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## **MERCEDES**

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



### **CONTENTS**

- |                             |                             |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project                 |
| 3. Warm-ups                 | 13. Role play 1             |
| 4. Gap fill                 | 14. Role play 2             |
| 5. Correct the spelling     | 15. Job interview role play |
| 6. Unjumble the words       | 16. Discussion              |
| 7. Insert the vowels        | 17. Survey                  |
| 8. Punctuate the text       | 18. Speed writing           |
| 9. Choose the correct tense | 19. Letter of complaint     |
| 10. Rewrite with spaces     | 20. Letter of apology       |
| 11. Choose the correct word | 21. Homework                |

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## THE LISTENING / READING SCRIPT

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

Mercedes-Benz is a German manufacturer of luxury cars, buses, coaches, and trucks. It is a division of its parent company, Daimler AG. Mercedes-Benz was founded in 1881 and is the oldest car maker around today. Its history includes the first petrol-powered car, created by Karl Benz in 1886. The company marketed its first Mercedes car in 1901. Mercedes has built up a reputation for designing high-quality, safe and luxurious cars. They have become a status symbol for business people and the rich and famous. The company is synonymous with speed and has been involved with motor sports since 1926. The company first won the Formula 1 championship in 1954. The company website says keeping customers satisfied is “at the heart of the Mercedes-Benz customer-care philosophy”.





## WARM UPS

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

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

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

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

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

**5. TRUE OR FALSE:** Students find out several facts about Mercedes. 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 Mercedes. 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/mercedes.html>

Mercedes-Benz is a German \_\_\_\_\_  
cars, buses, coaches, and trucks.  
\_\_\_\_\_ its parent company, Daimler  
AG. Mercedes-Benz was founded in 1881  
\_\_\_\_\_ maker around today. Its history  
includes the first petrol-powered car, created by Karl  
Benz in 1886. \_\_\_\_\_ first Mercedes  
car in 1901. Mercedes has built up a  
\_\_\_\_\_ high-quality, safe and luxurious  
cars. They have become \_\_\_\_\_  
business people and the rich and famous. The company  
\_\_\_\_\_ speed and has been involved  
with motor sports since 1926. The company first won the  
Formula 1 championship in 1954. The company website  
says keeping \_\_\_\_\_ “at the heart of  
the Mercedes-Benz customer-care philosophy”.





## CORRECT THE SPELLING

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

Mercedes-Benz is a German manufacturer of ruyuxl cars, buses, coaches, and trucks. It is a siiidonv of its parent company, Daimler AG. Mercedes-Benz was founded in 1881 and is the oldest car maker around today. Its iohyrts includes the first petrol-powered car, created by Karl Benz in 1886. The company maeekrtd its first Mercedes car in 1901. Mercedes has built up a aeotnprtui for designing high-luytaiq, safe and luxurious cars. They have become a ttussa symbol for business people and the rich and famous. The company is synonymous with speed and has been vlndoeiv with motor sports since 1926. The company first won the Formula 1 championship in 1954. The company website says keeping customers tideifsas is "at the heart of the Mercedes-Benz customer-care iphhlosoyp".





## UNJUMBLE THE WORDS

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

Mercedes-Benz is a German manufacturer of luxury cars, buses, coaches, and trucks. is division its It a of parent company, Daimler AG. Mercedes-Benz was founded in 1881 and is oldest maker today the car around. Its powered car history includes the first petrol -, created by Karl Benz in 1886. The company marketed its first Mercedes car in 1901. reputation a up built has Mercedes for designing high-quality, safe and luxurious cars. They a symbol business become status for have people and the rich and famous. The company is synonymous with involved motor and been with speed has sports since 1926. the won first company The Formula 1 championship in 1954. The company website says satisfied customers keeping heart the at " is of the Mercedes-Benz customer-care philosophy".





