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丛书主编 张立玉

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在工业革命的进程中,汽车行业一直是技术革新和理念创新的标杆产业,在数次浪潮中引领风骚,在我国也不例外。尤其是 20 世纪 80 年代以来,我国汽车行业有了令人瞩目的进步,现在已经实现了该产业的国际化。

现在,汽车行业已经成为我国经济的朝阳产业,而且其外向型发展的趋势日益明显、空间广大。由于其覆盖面广、产业链大,从业人员增加比例一直明显大于其他制造行业,加之我国汽车行业与国际接轨密切、标准度高,所以在行业管理、生产和销售等各个方面无论是中日合资还是中法/德合资,都是用英语作为其工作语言,进而对从业人员的素质要求中也都纳入了英语应用能力方面的要求,故而对从业人员的英语应用能力的要求也相应提高。

我国汽车行业对国际化人才的需求日益增加,而目前与汽车生产和销售各个环节相配套的英语普及类或培训类书籍成套系列尚未见于坊间,因此许多厂商和专业人士呼吁应有这类系列丛书出版,以满足全国汽车行业 60 余万从业人员及专业人士的提升需求和工作需要。正是基于此,我们编写了这套《汽车行业英语系列教材》(Automobile Industry English Series)。该系列教材由以下 6 个分册组成:

- 1. 汽车采购英语
- 2. 汽车研发英语
- 3. 汽车制造英语
- 4.4S 体系(车展及销售)
- 5. 汽车行业管理
- 6. 汽车相关产业英语

该系列教材作者均为长期对汽车行业从业人员进行培训的团队和汽车制造业专业人士,他们对汽车行业的生产、销售、会展的操作流程非常了解。在本系列教材的策划中,我们坚持内容富于实用性、时代性、可操作性、可移植性的原则。编写中力求做到内容丰富、选材广泛、例句生动、深入浅出、编排紧凑,特别适用于企



业作为人员培训的教材,也适用于业内人士作为自修和工作的参考教材。

每分册的体例一章为一个能力单元,由对话引入,然后介绍常用情景用语,并做相关个案分析,以通用语汇结尾。

由于本套教材可以算是汽车行业的首套系列英语培训教材,所以难免会有瑕疵,希望得到有关专家和广大读者的批评指正。

张立玉 2008 年于武昌



2008 年以来,受全球性金融危机的影响,世界汽车行业正面临着前所未有的严峻考验。从美国三大汽车巨头纷纷走向破产的边缘,到亚洲汽车业老大——丰田出现71 年来的首次亏损,全球汽车行业正面临剧烈的震荡。各大汽车集团皆使出浑身解数,通过减产裁员、合并重组等一些列手段来摆脱困境。然而,这场金融风暴对正处于中国经济腾飞中的汽车行业而言既是挑战也是机遇。2010 年年初,中国汽车制造商吉利成功收购全球知名高端汽车品牌沃尔沃(Volvo),此举受到很多金融业和汽车行业专家的关注,褒贬不一,但有一点是达成共识的:这标志着我国汽车行业在未来全球化经济发展格局中的新趋势,而这一发展趋势伴随技术的不断创新以及产业资源的重组,无疑对我国汽车行业从业人员的素质及国际化程度提出了新的要求。本书正是适应这一发展趋势而编写的。

本书中我们尽可能以汽车制造业为原型,提取较为典型或具有代表性的材料,着重于制造技术各环节常用的英语实践技能训练。本书的最大特点是内容浅显易懂,但有较强的可拓展性和延伸性。由于本书以主人公参观汽车制造生产流水线为主线,所以使原本较为枯燥的专业内容在一定程度上添加了趣味性,内容也较一般的汽车专业英语读物生动。

本书共有十章,内容涉及从汽车设计到汽车生产全过程,为了方便读者,我们还在最后一章设置了汽车维修与保养的基本内容。如果用作培训教材,可以根据培训人员要求做适当的切割处理。

