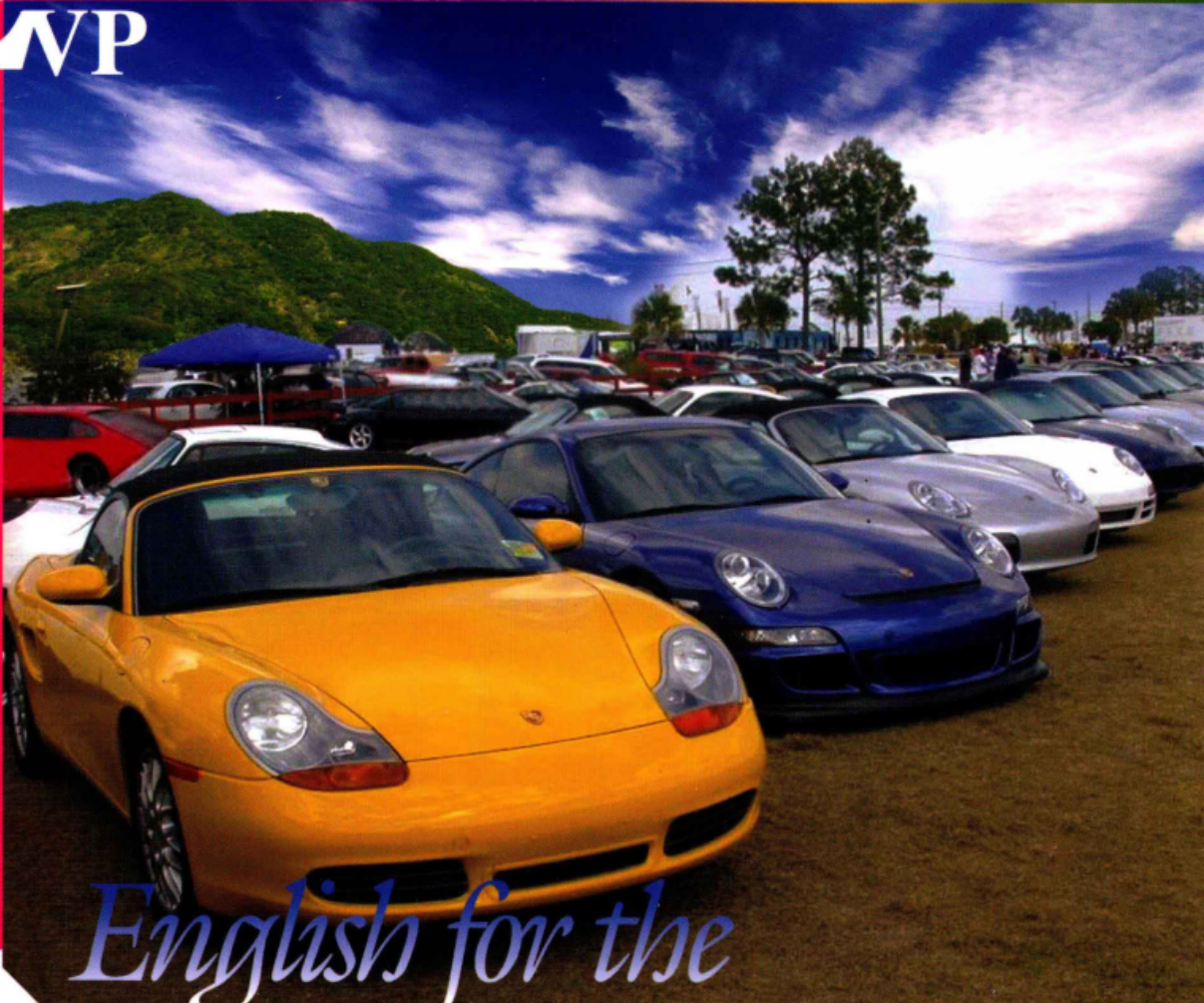


全国职业技能英语系列教材

总主编 丁国声

VP



*English for the
Automobile Industry*

汽车英语

Marie Kavanagh 原著

王 宏 编译



北京大学出版社
PEKING UNIVERSITY PRESS

English for Vocational Purposes 全国职业技能英语系列教材

- | | | |
|----------|----------|-------------------|
| ◎ 实用科技英语 | ◎ 金融英语 | ◎ 客服英语 |
| ◎ 陶瓷英语 | ● 汽车英语 | ◎ 购销英语 |
| ◎ 机电英语 | ◎ 英语谈判口语 | ◎ 人力资源英语 |
| ◎ 烹饪英语 | ◎ 民航地勤英语 | ◎ 国际办公英语 |
| ◎ 物流英语 | ◎ 民航空乘英语 | ◎ 新编商务英语基础（初级、中级） |
| ◎ 餐饮英语 | ◎ 物业管理英语 | ◎ 初学者商务英语 |
| ◎ 导游英语 | ◎ 石油工程英语 | ◎ 市场营销及广告英语 |
| ◎ 护理英语 | ◎ 会计英语 | ◎ 商务信函（初级、中级、高级） |

EVP

《汽车英语》提供了真实场景中汽车行业英语的应用方法及沟通技巧，对于需要用英语与汽车行业的同事、客户及业务合作伙伴交流的人士来说是一本理想的教材。本书既可以作为职业技能英语课程的补充教材，也可以作为强化训练汽车行业英语的专门教材单独使用，亦可供汽车行业的专业人士自学。本书适用于初级及中级英语水平的人士学习。

本教材主要特点有：

- 涵盖汽车行业各领域的广泛素材；
- 真实场景中的地道英语及专业词汇；
- 丰富多样的练习；
- 每单元前的Headlight导入帮助学习者热身；
- 单元末的Tail light提供可选的阅读材料及讨论内容；
- 多种Partner File为学生提供角色扮演练习，演练地道英语；
- 附录包括练习答案、词汇表及常用短语和词汇。

ISBN 978-7-301-05526-7



9 787301 055267 >

定价：15.00元

English for Vocational Purposes

English

for the Automobile Industry

汽车英语

Marie Kavanagh

原著

王 宏

编译

张 默

译校



北京大学出版社
PEKING UNIVERSITY PRESS

