



思马得英语系列丛书

总策划：苑 涛 杨恒达 樊一昕

主 编：思马得学校

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# 将零碎时间用起来学英语



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**名牌故事·名车篇**

中国出版集团  
东方出版中心

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## Alfa Romeo 阿尔法·罗米欧

### ✱ History 历史

*"Every time I see an Alfa Romeo pass by, I raise my hat"*

——Henry Ford

In 1907, the French industrialist Alexandre Darracq decided to start a plant in Italy for making 9-hp Taxi cars. He chose Portello in suburban Milan, and hoped to gain fortune in the crowded north Italian cities. However, he did not have much success, and in 1910 the plant was taken over by an Italian industry group called Anonima Lombarda Fabbrica Automobili—A. L. F. A. Translation would be "Car Factory of

*"每当看到一辆阿尔法·罗米欧从身边驶过,我都会脱帽致敬。"*

——亨利·福特

1907年,法国企业家亚历山大·德拉克决定在意大利建立一家生产9马力计程车的工厂。他选择了米兰郊外的普特罗,希望这个拥挤的意大利北方城市能给他带来好运。然而,他并没有获得成功。1910年,这家工厂被一个名为 Anonima Lombarda Fabbrica Automobili (A. L. F. A., 伦巴底亚汽车工厂)的意大利工业集团所收购。伦巴底

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Lombardia", Lombardia being the name of a geographical region denoting northern Italy. With Giuseppe Merosi, a 38-year-old chief engineer from Bianchi and Fiat, A. L. F. A aimed to produce two cars with sporting potential. The two 1910 cars was equipped with 4 cylinder engines and 4 speed gearboxes. These were the first two Alfa's.

In 1915 Nicola Romeo took charge—and so Alfa Romeo was born. The turning point came when Vittorio Jano designed the outstanding 2.0-liter created a range of great six-cylinder sports cars, including the 1929 6C 1500.

Despite its successes, Alfa Romeo's finances did not thrive and by the mid 1920's Alfa Romeo were in financial trouble, too much time and money went into achieving racing success and not enough on producing and selling

亚是意大利一个北方地区的名字。在曾任职于比安齐和菲亚特公司的38岁总工程师吉斯皮·梅罗斯的领导下, A. L. F. A. 致力于研发两辆运动型汽车。1910年产的这两辆车都装备有4个汽缸和4个变速器,它们就是最早的两辆“阿尔法”。

1915年,尼可拉·罗米欧上任——阿尔法·罗米欧就此诞生。作为一个转折点,韦托里奥·加诺的2.0升的完美设计创造了一系列史无前例的6汽缸运动跑车,其中就包括了1926年的6C 1500。

虽然获得了一定成功,但是阿尔法公司的财务状况并没有好转。到20世纪20年代中期,公司陷入了财政危机。阿尔法·罗米欧投入了过多的时间和金钱在赛车开发上,而忽略了日



road cars. The company could not meet its own running costs. A major banking consortium took over and instructed a massive reorganization. Nicola Romeo was replaced as president of the company by Ugo Ojetti.

The Italian government's invitation to Alfa Romeo to build aero engines could not have helped matters, but it was an invitation Alfa Romeo couldn't refuse, because of the prestige and honor of doing such valuable government work. But the cost of setting up aero engine production did not help Alfa Romeo's plight.

Nearly all Alfa Romeo's production capacity was then taken up with the manufacture of aircraft engines, including the new government contract to produce the seven-cylinder Armstrong-Siddley Lynx. In 1929 the Wall Street Crash brought near

用型轿车的生产与销售。这导致公司不堪重负。一家大型银行财团接收了公司并且进行了大规模重组。尤格·欧杰提代替尼可拉·罗密欧成为公司总裁。

意大利政府邀请阿尔法公司制造航空发动机。这一邀请虽然没有什么实质性的帮助,但令阿尔法·罗密欧很难拒绝。因为替政府做如此有价值的项目是一种荣耀。然而生产航空发动机的所得并未使阿尔法公司走出困境。

此后,阿尔法·罗密欧倾全力于航空发动机的生产,包括与政府新约定的7汽缸阿姆斯特朗(Armstrong-Siddley Lynx)——一种用于航空飞行的装置。1929年华尔街股市大崩盘使阿尔法公司几近崩溃。



collapse of Alfa Romeo, later Milan was shaken by the news that Alfa Romeo could not continue trading without outside help. In 1933 it was taken over by IRI, the Italian state enterprise organization.

