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HERTZ

<http://www.BusinessEnglishMaterials.com/hertz.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/hertz.html>

Hertz is the world's leading vehicle renting organization. It operates from approximately 7,700 locations in 145 countries worldwide. It is the largest general use car rental brand in the world and is the number one airport car rental brand in the U.S. and at 69 major airports in Europe. Hertz's Worldwide Reservations Centers handle approximately 40 million phone calls and receive 30 million reservations annually. The company started in 1923 when John Hertz of the Yellow Cab and Yellow Truck and Coach Manufacturing Company bought a car renting company from Walter L. Jacobs - the pioneer of auto renting. He called it the Hertz Drive-Ur-Self System. Hertz's mission "is to be the most customer-focused, cost-efficient vehicle and equipment rental/leasing company in every market."





WARM UPS

From: <http://www.businessenglishmaterials.com/hertz.html>

1. BRAINSTORM CHAT: Write all the words you can think of about Hertz on the board or on a piece of paper. Talk about these words with your partner(s).

2. HERTZ MORNING: Each student pretends to be an employee of Hertz. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Hertz. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Hertz and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Hertz. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

6. FACTS: In groups, students write down as many facts as they can about Hertz. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/hertz.html>

Hertz is _____ vehicle renting organization. It _____ 7,700 locations in 145 countries worldwide. It is the largest _____ rental brand in the world and is the _____ car rental brand in the U.S. and at 69 major airports in Europe. Hertz's Worldwide Reservations Centers handle approximately 40 million _____ million reservations annually. The company started in 1923 when John Hertz of the Yellow Cab and Yellow Truck and Coach _____ Manufacturing _____ Company _____ company from Walter L. Jacobs - the pioneer of auto renting. He called it the Hertz Drive-Ur-Self System. Hertz's mission "is to be the _____, cost-efficient vehicle and equipment rental/leasing _____ market."





CORRECT THE SPELLING

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Hertz is the world's leading vehicle etnngir organization. It operates from approximately 7,700 locations in 145 countries worldwide. It is the largest eelagnr use car rental brand in the world and is the number one airport car anltre brand in the U.S. and at 69 major airports in Europe. Hertz's Worldwide Reservations Centers hnaled approximately 40 million phone calls and ivercee 30 lnlomii reservations annually. The company started in 1923 when John Hertz of the Yellow Cab and Yellow Truck and Coach Manufacturing Company bought a car renting company from Walter L. Jacobs - the eeponri of auto renting. He called it the Hertz Drive-Ur-Self System. Hertz's ssnmioi "is to be the most customer-focused, cost-efficient clhveie and equipment rental/leasing company in every terakm."





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/hertz.html>

Hertz leading world's the is renting vehicle organization.
It operates from approximately 7,700 locations in 145
countries worldwide. use It the general car is largest
rental the is and world the in brand number one airport
car rental 69 at and . S U the in brand airports major in
Europe. Hertz's Worldwide Reservations Centers handle
phone million 40 approximately and calls receive 30
million reservations annually. The company started in
John of Yellow when Hertz the 1923 Cab and Yellow
Truck and Coach Manufacturing Company bought a car
renting company from Walter L. Jacobs - the pioneer of
auto renting. He called it the Hertz Drive-Ur-Self System.
Hertz's mission "is focused - customer most the be to,
cost-rental and efficient equipment vehicle/leasing
company in every market."