图字:01-2009-5302

图书在版编目(CIP)数据

汽车英语 /Marie Kavanagh 原著;王宏编译. —北京:北京大学出版社, 2009.9
(全国职业技能英语系列教材)

ISBN 978-7-301-05526-7

I. 汽… II. ① M… ② 王… III. 汽车工程—英语—职业教育—教材 IV. H31

中国版本图书馆 CIP 数据核字(2009)第 160665 号

© Cornelsen Verlag GmbH, Berlin 2003

书 名: 汽车英语

著作责任者: Marie Kavanagh 原著 王宏 编译

责任编辑: 黄瑞明

标准书号: ISBN 978-7-301-05526-7/H·0729

出版发行: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn>

电 话: 邮购部 62752015 发行部 62750672 编辑部 62755217 出版部 62754962

电子邮箱: zbing@pup.pku.edu.cn

印刷者: 涿州市星河印刷有限公司

经 销 者: 新华书店

787毫米×1092毫米 16开本 5.75印张 140千字

2009年9月第1版 2009年9月第1次印刷

定 价: 15.00 元

未经许可,不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有,侵权必究 举报电话: 010-62752024

电子邮箱: fd@pup.pku.edu.cn

全国职业技能英语系列教材

编委会

顾问

胡壮麟 (北京大学)

刘黛琳 (中央广播电视大学)

总主编

丁国声 (河北外国语职业学院)

编委会名单 (以姓氏笔画为序)

丁小莉 (山东商业职业学院)

王乃彦 (天津对外经济贸易职业学院)

王 宏 (吉林交通职业技术学院)

牛 健 (中央广播电视大学)

伍忠杰 (电子科技大学)

李相敏 (河北外国语职业学院)

李恩亮 (江苏海事职业技术学院)

张 冰 (北京大学出版社)

张九明 (开封大学)

张春生 (衡水职业技术学院)

陆松岩 (江苏城市职业学院)

陈玉华 (成都航空职业学院)

林晓琴 (重庆电力高等专科学校)

赵 倩 (重庆机电职业技术学院)

赵 鹏 (北京联合大学)

赵爱萍 (浙江水利水电专科学校)

赵翠华 (承德民族师范高等专科学校)

胡海青 (南京交通职业技术学院)