When World War II began, Alfa Romeo ceased building cars; the company's efforts were put into building aero engines, buses and engines for ships. Production restarted in 1947, but it was not until 1954 that Alfa Romeo really got back on its feet. The car was the pretty and very quick Giulietta 1300. The body was by Bertone, the twin-cam four-cylinder engine by Orazio Satta. This was developed for the Giulia range, including the outstanding GTV6.

In 1971 Alfa decided to go into the small car business. The new car had a flat-four engine,

之后,关于阿尔法公司如果没有外界帮助就不能继续运营的消息轰动了整个米兰。1933年,IRI(意大利国家企业组织)接管了阿尔法公司。

二战开始后,阿尔法·罗米欧就不再制造汽车,而把所有精力都投入到航空发动机、公共汽车和轮船发动机的生产。1947年,阿尔法公司重新开始生产汽车。然而直到1954年,它才真正重新站稳脚跟。这要归功于以灵巧和高速闻名的吉尤利达1300。它的车身由博通公司制造;双排凸轮和四个汽缸的发动机则由欧拉兹萨塔公司生产。这款发动机是为朱莉亚系列而设计的, GTV6则是其中的杰出代表。

1971年,阿尔法公司决定生产小型汽车。新款汽车备有四驱发动机、前轮驱



front-wheel drive and disc brakes. It was to be built at a new factory near Naples. Hence the name—Alfasud. It did not take people long to find out that the handling could out run a Mini-Cooper—if the rust did not catch up before that. The cars' propensity<sup>①</sup> to disintegrate almost before your eyes means that few have survived to become classics, and it did little for Alfa's reputation.

In the early 1980s Fiat bought Alfa Romeo, and started to change the image of its models. The Sud was scrapped, replaced by the more up market 33 saloon and Sprint coupé, both using the flat-four engine. The Alfetta and Giulietta models were replaced by the 75. The front-engine, rear-gearbox layout was retained, giving a better weight distribution.

New too was the Twin-Spark 2.0 engine, while the 3.5 V6

动和圆盘刹车。它将在那不勒斯附近的新工厂里生产,因此得名“阿尔法·萨德”。但人们不久就发现它根本不能超越迷你·酷伯(意大利另一名车品牌),因为其发动机极易生锈。这一缺点使得它最终没能成为经典之作,也未能为阿尔法公司增光添彩。

20 世纪 80 年代初期,菲亚特收购了阿尔法·罗米欧,准备对汽车的原有设计进行改造。放弃“萨德”,代之以在市场上更为流行的 33 加长轿车和“全速克普”,并都配以四驱发动机。75 型替代了原有的“阿尔菲塔”和“吉尤列塔”的设计。前置发动机和后置变速箱的设计则被保留了下来,从而使得重量的分布合理而均匀。

新增加的设计还有 2.0 的双火花发动机。3.5V6

gave the best performance. Less successful was the big Alfa 6, aimed at the executive market—and failing. Very much better was the 164, launched in 1988 as part of the Type Four project between Saab and Fiat. The Pininfarina body looked exactly right, with handling to match.

In 1992 the 155 saloon was introduced, to be followed by the 145 hatchback and 146 saloons, the latter initially using the flat-four engines. These were replaced in 1996 by new **transverse**<sup>②</sup>, Twin Spark units. The GTV tradition was maintained, with the 150bhp front-wheel-drive version, with looks that could not be mistaken for anything but an Alfa Romeo.

By 2000, the 155 has given way to the 156, and its larger sibling the 166. Powered by a range of Twin Spark engines now including a V6, they continue to

型则有上佳表现。与此同时,面向主管层的阿尔法 6 型高级轿车并未获得成功。较为成功的是 1988 年作为绅宝公司和菲亚特公司的四个典型方案之一投放市场的 164 型。“平尼法利纳”的车身看起来非常完美,而且还有与之相匹配的操作系统。

1992 年,155 加长轿车面世。随后是 145 小型货车和 146 加长轿车。后者一开始就使用了四驱发动机。1996 年,这些被新的横向设计的双火花装置所代替。GTV 的传统设计被保留了下来,包括 150 制动马力的前轮驱动系统以及永远都不会被误认的阿尔法·罗米欧的独特外形。

到 2000 年,155 型已经让位于 156 型和它更为高级的同胞 166 型。以包括一个 V6 的双点火系统引擎为支柱,至今它仍有相当



sell reasonably. Whilst still a nice choice, Alfa's quality today is much improved and Fiat's investment has enabled the company to develop a range of modern vehicles. Meanwhile their slogan *curore sportivo* ("sporting heart", an anthropomorphic reference to the hallmark sophistication of mechanical components) says all that needs to be said about their appeal: the carefully cultivated image makes Italian engineering passion affordable to the average executive car buyer.

