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## **The Breaking News English.com Resource Book**

“1,000 Ideas & Activities For Language Teachers”

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## **Lamborghini to enter Chinese market**

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**11 November, 2005**

## **THE ARTICLE**

### **Lamborghini to enter Chinese market**

Chinese roads will soon look a little racier. The world-famous sports car manufacturer Lamborghini has announced its entry into China. It will open a showroom in Shanghai's commercial district next week. Company bosses say China is the world's fastest growing car market. They want to encourage the growing number of rich Chinese to buy cars that are a little sportier than those usually seen on the streets. The whole line-up of Lamborghini's models will be shipped to Shanghai, from the lowest-priced US\$180,000 Gallardo, to the top of the range cars, priced at US\$330,000.

A company spokesman said entry into the booming Chinese market would increase profits. He said recent sales are slow due to the softer European and North American markets. He also said China was "the next best area for high-end vehicle growth". The number of Chinese billionaires has more than tripled in the past year. China's rich middle and upper classes seem to love expensive luxury goods, especially from Europe, and they have a growing amount of spare cash to spend. Lamborghini follows other luxury carmakers Ferrari and Bentley into the world's largest marketplace.

## WARM-UPS

**1. LUXURY:** You are super rich. You love expensive, luxury products. Walk around the class and chat with other “super rich” people about your expensive tastes. What luxury goods do you buy? What are your favorite brands and makers? How many cars do you have?

**2. MARKETPLACES:** In pairs / groups, talk about the economy of your country or for the country in which you are studying. Look at the regions below. What kind of future do they have? What kinds of companies might be successful in each region?

- China
- South America
- North America
- Western Europe
- Eastern Europe
- Africa
- Russia
- India
- South-East Asia
- The Middle East

**3. CHAT:** In pairs / groups, decide which of these topics or words are most interesting and which are most boring.

*Chinese roads / racing / sports cars / Lamborghini / Shanghai / fast growing markets / models / profit / sales / billionaires / luxury goods / spare cash*

Have a chat about the topics you liked. For more conversation, change topics and partners frequently.

**4. LUXURY GOODS:** Spend one minute writing down all of the different words you associate with the phrase “luxury goods”. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

**5. LUXURY CARS:** How difficult do you think it is to sell luxury cars? Ask your partner(s) what they like most / least about these cars. After you have finished, discuss what points sales people might need to focus on with their customers.

- Lamborghini
- Rolls Royce
- BMW
- Ferrari
- Mercedes
- Jaguar
- Aston Martin
- Volvo

**6. THE CHINESE MARKET:** Do you agree or disagree with these opinions? Talk about them with your partner(s).

- a. The Chinese market will soon be the most important in the world.
- b. The World Trade Organization needs to control China’s economy more.
- c. China’s economic activity will destroy the planet.
- d. Demand in China will help all other economies in the world.
- e. There will be a mass migration to China of people looking for jobs.
- f. Chinese will become the international language of business.
- g. China will replace the USA as the land of opportunity.
- h. Chinese luxury sports car brands will start and be better than Italian ones.

## BEFORE READING / LISTENING

**1. TRUE / FALSE:** Look at the article's headline and guess whether these sentences are true (T) or false (F):

- a. Sports car maker Lamborghini will be listed on China's stock market. T / F
- b. China is the world's fastest growing car market. T / F
- c. Chinese streets are full of sports cars. T / F
- d. The price of the cheapest Lamborghini has been cut to US\$180,000. T / F
- e. Entry into the Chinese market might increase Lamborghini's profits. T / F
- f. The number of Chinese billionaires has quadrupled in the past year. T / F
- g. China's rich middle and upper classes have lots of spare cash. T / F
- h. Ferrari and Bentley will soon follow Lamborghini into China. T / F

**2. SYNONYM MATCH:** Match the following synonyms from the article:

- |                 |             |
|-----------------|-------------|
| a. manufacturer | business    |
| b. entry        | appear      |
| c. commercial   | transported |
| d. line-up      | car         |
| e. shipped      | arrival     |
| f. booming      | maker       |
| g. softer       | money       |
| h. vehicle      | weaker      |
| i. seem         | range       |
| j. cash         | expanding   |