贾 方 (辽宁装备制造职业技术学院)

黄宗英 (北京联合大学)

崔秀敏 (承德石油高等专科学校)

蒋 磊 (河南商业高等专科学校)

程 亚 (江西景德镇陶瓷学院)

黎富玉 (成都航空职业学院)

潘月洲 (南京工业职业技术学院)

Martin Fielko (Cornelsen Verlag GmbH)

总序

我国高职高专教育的春天来到了。随着国家对高职高专教育重视程度的加深,职业技能教材体系的建设成为了当务之急。高职高专过去沿用和压缩大学本科教材的时代一去不复返了。

语言学家 Harmer 指出:“如果我们希望学生学到的语言是在真实生活中能够使用的语言,那么在教材编写中接受技能和产出技能的培养也应该像在生活中那样有机地结合在一起。”

教改的关键在教师,教师的关键在教材,教材的关键在理念。我们依据《高职高专教育英语课程教学基本要求》的精神和编者做了大量调查,秉承“实用为主,够用为度,学以致用,触类旁通”的原则,历经两年艰辛,为高职高专学生编写了这套专业技能课和实训课的英语教材。

本套教材的内容贴近工作岗位,突出岗位情景英语,是一套职场英语教材,具有很强的实用性、仿真性、职业性,其特色体现在以下几个方面:

1. 开放性

本套教材在坚持编写理念、原则及体例的前提下,不断增加新的行业或岗位技能英语分册作为教材的延续。

2. 国际性

本套教材以国内自编为主,以国外引进为辅,取长补短,浑然一体。目前已从德国引进了某些行业的技能英语教材,还将从德国或他国引进优秀教材经过本土化后奉献给广大师生。

3. 职业性

本套教材是由高职院校教师与行业专家针对具体工作岗位、情景过程共同设计编写。同时注重与行业资格证书相结合。

4. 任务性

基于完成某岗位工作任务而需要的英语知识和技能是本套教材的由来与初衷。因此,各分册均以任务型练习为主。

5. 实用性

本教材注重基础词汇的复习和专业词汇的补充。适合于在校最后一学期的英语教学,着重培养和训练学生初步具有与其日后职业生涯所必需的英语交际能力。

本教材在编写过程中,参考和引用了国内外作者的相关资料,得到了北京大学出版社外语编辑部的倾力奉献,在此,一并向他们表示敬意和感谢。由于本套教材是一种创新和尝试,书中瑕疵必定不少,敬请指正。

丁国声

教育部高职高专英语类专业教学指导委员会委员

河北省高校外语教学研究会副会长

河北外国语学院院长

2008年6月

Contents

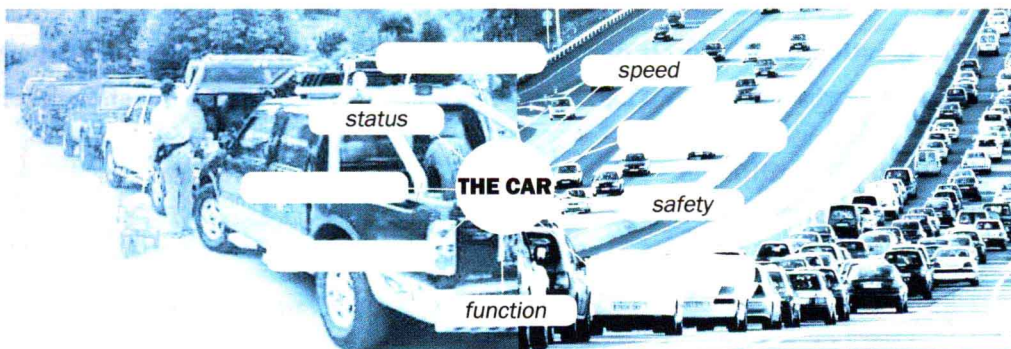
PAGE	UNIT TITLE	TOPICS
1	1 Introduction to the car	Factors involved in buying a car Types of cars Car sales
8	2 The exterior	Exterior car parts Car production A quality problem 8D report
16	3 The interior	Interior car parts The instrument panel A delivery problem A car configurator
23	4 Under the bonnet	The engine A technical support hotline An international car show
30	5 Performance and technical specifications	Launching a new model A road test Materials and their properties A meeting role-play
38	6 Safety	A magazine article Active and passive safety features Choosing safety features Car recalls
44	7 Design	Describing car design The design process Constraints Expanding the product range
50	8 Future trends	The car of the future Environmental awareness Making a presentation Fuel cells

PAGE	APPENDIX
56	Test yourself!
58	Partner Files
62	Answer key
69	A–Z word list
79	Useful phrases and vocabulary

Introduction to the car

leadlight

What words do you think of when you see a car? Complete the diagram below.