的市场。除此之外,现代阿尔法汽车的质量有了很大的提高,而且菲亚特的投资使得公司有能力去开发一系列新的现代化交通工具。同时,他们的标语 *curore sportivo* ("运动之心",一种对其机械构造的高品质保证的人性化比拟)展示了它的动人之处:精雕细琢的外形虽出自意大利名师之手,仍适合每一个主管层的汽车购买者。

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## ✱ Memorabilia 大事记

年 份	大 事 件
1915	The Alfa Romeo Company was born. 阿尔法·罗米欧公司成立。
1929	The Wall Street Crash brought Alfa Romeo a fatal blow. 华尔街股市大崩盘给阿尔法公司以致命的打击。
1933	The company became state-owned. 公司归为国有。

年 份	大 事 件
During the World War II	Alfa Romeo ceased building cars and made efforts for the war. 公司停止生产汽车,转而制造战备用品。
1947	Production restarted after the war. 战后再度生产汽车。
1971	Alfa began the small car business. 阿尔法公司开始生产小型汽车。
Early 1980s	Fiat bought Alfa Romeo and changed the image of the models. 菲亚特收购阿尔法·罗米欧,并且对汽车的原始设计进行改造。

## ✱ Alexandre Darracq and His Automobile Company 亚历山大·德拉克和他的汽车公司

In 1891 Alexandre Darracq started the Gladiator bicycle factory. It was very successful and in 1896 he sold it to English investors and with the proceeds he was able to found his own motor-car factory. He started to build electric carriages and in 1900 he built his first car with internal combustion engine. These were

1891年,亚历山大·德拉克开办了一家名为“角斗士”的自行车厂。工厂办得非常成功。1896年,他把工厂卖给了英国投资者。凭借这笔收入,他开办了自己的汽车工厂。之后,他开始生产电车车厢。1900年,德拉克出产了自己的第一部内燃机汽车。那时所产的



light and cheap cars equipped with single cylinder engines of 785 cc and shaft drive.

Although he only built single cylinder cars for the public, he also built some 4 cylinder racers of 5.9 liter with which he participated with reasonable success in races like Paris-Berlin in 1901 and Paris-Vienna in 1902. In 1902 he sold rights to build his cars to Opel in Germany. In the sporting field Darracq remained active until 1908 but without many further successes.

From 1903 onwards 1, 2 and 4 cylinder cars were produced. In 1905 the company was taken over by English investors and some larger cars were produced like the 5.9 liter 28 HP and even a 70 HP car which was developed from a race car. 1909 saw the last of the single cylinders and 1910 the last of the 2 cylinder cars. 1912 was financially a disastrous year after

汽车都设计简单而又价格低廉,配备 785cc 单汽缸发动机和单轴驱动器。

虽然他只面向公众生产了一批单汽缸汽车。但是也制造了一些 5.9 升的 4 汽缸的赛车参加 1901 年的巴黎—柏林和 1902 年的巴黎—维也纳车赛,并获得了相当的成功。1902 年,亚历山大·德拉克授权德国欧宝公司生产他的汽车。在 1908 年之前的赛场上,德拉克一直很活跃,只是在此之后就止步不前了。

1903 年之后,1 个、2 个和 4 个汽缸的汽车陆续生产出来了。1905 年,德拉克的公司被英国投资者收购,随后生产了一些大型汽车如 5.9 升 28 马力的汽车,甚至一辆从赛车演变而来的 70 马力的汽车。1909 年公司出产了最后一辆 1 个汽缸的汽车,1910 年则出产了最后一辆 2 个汽缸



the introduction of a model that failed and Alexandre Darracq left the company. An expert was called in from the British Rover company to get things back on their feet again.

