

Record number of Rolls-Royces sold in 2013

11th January, 2014



The luxury automobile maker Rolls-Royce has reported record sales for 2013. The company said it's the fourth consecutive annual sales record. It sold 3,630 cars last year, with a strong surge in

demand in the Middle East and China accounting for a good portion of the buoyant sales. The Middle East saw a sales increase of 17 per cent last year, while sales in China went up by 11 per cent. Rolls-Royce sold cars in more than 40 countries last year including new many markets. Plans are in place to continue this global expansion. The company CEO said: "We have reported a strong year and have maintained our position at the pinnacle of the super-luxury market." Super-luxury means cars costing over \$272,000.

The CEO said people buy a Rolls Royce because they want to have a brand that is unrivalled in its image of luxury. He said: "It's the ultimate treat; the reward for hard work. We see that clearly from our customers. Around 80 per cent of our cars are bought by businessmen and women, most of whom have started and run their own businesses. The rest are bought by sports stars and film stars." He added that it's not just the super-rich who were snapping up the cars. He said: "What's interesting now is that we are seeing a new group of individuals who have built up mid-sized businesses and they also want to treat themselves to the magic carpet ride." Businesswomen now account for ten per cent of sales.

Sources: *Independent / Wall Street Journal / Telegraph*

Writing

It is immoral to buy an expensive car when people are dying from hunger. Discuss.

Chat

Talk about these words from the article.

luxury / sales / consecutive / buoyant / new markets / global expansion / pinnacle / unrivalled / the ultimate treat / hard work / new customers / super-rich / magic carpet

True / False

- Rolls-Royce has had record sales for 4 years in a row. T / F
- Rolls-Royce sold 36,300 cars in 2013. T / F
- Sales in the Middle East rose by 11 per cent in 2013. T / F
- A super-luxury car has a price tag starting from \$150,000. T / F
- Rolls-Royce's CEO said his cars were the ultimate treat. T / F
- About 80% of Rolls-Royce sales went to business people. T / F
- It's only the super-rich who are buying Rolls-Royce cars. T / F
- Women now buy about 10% of Rolls-Royce's cars. T / F

Synonym Match

- | | |
|-----------------|---------------|
| 1. automobile | a. make |
| 2. consecutive | b. people |
| 3. surge | c. strong |
| 4. buoyant | d. topmost |
| 5. pinnacle | e. successive |
| 6. brand | f. managed |
| 7. ultimate | g. jump |
| 8. treat | h. top |
| 9. run | i. present |
| 10. individuals | j. car |

Discussion – Student A

- Is Rolls-Royce "unrivalled in its image of luxury"?
- Is a Rolls-Royce "the ultimate treat"? If it isn't, what is?
- What problems might someone with a Rolls-Royce have?
- If you had a Rolls-Royce, would you employ a chauffeur or drive it yourself?
- What extra comforts would you order for your Rolls-Royce?
- Should governments stop car makers making big, gas-guzzling cars?
- Why did the CEO compare a Rolls-Royce to a "magic carpet ride"?
- What questions would you like to ask the CEO of Rolls Royce?

Phrase Match

- | | |
|-----------------------------------|---------------------------|
| 1. it's the fourth consecutive | a. for hard work |
| 2. buoyant | b. pinnacle |
| 3. Plans are in | c. annual sales record |
| 4. maintained our position at the | d. treat |
| 5. Super-luxury means cars | e. own businesses |
| 6. a brand that is unrivalled | f. place to continue this |
| 7. It's the ultimate | g. carpet ride |
| 8. the reward | h. sales |
| 9. run their | i. in its image of luxury |
| 10. treat themselves to the magic | j. costing over \$272,000 |

Discussion – Student B

- What do you know about Rolls-Royce?
- Would you buy a Rolls-Royce if you had the money?
- Are you surprised at how many cars Rolls-Royce sold?
- What do you think when you see someone driving a Rolls-Royce?
- What does a Rolls-Royce say about its owner?
- How is a Rolls-Royce different from other luxury cars?
- What do you think of the look of a Rolls-Royce?
- Is it OK to spend over \$272,000 on a car?

Spelling

- luxury oloubtaine maker
- it's the fourth nicustcoev annual sales record
- a strong gsuer in demand
- uabonyt sales
- global xpenosina
- our position at the lncaiep of the super-luxury market
- a brand that is laneidruvl
- It's the imauettl treat
- the wrreda for hard work
- a new group of dasnviildui
- built up mid-sized seessinbus
- Businesswomen now atcnouc for 10%

Answers – Synonym Match

1. j	2. e	3. g	4. c	5. h
6. a	7. d	8. i	9. f	10. b

Role Play

Role A – An overnight hotel stay

You think an overnight hotel stay is the ultimate treat. Tell the others three reasons why. Tell them things that are wrong with their treats. Also, tell the others which is the worst of these (and why): extra time in bed, luxury chocolates or a shopping spree.

Role B – Extra time in bed

You think extra time in bed is the ultimate treat. Tell the others three reasons why. Tell them things that are wrong with their treats. Also, tell the others which is the worst of these (and why): an overnight hotel stay, luxury chocolates or a shopping spree.

Role C – Luxury chocolates

You think luxury chocolates are the ultimate treat. Tell the others three reasons why. Tell them things that are wrong with their treats. Also, tell the others which is the worst of these (and why): extra time in bed, an overnight hotel stay or a shopping spree.

Role D – A shopping spree

You think a shopping spree is the ultimate treat. Tell the others three reasons why. Tell them things that are wrong with their treats. Also, tell the others which is the worst of these (and why): extra time in bed, luxury chocolates or an overnight hotel stay.

Speaking - Treats

Rank these.

- | | |
|---------------------|------------------------------|
| • chocolate | • going to a good restaurant |
| • expensive clothes | • a shopping spree |
| • a massage | • extra time in bed |
| • a new gadget | • a hotel stay |

Answers – True False

a	T	b	F	c	F	d	F	e	T	f	T	g	F	h	T
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Answers to Phrase Match and Spelling are in the text.