Now compare your diagram with others in your class.

1 Different people have very different opinions about cars. Read the texts below.

Which person sees the car as:

- ☐ a status symbol?
- ☐ a lifestyle product?
- ☐ a functional object?
- ☐ a danger to the environment?

Giles For me the car is apart of my personality. It gives a message to other people about who I am and what I believe in. The colour and the interior features are very important. I put a lot of thought into the car I buy — it has to be me.

Gertrude The car gives me prestige. I would only buy an expensive car with a powerful engine and all the latest equipment. I have a lot of money and why shouldn't I show it? I have a beautiful house and I need an expensive car in the garage.

Michael How do I see the car? It's just a piece of metal on four wheels. I just want it to get me from A to B, that's all. Of course if it's comfortable and safe, that's great, but I really don't care about the brand. I'm only interested in details such as the price, fuel consumption, how many seats there are and how big the boot is.

Pauline Well, I have a car because I live in the country and there's no public transport. But I think cars are polluting the world. Just think of all the exhaust gases! And what do you do with the car at the end of its life? You can't recycle all of it.

Who do you agree with most? Ask the other people in your class how they see their cars. Use phrases from the box on page 2 to discuss. Do you have the same opinions?

2 Here are some of the factors people consider when buying a car. Match the factors (1—7) to the definitions (a—g).

- 1 price

2 resale value

3 size

4 interior features

5 fuel consumption

6 performance

7 brand loyalty
- a the amount of money you get when you sell your car

b how much petrol or diesel the car uses

c when customers always buy their cars from the same manufacturer

d the amount of money you pay when you buy a car

e the car's capacity to go fast and accelerate quickly

f how big the car is

g items inside the car

3 The questionnaire below is part of a survey to find out which factors are important to people when they buy a car. Work with a partner to fill in the questionnaire.

Car buying attitudes

How important are the following factors when buying a car?

Rank the factors like this:
1 very important
2 important
3 not important

Factors involved in buying a car	Your ranking	Partner's ranking
Price		
Resale value		
Design		
Colour		
Size		
Interior features		
Engine		
Fuel consumption		
Handling		
Brand name		
Brand loyalty		
Advertising		

Compare your results with others in the class. What are the five most important factors?

Opinions and agreeing or disagreeing			
Asking for opinions	Giving your opinion	Agreeing	Disagreeing
What do you think?	I think ...	I agree.	No, sorry, I disagree.
How do you feel about this?	In my opinion ...	I think so too.	I'm afraid I don't agree.
What's your opinion of... ?	If you ask me ...	Yes, that's right.	I can't go along with that.

4 Work with a partner to label the types of cars.

camper van ☐ convertible ☐ coupe ☐ crossover ☐ estate (car) ☐
 hatchback ☐ limousine ☐ MPV ☐ pick up ☐ saloon ☐ sports car ☐ SUV

a
coupe

b



c

d
g

e



f



h



i



j



k



l

Find the cars which fit the descriptions.

Which car(s) ...

- 1 has/have lots of room for passengers?
- 2 is/are good for driving on bad roads?
- 3 is/are not suitable for large families?
- 4 is/are perfect for hot, sunny weather?



British English

estate car
saloon
camper van

American English

station wagon
sedan
recreational vehicle (RV)



- 5 has/have low fuel consumption?
- 6 is/are ideal for small parking spaces?
- 7 has/have only one passenger seat?
- 8 is/are good for transporting things?

5 Read the dialogue and answer the questions which follow.

Salesman I see you're interested in this model.

John Yes, we're looking for a car for our son. He's just passed his test.

Alison We want a car with good safety features that is also economical.

Salesman Well, you're right, this car would be

The diesel is more expensive, but more economical.