1920 saw the merger of Darracq with the British Sunbeam-Talbot (which itself came into being in 1919). Under the name of Sunbeam-Talbot-Darracq some 15 hard years were to follow, which mainly saw a struggle of survival with itself. Still some fine models were developed.

But in 1935 the end was imminent and the Sresnes factory was bought by Mr. Lago. Under the name of Talbot-Lago he was to build very fine cars, but that is a story in itself. Although the Darracq name was officially listed until 1959, no cars under that name left the factory anymore.

的汽车。1912年,新出产一款汽车的失败使得公司财政每况愈下。之后,亚历山大·德拉克便离开了公司。公司只能寄厚望于一个从英国罗孚公司请来的专家。

1920年的德拉克公司和英国的塔尔波特公司(成立于1919年)合并,并以“塔尔波特—德克拉”作为公司名称。随后,德拉克公司经历了艰难的为自身生存而奋斗的15年。在此期间,公司仍开发了几款不错的车型。

但是1935年,公司面临着倒闭。此时,拉戈先生买走史利斯尼斯工厂,并将公司更名为“塔尔波特—拉戈”(避免重复)。拉戈希望能生产出一些好车,然而这最终只能成为一个梦想。德拉克的名字直到1959年才被正式注册,然而,再没有哪辆汽车是以“德拉克”命名的。



## \* Funny Trivia 趣闻录

### The Evolution of the Alfa Romeo Logo 阿尔法·罗米欧的徽章演变史

From 1910 to 1915: The Alfa Romeo logo contained two symbols of Milan: the snake of the Visconti family on a light blue background, and a red cross on a white background, surrounded by a small metallic circle with the words ALFA-MILANO. On models built from 1910 to 1915, the external diameter of the shield was 65 mm, and the words ALFA and MILANO were separated by two figure-of-eight knots.

From 1915 to 1925: When Nicola Romeo bought the company the logo was a small steel circle bearing the words: ALFA ROMEO-MILANO.

From 1925 to 1946: After the Alfa P2 won the first world Motor Racing Championship the badge was surrounded by a

1910 至 1915 年:阿尔法·罗米欧的徽章上有两个象征米兰的图案:其一是淡蓝底色上代表韦斯康提家族的蛇,其二是置于白底色上的红十字架。图案的周围都围绕着金属色的小字,写着“ALFA-MILANO”。在此期间出产的汽车徽章的外圈直径为 65 毫米,字母 ALFA 和 MILANO 中间被两个打成结的阿拉伯数字 8 所隔开。

1915 至 1925 年:尼古拉·罗米欧收购公司后,公司徽章变为一个金属钢圈围绕着字母:ALFA ROMEO-MILANO。

1925 至 1946 年:阿尔法 P2 在第一届世界赛车锦标赛上获得冠军之后,公司的徽章变为金属钢圈环绕

wreath in the metalwork. The circle diameter rose from 65 to 75 mm. In 1930 the diameter of the circle was reduced to 60 mm and remained unchanged until 1945.

From 1946 to 1972 : When the Italian monarchy was abolished and the country became a republic, the Savoy dynasty bows were exchanged for two wavy lines and the badge diameter was reduced to 54 mm. In 1950 a new badge in enameled brass but with the same diameter was introduced. In 1960 the same badge design began to be made of plastic.

From 1972 to today: Since the ALFASUD factory was built in Pomigliano the word MILANO has not appeared on the badge which however retains its two Milanese<sup>③</sup> symbols surmounted by the words ALFA ROMEO.

着奖杯的图案。外圈直径由原来的 65 毫米增加到 75 毫米。1930 年之后,外圈直径又缩为 60 毫米。这个图案一直保持到 1945 年。

1946 至 1972 年:在独裁统治瓦解、意大利成立共和国后,两条波浪线的图案替代了原先的鞠躬的王族的图像。外圈直径也被减到 54 毫米。1950 年,公司推出了一个新的 54 毫米直径的涂以瓷釉的铜质徽章。1960 年后开始生产同样款式的塑料制的徽章。

1972 至今:自从阿尔法萨德工厂建在泊米格利亚诺之后, MILANO 的字样就再也没有在徽章上出现过。但象征米兰的两种图案仍保留在字母 ALFA ROMEO 的下面。

## Alfa Romeo Brera 阿尔法·罗米欧·布雷拉

Over the last century, Ital-

19 世纪,意大利的设计