考虑到现在我国汽车行业从业人员整体结构年轻化、专业化程度明显提高,所以本书更着重于交际功能训练和管理理念的整合。根据企业人士对初稿反映的意见,笔者为课文部分配了汉译文,并在每个章节提供了功能表达法,配套练习也均有明显的深浅差异,读者可根据自己的基础知识选择适合自己的练习进行训练。此外,每一章节还专门设计了 Brainstorming (头脑风暴),供读者进行开放性思维训练。另外在每一章的 Functional Devices 中给出了基本句型以及可供替换的词组和短



语。

由于不同生产厂家对某些操作方法说法不一,我们尽可能听取众家之言,采用 最为广泛的专业名称及术语,以方便大多数读者。

诚恳希望得到大家的批评与指正。

笔 者 2010 年于武昌





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汽车设计





A1 Let's Start the Tour Around the Car Plant from the Design Center

Receptionist: Good morning, Mr. Phillips, my name's Sally Wood, the receptionist. Welcome to Sunrise Car Plant. I'll show you around our property as to have a general view. Now, here we are, this way, please. (Phillips 先生,您好。我叫 Sally Wood,是 Sunrise 公司的接待员。我将带您参观我们的公司,让您对公司有个大致了解。现在请跟我来。)

Phillips: Great! This is really a big plant. Where is our first stop, Miss. Wood? (太好了! 这工厂还真大呀。Wood 小姐, 我们先去哪里呢?)

Receptionist: Oh, please just call me Sally, Mr. Phillips. Our tour will start from the Design Center. (哦,还是请叫我 Sally吧,Phillips 先生。我们从设计中心开始参观吧。)

Phillips: Great. Just call me Ben. (太好了,那你就叫我 Ben 吧.)



- Receptionist: The Design Center works just like the brain [2] of our plant where a lot of good ideas are born. An excellent team is here and their products are fabulous ideas. (设计中心相当于工厂的大脑,好的理念都是从这里产生的。这里有一个超棒的团队,他们的产品就是绝妙的主意。)
 - Phillips: Do you mean they just produce good ideas? Fancy! (你的意思是他们只出好的主意吗?太有意思了!)
- **Receptionist**: Of course not only ideas, they also produce something physically [3] that is the model car. (当然不仅仅只是出主意,他们还要制造汽车模型。)
 - Phillips: Really? I am interested in model cars. As a matter of fact, I have had a great collection ^[4] of them. From the antique models to the super real ones, you name it ^[5]. (真的吗? 我很喜欢车模,自己就收藏了很多。从老爷车到超现代版的,应有尽有。)
- Receptionist: Well, sounds fantastic, you are really a great collector for car models.
 You'll find your visit here is rewarding. (的确很了不起。您真是很棒的收藏家啊。您一定会发现这次参观很有收获的。)
 - Phillips: Certainly. To tell you the truth, I can't wait to start the trip. Shall we go now? (我也这么想。事实上,我真是等不及了,快走吧。)
- Receptionist: OK. Let's go and you will see if the models here are like what in your collection. (好的,出发吧。您待会就可以看到它们,看看与您收藏的是否一样。)
 - Phillips: (Looking at a model car.) Wow! What a smart car! It couldn't be better. You see, everything is here, just like a real one. (哇,多精致的一辆车呀! 真是太好了! 什么都配齐了,就像真的一样。)
- **Receptionist**: After the model car is made, it goes into production. (当模型做好后,就可以投产了。)
 - Phillips: From a model car to a real one, is there only one step? (从车模到真车难道只有一步吗?)
- Receptionist: Of course not. You'll see how a car is built after its design is completed. Here we are, the Design Center. We should stay outside the design room as they are having a meeting there. (当然不会,您将会看到设计完成后一辆车的生产全过程。现在我们到了设计中心了。不过我们不能进设计室,设计师正在那儿开会。)
 - **Phillips**: Oh, they are discussing. A new car is to be born, I guess. (喔, 他们正在讨论,我猜一辆新车又要诞生了吧。)
- Receptionist: Yes. People often think a car is born on a sheet of paper by an experienced



hand. But it always needs a group of people's ideas such as how it can look great or chic [6], how many people it can carry, how much room [7] its trunk [8] should have, and what fabric [9] it should be equipped with [10]. (正是如此。人们总以为一个经验丰富的人独自一人就能画出一辆新车的草图,但实际上一辆新车的设计需要集众人智慧:比如车型怎样才会看上去帅气时尚,可以载多少人,后备箱要多大,内部结构应如何,内饰用什么材质,等等。)

Phillips: Wow! So a new car is born here by a group of talented people. (哇,原来一辆新车是由这么多天才人物设计出来的呀!)