**3. PHRASE MATCH:** Match the following phrases from the article (sometimes more than one combination is possible):

- |  |                                   |
|--|-----------------------------------|
| a. Lamborghini has announced its entry | and upper classes                 |
| b. open a showroom                     | of rich Chinese to buy cars       |
| c. China is the world's fastest        | has more than tripled             |
| d. encourage the growing number        | in Shanghai's commercial district |
| e. top of the range                    | are slow                          |
| f. entry into the booming Chinese      | into China                        |
| g. recent sales                        | of spare cash to spend            |
| h. The number of Chinese billionaires  | cars, priced at US\$330,000       |
| i. China's rich middle                 | market would increase profits     |
| j. they have a growing amount          | growing car market                |

## WHILE READING / LISTENING

**GAP FILL:** Put the words in the column on the right into the gaps in the text.

### Lamborghini to enter Chinese market

Chinese roads will soon \_\_\_\_\_ a little racier. The world-famous sports car manufacturer Lamborghini has \_\_\_\_\_ its entry into China. It will open a showroom in Shanghai's commercial \_\_\_\_\_ next week. Company bosses say China is the world's \_\_\_\_\_ growing car market. They want to \_\_\_\_\_ the growing number of rich Chinese to buy cars that are a little sportier than those usually \_\_\_\_\_ on the streets. The whole line-up of Lamborghini's models will be \_\_\_\_\_ to Shanghai, from the lowest-priced US\$180,000 Gallardo, to the top of the \_\_\_\_\_ cars, priced at US\$330,000.

A company spokesman said \_\_\_\_\_ into the booming Chinese market would increase profits. He said recent sales are slow \_\_\_\_\_ to the softer European and North American markets. He also said China was "the next best \_\_\_\_\_ for high-end vehicle growth". The \_\_\_\_\_ of Chinese billionaires has more than tripled in the past \_\_\_\_\_. China's rich middle and upper classes seem to \_\_\_\_\_ expensive luxury goods, especially from Europe, and they have a growing amount of \_\_\_\_\_ cash to spend. Lamborghini follows other luxury carmakers Ferrari and Bentley into the world's \_\_\_\_\_ marketplace.

*announced*

*shipped*

*fastest*

*look*

*encourage*

*district*

*range*

*seen*

*love*

*area*

*year*

*due*

*largest*

*spare*

*entry*

*number*

## **LISTENING**

Listen and fill in the spaces.

### **Lamborghini to enter Chinese market**

Chinese roads will soon \_\_\_\_\_ racier. The world-famous sports car manufacturer Lamborghini has announced its entry into China. It will open a showroom in Shanghai's commercial \_\_\_\_\_ next week. Company bosses say China is the world's fastest growing car market. They want \_\_\_\_\_ the growing number of rich Chinese to buy cars \_\_\_\_\_ little sportier than those usually seen on the streets. The whole line-up of Lamborghini's models will be \_\_\_\_\_ Shanghai, from the lowest-priced US\$180,000 Gallardo, to the \_\_\_\_\_ range cars, priced at US\$330,000.

A company spokesman said entry into the \_\_\_\_\_ Chinese market would increase profits. He said recent sales are slow due to the \_\_\_\_\_ European and North American markets. He also said China was "the next best area for high-end vehicle \_\_\_\_\_". The number of Chinese billionaires has more than tripled in the past year. China's rich middle and upper \_\_\_\_\_ seem to love expensive luxury goods, especially from Europe, and they have a growing amount of \_\_\_\_\_ cash to \_\_\_\_\_. Lamborghini \_\_\_\_\_ other luxury carmakers Ferrari and Bentley into the world's largest marketplace.

## AFTER READING / LISTENING

**1. WORD SEARCH:** Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... for the words 'car' and 'market'.

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the gap fill. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. STUDENT "CHINA MARKETPLACE" SURVEY:** In pairs / groups, write down questions about China becoming a major global marketplace.

- Ask other classmates your questions and note down their answers.
- Go back to your original partner / group and compare your findings.
- Make mini-presentations to other groups on your findings.

**6. TEST EACH OTHER:** Look at the words below. With your partner, try to recall exactly how these were used in the text:

- racier
- entry
- district
- whole
- \$180,000
- range
- booming
- slow
- growth
- love
- spare
- Ferrari

## DISCUSSION

### STUDENT A's QUESTIONS (Do not show these to student B)

- a. Did the headline make you want to read the article?
- b. What do you know about Lamborghini?
- c. What do you think about China becoming a major economic power?
- d. What do you think the world economy will look like 20 years from now?
- e. What was the Chinese economy like 20 years ago and what has changed to change the economy so dramatically?
- f. How will China change the world economy?
- g. Do you think luxury carmakers will be able to keep up with demand in China?
- h. What else could Lamborghini do to increase sales?
- i. Do you think Lamborghini's Gallardo car is good value?
- j. What car would you really like to buy if you had lots of money?