John I don't think my son will drive long distances so we'll go for the petrol engine.

Salesman Then I would recommend the 6-cylinder petrol engine. It has a fuel consumption of 6 litres per one hundred kilometres and a top speed of 220 kph.

Alison This company has a good name for quality, doesn't it? I like their cars.

Salesman That's right. You can't go wrong with this one. And a good brand image is important when you want to sell your car. The resale value is still very high after three years. Now, would you like to sit in the car and have a closer look at the interior?

(Alison and John sit in the car)

ideal for your son. It's fully equipped with driver and passenger airbags and has a very good result in crash tests. And ABS is standard equipment.

John What about fuel consumption?

Salesman It depends on the engine. Do you want a diesel or a petrol engine?

Alison I'm not sure about this steering wheel, or the leather seats.

Salesman That's the sports version. I'm sure your son would like it. Now, we can go through all the options together. Have you thought about the colour?

- 1 What features are Alison and John looking for?
- 2 Which features does the salesman talk about?
- 3 What are the most important questions to ask when buying a car?

 British English	 American English
engine	(also) motor
petrol	gas (oline)

6 Now match words from the two boxes to form expressions from the dialogue.

- | | |
|------------|-------------|
| 1 crash | 5 brand |
| 2 standard | 6 resale |
| 3 fuel | 7 leather |
| 4 diesel | 8 passenger |

- | | |
|---------------|-----------|
| a consumption | e seats |
| b tests | f image |
| c value | g airbags |
| d equipment | h engine |



Complete the sentences using the expressions on page 4.

- 1 Taking good care of your car can increase its resale value.
- 2 A high quality CD player comes as _____ with this model.
- 3 I drive a car with a _____ because of the better fuel consumption.
- 4 Manufacturers use _____ to improve the safety of their cars.
- 5 Volkswagen improved Skoda's _____ after it took over the company.
- 6 This model has a _____ of 3.3 litres per 100 km.
- 7 _____ are standard equipment throughout Europe.
- 8 This model has optional _____ with black headrests.

7 Which cars would you recommend for the people below? Compare your choices with a partner.

1 Twenty-nine-year-old business woman Janet Dawson is single, independent and ambitious. She loves driving and travels a lot for business and pleasure.

2 Joan Hill is a single mother with three children. She lives in the country far from the town and the children's school. She sees the car as a functional object.

3 Edward Mitchell is a fifty-year-old stockbroker. He enjoys life in the fast lane. He has plenty of money and loves cars.

4 Sandra and Toby Reed have two small children and a dog. They like to go skiing, camping and fishing. Sandra is an engineer and Toby stays at home and looks after the children.

5 John Owens is a twenty-year-old bank clerk. This is his first car and first job. He still lives at home.

6 Sue and Tom Benton are a young couple. Both have good jobs and no children. They like to be trendsetters.

8 Work together with a partner to do the following role-play.

Partner A: You want to buy a new car for yourself. Tell the salesperson what your requirements are.

Partner B: You are the salesperson in the car showroom. Help the customer.

Recommending

I recommend ...

If I were you, I would buy a ...

You need a car which ...

A... would be ideal/perfect for you.

Have you thought about ...?

You should/shouldn't buy a ...

Why don't you buy a ...?

9 How well do you know your neighbour? Use words from the box to complete the table for you and your neighbour. Then work together to check your answers.

always ☐ normally ☐ frequently ☐ often ☐ sometimes ☐ seldom ☐ never

How often do you...?	You	Your neighbour
• buy a new car		
• check your tyre pressure		
• travel on holiday by car		
• tow a caravan		
• go through a red light		
• hire a car		
• lend your car to someone		
• change oil		
• wash your car		
• read car magazines		
• pick up hitch-hikers		

