的,普及型的
收入等级(段)
adj. 权力分散的
n. 市场份额
【缩写词】石油输出国家组织 (Organization of Petroleum Exporting Countries)
n. 贸易禁运令;禁运 *vt.* 禁止贸易;禁运
n. 解雇
n. 抱怨,诉苦,投诉,控告
n. 污染
n. 拥挤;堵车
太阳能
n. 学科
n. (车辆的)底盘
n. 装饰
vt. 包含,包括,由……组成,组成,构成
n. 造型师,设计师,时尚设计师
n. 饱和,浸湿,浸透
vt. 建立,制定;开始,着手
vt. 使相信;使明白
adj. 旋转的,转动的
n. 构造,建造;建筑业;建造物,建筑物
n. 强度;力量,体力,力气
n. 部件,元件,成分,组成部分
n. 有效载荷
n. 悬架,悬置机构;暂停,中止
n. 弹簧,发条
n. 地形,地面;地域,地带
n. 货物(量)
n. 机械装置,机构;机制,办法,途径
adj. 构成整体所必需的,完整的,整体的
vt. & n. 紧握,抓牢



traction [ˈtrækʃən]	<i>n.</i> 牵引(动)力
brake [breɪk]	<i>vt. & vi.</i> 制动, 刹(车) <i>n.</i> 制动器; 闸; 刹车
skidding [ˈskɪdɪŋ]	<i>n.</i> 打滑
irregularity [iˈregjʊləˈrɪti]	<i>n.</i> 不规则, 无规律
composite [ˈkɒmpəzɪt]	<i>adj.</i> 合成的, 复合的
trunk [trʌŋk]	<i>n.</i> (汽车) 行李箱
ignition [ɪɡˈnɪʃən]	<i>n.</i> (汽油发动机的) 点火装置
horn [hɔːn]	<i>n.</i> 喇叭, 报警器
kerosene [ˈkerəsiːn]	<i>n.</i> 煤油; 火油
acetylene [əˈsetɪlɪːn]	<i>n.</i> 【化】乙炔; 电石气
electrification [iˌlektɪfɪˈkeɪʃ(ə)n]	<i>n.</i> 电气化
volt [vɒlt]	<i>n.</i> 〈物〉(电压单位) 伏特
accessory [ækˈsesəri]	<i>n.</i> 附件, 配件

Terminology

motor vehicle	机动车
diesel engine	柴油发动机
truck tractor	卡车牵引车
commercial vehicle	商用车
passenger car	乘用车
articulated bus	铰接客车
accordion-style sleeve	伸缩式套管
ancillary industry	附属行业
steam-driven carriage	蒸汽驱动的车辆
mph ~ ~ miles per hour	英里/小时
kph ~ ~ kilometer per hour	公里/小时
Internal combustion engine	内燃机
chain-and-sprocket drive	链条和链轮驱动
mass produce	大规模生产, 批量生产
assembly line	装配线
Model-T	T 型车
General Motors	(美国)通用汽车公司
the three big U. S. auto makers (Big Three)	美国三大汽车制造商
auto safety	汽车安全性
fuel efficiency	燃油效率
alternative energy source	代用能源
chassis	汽车底盘
body	车身



exterior designer	汽车造型设计师
interior designer	内饰设计师
color and material designer	色彩与材料设计师
powertrain	动力系
rear light cluster	后灯组
steering wheel	方向盘
wood trim	木饰
annual model-year design	每年的年度车型设计
vehicular components	车辆部件
payload	有效载荷
suspension	悬架
shock absorber	减振器
sheet metal	金属板材
composite plastics	合成塑料
frame	车架
driving room	驾驶室
passenger room	乘客室
loading room	货厢
battery	蓄电池
generator	发电机
starting (cranking) motor	起动电动机(马达)
lighting system	照明系统
ignition system	点火系统
accessory	附件

Notes to the Text

1. *The New York Times'* mention of the name automobile was the first public use of the term by the media and helped to popularize that name for motor vehicles. 《纽约时报》提到汽车(automobile)这一名称,是媒体首次公开使用这一术语,这有助于机动车名称的普及。
2. Smaller trucks are built as a single unit, but larger trucks are frequently combinations of a truck tractor, which contains an engine, transmission, and cab, and a semitrailer, which is a trailer that the tractor hauls. 小型卡车是作为一个单独的车身整体制造的,而大型卡车通常由卡车牵引车组合而成,包括发动机、变速器、驾驶室和由牵引车拖动的半挂车。
3. Some large cities now use articulated buses, which can seat more than 60 passengers; such buses are constructed in two parts and joined, or articulated, with an accordion-style sleeve. 有些大城市现在采用旅客座位数超过 60 的铰接客车,这些客车的建造分为两部分,由伸缩式套管把两个部分连接或铰接而成。
4. By allowing consumers to commute long distances for work, shopping, and entertainment,



the auto industry has encouraged the development of an extensive road system, made possible the growth of suburbs and shopping centers around major cities, and played a key role in the growth of ancillary industries, such as the oil and travel businesses. 汽车业让消费者可以长途通勤去上班、购物和娱乐,这样促进了广阔的公路系统得以扩展,促使大城市周围的郊区和购物中心的发展成为可能,并且在石油和旅游业等汽车附属行业的发展中起到关键的作用。