### STUDENT B's QUESTIONS (Do not show these to student A)

- a. Did you like reading this article?
- b. What do you think about what you read?
- c. Do you think China will become as rich as America?
- d. Do you benefit from the booming Chinese economy?
- e. What other world economies are booming?
- f. Do you think slow or soft sales in Europe and America will pick up?
- g. What is the market like for high-end vehicles in your country?
- h. Do people have lots of spare cash in your country?
- i. What kinds of things would you like to buy if you became a billionaire?
- j. Did you like this discussion?

**AFTER DISCUSSION:** Join another partner / group and tell them what you talked about.

- a. What was the most interesting thing you heard?
- b. Was there a question you didn't like?
- c. Was there something you totally disagreed with?
- d. What did you like talking about?
- e. Which was the most difficult question?



## SPEAKING

**ECONOMISTS:** You work for a consultancy company that makes about China's booming economy. What impact will it have on the world economy? In pairs / groups, make predictions for the different areas in the table. Agree on the following areas:

AREAS	PREDICTIONS
The price and supply of oil	
World migration	
The strength and importance of China's currency	
The American economy	
Pollution	
The Chinese language	
Chinese made goods	
Bicycles	

- Change partners and show each other your predictions.
- Tell each other what you think the chance is of these predictions coming true.
- Present your predictions to the rest of the class.
- In pairs / groups, discuss the predictions most likely to come true. Are they good or bad for you, your country and the world economy?

## **HOMEWORK**

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find more information on Lamborghini. Share your findings with your class in the next lesson. Did you all find out similar things?

**3. THEN AND NOW:** Make a poster profiling the Chinese economy 30 years ago and the Chinese economy today. Show your posters to your classmates in your next lesson. Did you all find out similar things?

**4. THE FUTURE:** Write an article based on your predictions for the growth of the Chinese economy. How will China's development impact the world economy? Show what you wrote to your classmates in the next lesson. Did you all write about similar things?

## ANSWERS

### TRUE / FALSE:

- a. F      b. T      c. F      d. F      e. T      f. F      g. T      h. F

### SYNONYM MATCH:

- |                 |             |
|-----------------|-------------|
| a. manufacturer | maker       |
| b. entry        | arrival     |
| c. commercial   | business    |
| d. line-up      | range       |
| e. shipped      | transported |
| f. booming      | expanding   |
| g. softer       | weaker      |
| h. vehicle      | car         |
| i. seem         | appear      |
| j. cash         | money       |

### PHRASE MATCH:

- |  |                                   |
|--|-----------------------------------|
| a. Lamborghini has announced its entry | into China                        |
| b. open a showroom                     | in Shanghai's commercial district |
| c. China is the world's fastest        | growing car market                |
| d. encourage the growing number        | of rich Chinese to buy cars       |
| e. top of the range                    | cars, priced at US\$330,000       |
| f. entry into the booming Chinese      | market would increase profits     |
| g. recent sales                        | are slow                          |
| h. The number of Chinese billionaires  | has more than tripled             |
| i. China's rich middle                 | and upper classes                 |
| j. they have a growing amount          | of spare cash to spend            |

### GAP FILL:

#### Lamborghini to enter Chinese market

Chinese roads will soon **look** a little racier. The world-famous sports car manufacturer Lamborghini has **announced** its entry into China. It will open a showroom in Shanghai's commercial **district** next week. Company bosses say China is the world's **fastest** growing car market. They want to **encourage** the growing number of rich Chinese to buy cars that are a little sportier than those usually **seen** on the streets. The whole line-up of Lamborghini's models will be **shipped** to Shanghai, from the lowest-priced US\$180,000 Gallardo, to the top of the **range** cars, priced at US\$330,000.

A company spokesman said **entry** into the booming Chinese market would increase profits. He said recent sales are slow **due** to the softer European and North American markets. He also said China was "the next best **area** for high-end vehicle growth". The **number** of Chinese billionaires has more than tripled in the past **year**. China's rich middle and upper classes seem to **love** expensive luxury goods, especially from Europe, and they have a growing amount of **spare** cash to spend. Lamborghini follows other luxury carmakers Ferrari and Bentley into the world's **largest** marketplace.