## INSERT THE VOWELS

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

M\_rc\_d\_s-B\_nz \_s \_ G\_rm\_n m\_n\_f\_ct\_r\_r \_f  
 l\_x\_ry c\_rs, b\_s\_s, c\_\_ch\_s, \_nd tr\_cks. \_t \_s \_  
 d\_v\_s\_\_n \_f \_ts p\_r\_nt c\_mp\_ny, D\_\_ml\_r \_G.  
 M\_rc\_d\_s-B\_nz w\_s f\_\_nd\_d \_n 1881 \_nd \_s th\_  
 \_ld\_st c\_r m\_k\_r \_r\_\_nd t\_d\_y. \_ts h\_st\_ry  
 \_ncl\_d\_s th\_ f\_rst p\_tr\_l-p\_w\_r\_d c\_r, cr\_\_t\_d  
 by K\_rl B\_nz \_n 1886. Th\_ c\_mp\_ny m\_rk\_t\_d \_ts  
 f\_rst M\_rc\_d\_s c\_r \_n 1901. M\_rc\_d\_s h\_s b\_\_lt  
 \_p \_ r\_p\_t\_t\_\_n f\_r d\_s\_gn\_ng h\_gh-q\_\_l\_ty,  
 s\_f\_ \_nd l\_x\_r\_\_s c\_rs. Th\_y h\_v\_ b\_c\_m\_ \_  
 st\_t\_s symb\_l f\_r b\_s\_n\_ss p\_\_pl\_ \_nd th\_ r\_ch  
 \_nd f\_m\_\_s. Th\_ c\_mp\_ny \_s syn\_nym\_\_s w\_th  
 sp\_\_d \_nd h\_s b\_\_n \_nv\_lv\_d w\_th m\_t\_r sp\_rts  
 s\_nc\_ 1926. Th\_ c\_mp\_ny f\_rst w\_n th\_ F\_rm\_l\_  
 1 ch\_mp\_\_nsh\_p \_n 1954. Th\_ c\_mp\_ny w\_bs\_t\_  
 s\_ys k\_\_p\_ng c\_st\_m\_rs s\_t\_sf\_\_d \_s " \_t th\_  
 h\_\_rt \_f th\_ M\_rc\_d\_s-B\_nz c\_st\_m\_r-c\_r\_  
 ph\_l\_s\_phy".





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

mercedes-benz is a german manufacturer of luxury cars buses coaches and trucks it is a division of its parent company daimler ag mercedes-benz was founded in 1881 and is the oldest car maker around today its history includes the first petrol-powered car created by karl benz in 1886 the company marketed its first mercedes car in 1901 mercedes has built up a reputation for designing high-quality safe and luxurious cars they have become a status symbol for business people and the rich and famous the company is synonymous with speed and has been involved with motor sports since 1926 the company first won the formula 1 championship in 1954 the company website says keeping customers satisfied is "at the heart of the mercedes-benz customer-care philosophy"





## CHOOSE THE CORRECT TENSE

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

Mercedes-Benz ..... (be) a German manufacturer of luxury cars, buses, coaches, and trucks. It ..... (be) a division of its parent company, Daimler AG. Mercedes-Benz was ..... (found) in 1881 and ..... (be) the oldest car maker around today. Its history ..... (include) the first petrol-powered car, ..... (create) by Karl Benz in 1886. The company ..... (market) its first Mercedes car in 1901. Mercedes has ..... (build) up a reputation for designing high-quality, safe and luxurious cars. They have ..... (become) a status symbol for business people and the rich and famous. The company ..... (be) synonymous with speed and has ..... (be) involved with motor sports since 1926. The company first ..... (win) the Formula 1 championship in 1954. The company website ..... (say) keeping customers satisfied ..... (be) "at the heart of the Mercedes-Benz customer-care philosophy".







## CHOOSE THE CORRECT WORD

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

Mercedes-Benz is a German manufacturer of \_\_\_\_\_ cars, buses, coaches, and trucks. It is a division of its \_\_\_\_\_ company, Daimler AG. Mercedes-Benz was founded in 1881 and is the oldest car maker \_\_\_\_\_ today. Its history includes the first petrol-powered car, created by Karl Benz in 1886. The company \_\_\_\_\_ its first Mercedes car in 1901. Mercedes has \_\_\_\_\_ up a reputation for designing high-quality, safe and luxurious cars. They have become a \_\_\_\_\_ symbol for business people and the rich and famous. The company is synonymous with \_\_\_\_\_ and has been involved with motor sports since 1926. The company \_\_\_\_\_ won the Formula 1 championship in 1954. The company website says keeping customers \_\_\_\_\_ is "at the heart of the Mercedes-Benz customer-\_\_\_\_\_ philosophy".

*status*  
*luxury*  
*around*  
*speed*  
*first*  
*built*  
*care*  
*parent*  
*satisfied*  
*marketed*





# PROJECT MERCEDES

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

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

<b>Main products</b>			
<b>How to improve them</b>			
<b>A brand new 'killer' product</b>			
<b>How Mercedes is better than the competition</b>			
<b>How to beat the competition</b>			

**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.





# MERCEDES – ROLE PLAY 1

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

## **Role A – Mercedes 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 – Mercedes 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 – Mercedes customer**

You are a customer of Mercedes. 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 Mercedes. 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.





## MERCEDES – ROLE PLAY 2

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

### **Role A – Mercedes New Products Director**

You have created a new product for Mercedes. 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 Mercedes.

### **Role B – Mercedes 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 – Mercedes 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 – Mercedes Shareholder**

You know a lot about Mercedes' 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. \_\_\_\_\_





# MERCEDES SURVEY

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

Write five GOOD questions about Mercedes 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 Mercedes. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Mercedes. 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. MERCEDES POSTER** Make a poster about Mercedes. 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 MERCEDES LESSON:** Make your own English lesson on Mercedes. 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 Mercedes. Share your findings with the class.