Notes:

- [1] property 一般译作物业,这里指公司或厂区。
- [2] brain 这里指设计中心,也指有智慧的人的集中之处。
- [3] physically 真正的, 真实的
- [4] collection 收藏品
- [5] you name it 口语, 意为"只要你说得出"。
- [6] chic 时尚的,流行的
- [7] room 这里作不可数名词,意为空间。如: There is much room for improvement. (还有很大的改进空间。)
- [8] trunk 原意为大皮箱,这里指后备箱。
- [9] fabric 这个词在这里有两层意思,一指构造,二指内饰纺织物。
- [10] be equipped with 装备有。如: All expressways are equipped with emergency telephones. (所有高速公路均装设意外求助电话。)

A2 Novelty is Everything [1]

(At the lounge of the Design Center, Mrs. Bellow, the director of the center, receives the visitor and tells them about the $key^{[2]}$ factors for car designing.)

Mrs. Bellow: The success of any new car hinges largely on [3] the novelty of its design. Visually [4], it must somehow differ from its predecessors [5] in order to catch the eye [6], stir passions [7], and stoke desires [8]. As you know, like a newspaper or novel, a car becomes less interesting and exciting once you have read it. So the car designers here, like journalists and novelists, are necessarily caught up [9] in an incessant [10] cycle of coming up with [11] the "next new thing". (任何新车是否成功,很大程度上都取决于其设计



的新颖度。在外观方面它就必须与之前的款型有所不同,这样才能吸引眼球、打动顾客,激起他们的购买冲动。如果您已经读过一份报纸或一本小说,您的兴趣就不那么强了,同样,对车也是如此。因此,我们的汽车设计者就像报社记者或小说作者一样,不得不竭尽全力,才能满足人们对新玩意层出不穷的追求。)

Phillips: Do you mean a new model must look totally different from the previous ones? (那就是说新车模的外形一定要和原来的完全不一样吗?)

Mrs. Bellow: A new model is expected to seem at first to have nothing in common with [13] earlier themes [14]. Taking the headlights [15] of the new model in design [16] for example, the novelty amounts to [17] perhaps the cleverest visual bridge [18] to the original [19]. You can see, on close examination, that the original's headlights were also set into oval openings. By flipping one and rotating it [20] just so, you can see the visual similarities [21] of the old and new designs. (一眼看上去,新车模应该让人耳目一新。以这款设计中的新车模上的前灯为例,其创新之处就在于它能使驾驶台看上去比以往的更帅气。仔细看,您就会发现,其实旧款的前灯外罩也是椭圆形的。如果将新旧两款的前灯好好对比,您会发现其实二者看上去有很多相似之处。)

Phillips: That's right. The most appealing [22] new shoes are comfortable enough to remind us of [23] our old shoes. (是呀,最受欢迎的新款鞋子往往是穿起来让人觉得和旧鞋子—样舒适。)

Mrs. Bellow: Like literature, painting and music, or any other creative endeavor [24], coming up with something truly original is the most demanding [25] aspect of car design. Only by doing so, can that never remind viewers of what's already out [26] there. Just ask any car buyer, and you can find all of them are trying to find a car that's truly unique [27]. (像文学、绘画、音乐, 乃至任何一种创造性的工作一样,富有独创性的思想理念是汽车设计中最费力也是最具挑战性的一面。只有具备独创性,才不会让消费者觉得有什么老套的东西。任何一位汽车消费者都想买到一辆与众不同的车。)

Phillips: How can designers work out endless new ideas? (那汽车设计者如何能够想出无穷无尽的新点子呢?)