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/hertz.html>

H_rtz _s th_ w_rld's l__d_ng v_h_cl_ r_nt_ng
 _rg_n_z_t__n. _t _p_r_t_s fr_m _ppr_x_m_t_ly
 7,700 l_c_t__ns _n 145 c__ntr__s w_rldw_d_. _t
 s th l_rg_st g_n_r_l _s_ c_r r_nt_l br_nd _n
 th_ w_rld _nd _s th_ n_mb_r _n_ __rp_rt c_r
 r_nt_l br_nd _n th_ __.S. _nd _t 69 m_j_r
 __rp_rts _n __r_p_. H_rtz's W_rldw_d_
 R_s_rv_t__ns C_nt_rs h_ndl_ __ppr_x_m_t_ly 40
 m_ll__n ph_n_ c_lls _nd r_c__v_ 30 m_ll__n
 r_s_rv_t__ns _nn__lly. Th_ c_mp_ny st_rt_d _n
 1923 wh_n J_hn H_rtz _f th_ Y_ll_w C_b _nd
 Y_ll_w Tr_ck _nd C__ch M_n_f_ct_r_ng C_mp_ny
 b__ght _ c_r r_nt_ng c_mp_ny fr_m W_ltr L.
 J_c_bs - th_ p__n__r _f __t_r_nt_ng. H_ c_ll_d
 t th H_rtz Dr_v_-_r-S_lf Syst_m. H_rtz's
 m_ss__n "s_t_b_ th_ m_st c_st_m_r-f_c_s_d,
 c_st-ff_c__nt v_h_cl_ _nd _q__pm_nt
 r_nt_l/l__s_ng c_mp_ny _n _v_ry m_rk_t."





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/hertz.html>

hertz is the world's leading vehicle renting organization it operates from approximately 7700 locations in 145 countries worldwide it is the largest general use car rental brand in the world and is the number one airport car rental brand in the us and at 69 major airports in europe hertz's worldwide reservations centers handle approximately 40 million phone calls and receive 30 million reservations annually the company started in 1923 when john hertz of the yellow cab and yellow truck and coach manufacturing company bought a car renting company from walter l jacobs - the pioneer of auto renting he called it the hertz drive-ur-self system hertz's mission "is to be the most customer-focused cost-efficient vehicle and equipment rental/leasing company in every market"





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/hertz.html>

Hertz (be) the world's leading vehicle renting organization. It (operate) from approximately 7,700 locations in 145 countries worldwide. It (be) the largest general use car rental brand in the world and (be) the number one airport car rental brand in the U.S. and at 69 major airports in Europe. Hertz's Worldwide Reservations Centers (handle) approximately 40 million phone calls and (receive) 30 million reservations annually. The company (start) in 1923 when John Hertz of the Yellow Cab and Yellow Truck and Coach Manufacturing Company (buy) a car renting company from Walter L. Jacobs - the pioneer of auto renting. He (call) it the Hertz Drive-Ur-Self System. Hertz's mission "..... (be) to be the most customer-focused, cost-efficient vehicle and equipment rental/leasing company in every market."





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/hertz.html>

Hertz is the world's leading vehicle renting organization. It _____ from approximately 7,700 locations in 145 countries worldwide. It is the largest general use car _____ brand in the world and is the number one airport car rental brand in the U.S. and at 69 _____ airports in Europe. Hertz's Worldwide Reservations Centers _____ approximately 40 million phone calls and receive 30 million reservations _____. The company started in 1923 when John Hertz of the Yellow Cab and Yellow Truck and Coach Manufacturing Company _____ a car renting company from Walter L. Jacobs - the _____ of auto renting. He called it the Hertz Drive-Ur-Self System. Hertz's _____ "is to be the most customer-focused, cost-_____ vehicle and equipment rental/leasing company in every _____."

major
pioneer
annually
efficient
operates
mission
rental
market
handle
bought





PROJECT HERTZ

From: <http://www.businessenglishmaterials.com/hertz.html>

Part 1. Your mission is to increase the profits and sales of Hertz. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Hertz is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





HERTZ – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/hertz.html>

Role A – Hertz CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Hertz worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Hertz customer

You are a customer of Hertz. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Hertz. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





HERTZ – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/hertz.html>

Role A – Hertz New Products Director

You have created a new product for Hertz. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Hertz.

Role B – Hertz Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Hertz Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Hertz Shareholder

You know a lot about Hertz's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





HERTZ SURVEY

From: <http://www.businessenglishmaterials.com/hertz.html>

Write five GOOD questions about Hertz in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





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 INFO:** Search the Internet and find more information about Hertz. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Hertz. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. HERTZ POSTER** Make a poster about Hertz. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY HERTZ LESSON:** Make your own English lesson on Hertz. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Hertz. Share your findings with the class.