10 Complete the puzzle and find an expensive type of car. The answers are all words from this unit.

- 1

The amount of money you can get for your car when you want to sell it.
- 2

Another word for motor.
- 3

A very practical type of car for going on holiday with your family.
- 4

People who worry about the environment say cars cause this.
- 5

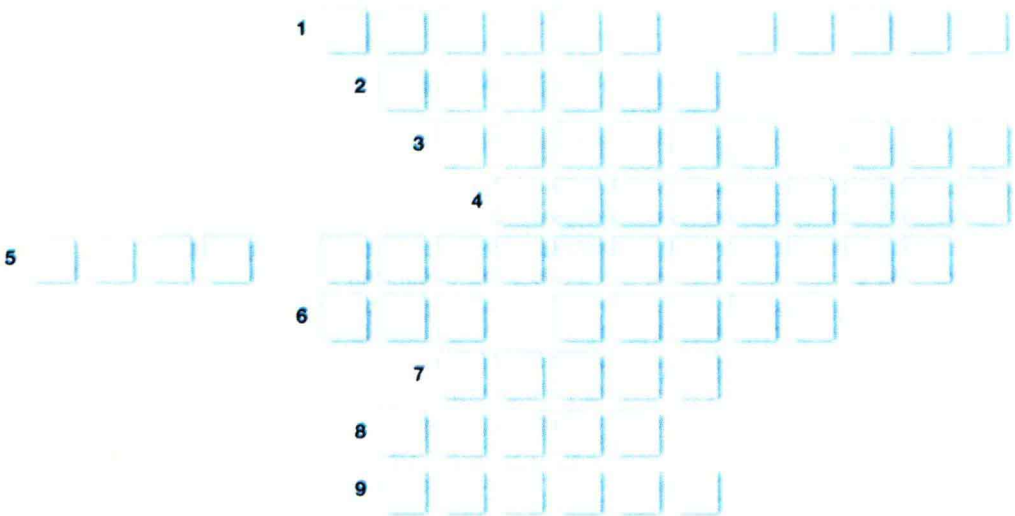
A measurement which tells you how much petrol or diesel a car needs.
- 6

The fastest a car can go.
- 7

This is a very important buying factor.
- 8

Volkswagen, Opel and Fiat are all examples of this.
- 9

Airbags and ABS increase this.



Read the magazine article and answer the questions which follow.

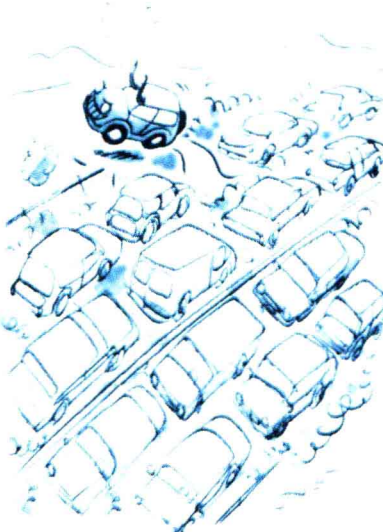
What's in a name?

Have you ever thought about car names? Do they actually mean anything? And do you know what the name of *your* car means?

For example, you may think 'Rover' is *just* a name, but there is never just a name in marketing. A rover is a wanderer—someone who likes to travel around. So the name suggests mobility, freedom, having fun and going wherever you want to go. These were important qualities when Rover cars first came on the market.

Marketing departments of car companies spend a lot of time and money thinking up names for cars. The names should be a reflection of the brand, product and target group. The car you drive tells the world about your status, how much money you have and the socio-economic group you belong to (or

want to belong to). Good car names are catchy and fit the product, such as the 'Beetle' or the 'Mini'.



The name should also appeal to a global audience. At the very least, the name should not mean anything bad in another language. (This was why Rolls-Royce decided not to use the name 'Silver Mist' for one model: potential customers in the German-speaking world certainly wouldn't find the name very appealing!)

American car makers like to give their SUVs names that remind people of the Wild West, full of adventure and danger. Did you know that 'Wrangler' is another word for cowboy? Or that 'Maverick' means an unbranded cow that has strayed from the herd? People who own SUVs seldom drive them off-road, but they enjoy the feeling of excitement that the name creates.