5. Development of the automobile was retarded for decades by over-regulation: speed was limited to 4 mph (6.4 kph) and until 1896 a person was required to walk in front of a self-propelled vehicle, carrying a red flag by day and a red lantern by night. 汽车的发展被过度苛刻的法规阻碍了数十年:车速被限制在4英里/小时(6.4公里/小时),而且在1896年以前,要求一个人白天举着一面红旗、晚上提着一盏红灯走在机动车前面。
6. The company introduced new models each year, marketed different lines of cars to different income brackets (the Cadillac for the rich; the Chevrolet for the masses), and created a modern decentralized system of management. 该公司每年推出新车型,向不同的收入阶层销售不同类型的汽车(将凯迪拉克卖给富人,把雪佛兰卖给大众),并且创立了现代的权力分散的管理系统。
7. Complaints about auto pollution, traffic congestion, and auto safety led to the passage of government regulations beginning in the 1970s, forcing auto manufacturers to improve fuel efficiency and safety. 对汽车污染、交通拥挤和汽车安全性的投诉,促使政府于20世纪70年代推出法规,迫使汽车厂商改进燃油效率 and 安全性。
8. The design team under the leadership of the design director will typically comprise of an exterior designer, an interior designer (usually referred to as stylists) and a color and materials designer. 设计团队在设计总监领导下,通常由一位汽车造型设计师、一位内饰设计师(常常被称为时尚设计师)和一位色彩与材料设计师组成。
9. The color and materials designer will work closely with the exterior and interior designers in developing exterior color paints, interior colors, fabrics, leathers, carpet, wood trim and so on. 色彩与材料设计师往往同汽车造型设计师和内饰设计师密切配合,开发出外部车身色彩油漆、内饰颜色、纺织物、皮革、地毯和木饰等等。
10. To maintain unit sales, General Motors instituted annual model-year design changes in order to convince car owners that they needed to buy a new replacement each year. 为了维持整车的销量,通用汽车公司推出了每年改款的年度设计车型,以便使车主相信他们需要每年购买一部新的替代车型。
11. The internal combustion engine burns fuel within the cylinders and converts the expanding force of the combustion into rotary force used to propel the vehicle. 内燃机在汽缸内燃烧燃料,并将燃烧产生的膨胀力转化为驱动车辆的旋转力。
12. The electrical system consists of a storage battery, generator, starting (cranking) motor, lighting system, ignition system, and various accessories and controls. 电气系统由蓄电池、发电机、启动马达、照明系统、点火系统和各种附件与控制器组成。



Exercises

I. Read each statement below and indicate if it is true (T) or false (F) according to your understanding of the text.

1. Martini was the first man who built a man-powered carriage with four wheels. ()
2. An automobile is composed of four sections: engine, chassis, body and electrical system. ()
3. The auto industry has boosted the development of oil businesses, travel business and steel factory. ()
4. The auto industry has increasingly become one of the key determinants of economic growth in our society. ()
5. Henry Ford first used assembly lines to mass produce cars. ()
6. Auto manufacturers began to improve fuel efficiency and safety in the 1970s because they were aware of importance of environmental protection. ()
7. The design team consists of an exterior designer, a color and materials designer. ()
8. An engine is used to provide the operator with a means of controlling the direction of travel. ()

II. Fill in the blanks with the expressions given below. Change the forms where necessary.

popularize role propel commute maintain retard market comprise

1. The progression of the disease can be _____ by early surgery.
2. The government did much to _____ cars with low fuel consumption.
3. She refused to take on the traditional woman's _____.
4. He spent that year _____ between Shanghai and Japan.
5. The Chinese government has adopted a series of policies to _____ prices.
6. The global _____ is experiencing an unprecedented economic downturn.
7. The collection _____ 100 paintings.
8. He succeeded in _____ the ball across the line.

III. Fill in the blanks by translating the Chinese expressions into English.

1. They _____ (遇到了塞车) and missed the flight.
2. We want to _____ (向各学校推介最新的技术).
3. The company thrived _____ (在总裁的领导下).
4. Bill Gates began to accumulate his wealth by _____ (开发并销售视窗软件).
5. Their diet _____ (以蔬菜为主).

IV. Translate the following sentences from English to Chinese.

1. The color and materials designer will work closely with the exterior and interior