Mrs. Bellow: Solving this problem, a designer has always to reach back for ^[28] a look, which is so old that looks like something new. As the fashion industry learned eons ^[29] ago, recycling ^[30] themes is the simplest way to



continually come up with something "new". (要做到这一点,设计师就得有所借鉴,要从一些很久以前的造型中寻找到新的点子。正如时尚界早在几百年前就意识到的一样,时尚主题在复古中推陈出新。)

Phillips: So the car designers seem to be artists. (如此说来,汽车设计师就像艺术家。)

Mrs. Bellow: Yes, they do [31] and they are. (对,他们像艺术家,而且也就是艺术家。)

Phillips: Believe it or not, I used to [32] dream to be a designer. But now I've turned to be [33] a tourist guide. (不知道你相不相信,我曾经梦想成为一名设计师,但到头来成了一个导游。)

Mrs. Bellow: Really? It's never too late to start to make your dream come true. I hope someday you could join us here. (是吗? 不过现在实现梦想也为时不晚呀。我还真希望您能和我们一起工作呢。)

Phillips: Well, I'll try my best. (好啊,我会加油的。)

Notes:

- [1] Novelty is everything. novelty 意为新奇的/新颖的/新鲜的事物。everything 意为最重要的,如: Money is something but not everything. (钱固然很重要,但不是最重要的。)
- [2] key 关键的。如: Usually, the first sentence is the key sentence of a paragraph. (通常,一段话的首句是其中心句。)
- [3] hinge on 取决于,以……为转移。如: How much you gain hinges on how much you pay. (你付出多少,就能得到多少。)这里的 largely 表示程度。
- [4] visually 看得见地,形象化地,直观地。如: He explained the journey visually by use of pictures. (他运用图片形象地讲述了这次旅行。)
- [5] predecessor 原有事物,前身。如: Will new plan be any more acceptable than its predecessors? (新计划比原先的计划更令人满意吗?)
- [6] catch the eye 吸引人, 引人注目
- [7] stir passions 让人激动,让人产生强烈感情
- [8] stoke desires 激起人的(购买) 欲望。stoke 本意为拨旺火,引申为煽动,如: He continued to stoke up hatred in his speeches. (他在讲话中不断加深人们的仇恨。)
- [9] be caught up 受……吸引, 受……感染
- [10] incessant 持续不断的, 无穷无尽的
- [11] come up with 提出。如: How can he keep coming up with such a great promotion



plan? (他怎么提出这么一个宏大的营销计划呢?)

- [12] previous 先前的,以前的。如: He has made some modification on the previous design. (他对先前的设计做了些修改。)
- [13] in common with 与……一样
- [14] theme 主题, 主旋律。如: Outer space is a favorite theme for the designer. (外太空一直都是设计师喜爱的题材。)
- [15] headlight 前灯
- [16] in design 在设计过程中
- [17] amount to 发展成。如: The efforts amount to his success. (多亏那些努力,他 终于成功了。)
- [18] bridge 这里指驾驶台。
- [19] the original 原来的, 原先的
- [20] flipping one and rotating it flipping 意为快速地按动按钮或翻弄, rotating 意为 转动,这里用在一起表示好好摆弄。
- [21] similarity 相似之处
- [22] appealing 吸引人的
- [23] remind somebody of 让人回想起。如: This styling reminds people of the days in 1970's. (这种款式让人回想起 20 世纪 70 年代的日子。)
- [24] endeavor 名词,意为努力。如: Shop assistants should do their best endeavors to give the customers satisfaction. (店员应该尽力使顾客满意。)
- [25] demanding 工作要求高的,需要高技能的(或耐性等),费力的
- [26] be out 过时的,落伍的
- [27] unique 独一无二的,仅有的,唯一的。如: The unique design is appreciated by a lot of visitors. (来访者都对设计的独特之处大为称赞。)
- [28] reach back for 伸手抓住
- [29] eons 无数年
- [30] recycling 反复循环的, 周而复始的
- [31] Yes, they do... 这是对 "So the car designers seem to be artists"的回答, do 用作代动词。
- [32] used to do 表示过去常常做,而现在不再做了。如: I used to do morning exercises. (我过去总是晨练,但现在不晨练了。)注意 used to do 和 be used to doing/something 的区别在于,后者表示习惯于做某事,如: He is used to the weather here. (他适应了这里的天气。)
- [33] turn to be 原来是,证明是,结果是,如: It turned to be a waste of time. (结果是白费时间。)