Over to you

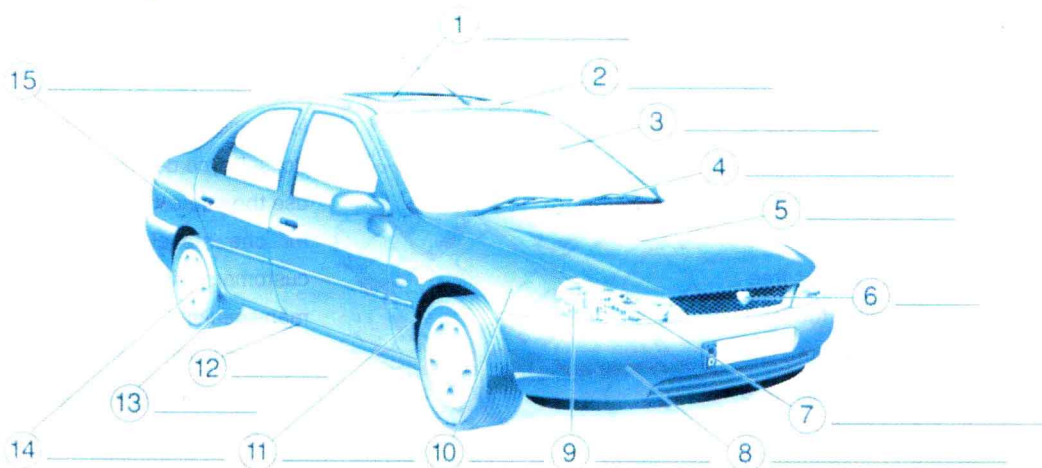
How important is the name of a car to you? Would you buy a car even if you didn't like the name? How many car names do you know the meaning of?

Imagine you work in the marketing department of a large car maker and you want to produce a small sports car with women as a target group. What would you call it?

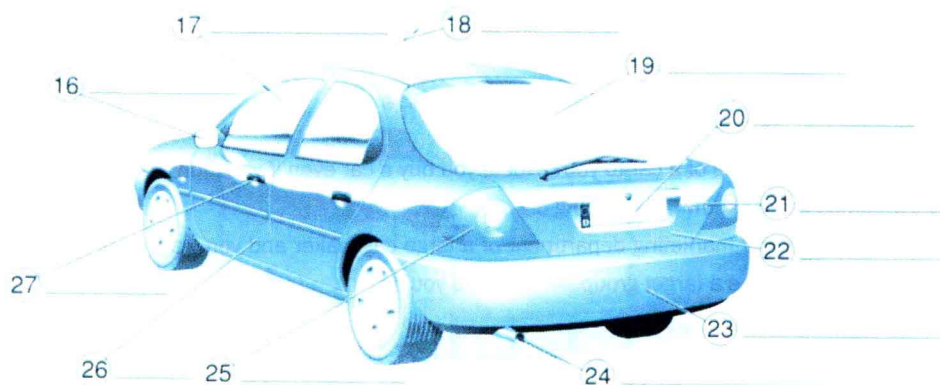
2

The exterior

1 Label the parts of the car.



bonnet ● front bumper ● headlight ● indicator ● logo ●
 petrol cap or flap ● roof ● sill ● sunroof ● tyre ● wheel arch ●
 wheel trim ● windscreen ● windscreen wiper ● wing



aerial ☐ badge ☐ boot ☐ door ☐
 door handle ☐ exhaust pipe ☐
 number plate ☐ rear bumper ☐ rear
 window ☐ side mirror ☐ side window
☐ tail light

 British English	 American English
aerial	antenna
bonnet	hood
boot	trunk
indicator	turn signal
number plate	license plate
petrol cap or flap	gas tank lid
tyre	tire
windscreen	windshield
wing	fender

2 Complete the sentences using words from exercise 1.

- You open the bonnet to look at the engine.
- The _____ absorb small impacts in an accident.
- Don't forget to remove the _____ from the roof before using the car wash.
- Can you put my suitcases in the _____, please?
- When it starts raining, you need to switch on the _____.
- "What model is that?" "I don't know, I can't see the _____ from here."
- It is important to inflate the _____ to the correct pressure for better fuel consumption.
- The Mercedes Star is a well-known _____.
- Open the _____ and let some sun and fresh air into the car.
- I wish all drivers would use their _____ when they want to turn right or left!

3 Match the words from the two boxes to find the exterior car parts.

- | | |
|-----------|--------------|
| 1 head | 6 petrol |
| 2 brake | 7 windscreen |
| 3 exhaust | 8 side |
| 4 wheel | 9 door |
| 5 front | 10 number |

- | | |
|--------|--------|
| wipers | cap |
| lights | mirror |
| plate | handle |
| trim | lights |
| bumper | pipe |