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PORSCHE

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



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THE LISTENING / READING SCRIPT

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

Porsche is one of the most exciting names in the automobile industry. It has a long tradition of producing luxury, high-performance sports cars and has more recently entered the SUV and sports saloon markets. The company was founded by Ferdinand Porsche in 1931. Herr Porsche is also responsible for designing the Volkswagen Beetle, the world's best-ever selling car. Today, Porsche is still the majority shareholder in Volkswagen. The first Porsche car was the Porsche 64, developed in 1939. Iconic cars such as the Boxster and 911 have been icons for generations and are the most popular sports cars in the world. Each Porsche car has the logo of a powerful horse and three sets of deer antlers – a reference to the coat of arms of its production base of Stuttgart.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Porsche. 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 Porsche. 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/porsche.html>

Porsche is _____ names in the automobile industry. It has _____ luxury, high-performance sports cars and has _____ SUV and sports saloon markets. The company was founded by Ferdinand Porsche in 1931. Herr Porsche is also _____ the Volkswagen Beetle, the world's best-ever selling car. Today, Porsche is still _____ Volkswagen. The first Porsche car was the Porsche 64, developed in 1939. Iconic cars such as the Boxster and 911 have been icons _____ the most popular sports cars in the world. Each Porsche car has the logo of a powerful _____ of deer antlers – a reference to the coat of arms _____ Stuttgart.





CORRECT THE SPELLING

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

Porsche is one of the most exciting names in the automobile ytidrsun. It has a long tradition of producing luxury, high-performance sports cars and has more enyltrec entered the SUV and sports saloon markets. The company was founded by Ferdinand Porsche in 1931. Herr Porsche is also responsible for disgingne the Volkswagen Beetle, the world's best-ever selling car. Today, Porsche is still the itroajmy shareholder in Volkswagen. The first Porsche car was the Porsche 64, eldpeeovd in 1939. Iconic cars such as the Boxster and 911 have been icons for ogrnetsaein and are the most rplpoau sports cars in the world. Each Porsche car has the logo of a wprufeol horse and three sets of deer antlers – a rceenfere to the coat of arms of its dcorotunpi base of Stuttgart.





UNJUMBLE THE WORDS

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

Porsche is names one the exciting in of most the automobile industry. It has a long tradition of producing luxury, cars has - sports and high performance more recently the and saloon entered SUV sports markets. The company was founded by Ferdinand Porsche in 1931. Herr Porsche also is the designing for responsible Volkswagen Beetle, the world's best-ever selling car. Today, Porsche is in shareholder majority the still Volkswagen. The first Porsche car was the Porsche 64, developed in 1939. Iconic cars such as the Boxster and 911 and have icons generations are been for the most popular sports cars in the world. Each Porsche car has three and horse powerful a of logo the sets of deer antlers – arms to of the its coat a of reference production base of Stuttgart.





INSERT THE VOWELS

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

P_rsch_ _s_ _n_ _f th_ m_st_ _xc_t_ng n_m_s_ _n
th_ _ _t_m_b_l_ _nd_stry. _t h_s_ _ l_ng
tr_d_t__n_ _f pr_d_c_ng_ l_x_ry, h_gh-
p_rf_rm_nc_ sp_rts c_rs_ _nd h_s m_r_ r_c_ntly
_nt_r_d th_ S_V_ _nd sp_rts s_l__n m_rk_ts. Th_
c_mp_ny w_s f__nd_d by F_rd_n_nd P_rsch_ _n
1931. H_rr P_rsch_ _s_ _ls_ r_sp_ns_bl_ f_r
d_s_gn_ng th_ V_lksw_g_n B__tl_, th_ w_rld's
b_st-_v_r s_ll_ng c_r. T_d_y, P_rsch_ _s st_ll th_
m_j_r_ty sh_r_h_ld_r _n V_lksw_g_n. Th_ f_rst
P_rsch_ c_r w_s th_ P_rsch_ 64, d_v_l_p_d _n
1939. _c_n_c c_rs s_ch_ _s th_ B_xst_r_ _nd 911
h_v_ b__n _c_ns f_r g_n_r_t__ns _nd _r_ th_
m_st p_p_l_r sp_rts c_rs _n th_ w_rld. __ch
P_rsch_ c_r h_s th_ l_g_ _f _p_w_rf_l h_rs_ _nd
thr__ s_ts _f d__r _ntl_rs - _r_f_r_nc_ t_ th_
c__t_f_rms _f _ts pr_d_ct__n b_s_ _f St_ttg_rt.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

porsche is one of the most exciting names in the automobile industry it has a long tradition of producing luxury high-performance sports cars and has more recently entered the suv and sports saloon markets the company was founded by ferdinand porsche in 1931 herr porsche is also responsible for designing the volkswagen beetle the world's best-ever selling car today porsche is still the majority shareholder in volkswagen the first porsche car was the porsche 64 developed in 1939 iconic cars such as the boxster and 911 have been icons for generations and are the most popular sports cars in the world each porsche car has the logo of a powerful horse and three sets of deer antlers – a reference to the coat of arms of its production base of stuttgart





CHOOSE THE CORRECT TENSE

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

Porsche (be) one of the most exciting names in the automobile industry. It (have) a long tradition of producing luxury, high-performance sports cars and has more recently (enter) the SUV and sports saloon markets. The company was (found) by Ferdinand Porsche in 1931. Herr Porsche (be) also responsible for (design) the Volkswagen Beetle, the world's best-ever selling car. Today, Porsche (be) still the majority shareholder in Volkswagen. The first Porsche car (be) the Porsche 64, (develop) in 1939. Iconic cars such as the Boxster and 911 have (be) icons for generations and (be) the most popular sports cars in the world. Each Porsche car (have) the logo of a powerful horse and three sets of deer antlers – a reference to the coat of arms of its production base of Stuttgart.





CHOOSE THE CORRECT WORD

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

Porsche is one of the most exciting names in the automobile _____. It has a long tradition of producing luxury, high-performance sports cars and has more recently _____ the SUV and sports saloon _____. The company was founded by Ferdinand Porsche in 1931. Herr Porsche is also responsible for _____ the Volkswagen Beetle, the world's best-ever selling car. Today, Porsche is still the _____ shareholder in Volkswagen. The first Porsche car was the Porsche 64, developed in 1939. _____ cars such as the Boxster and 911 have been _____ for generations and are the most popular sports cars in the world. Each Porsche car has the _____ of a powerful horse and three sets of deer antlers – a _____ to the coat of arms of its production _____ of Stuttgart.

majority

base

industry

logo

reference

entered

iconic

designing

markets

icons





PROJECT PORSCHE

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

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

Main products			
How to improve them			
A brand new 'killer' product			
How Porsche 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.





PORSCHE – ROLE PLAY 1

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

Role A – Porsche 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 – Porsche 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 – Porsche customer

You are a customer of Porsche. 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 Porsche. 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.





PORSCHE – ROLE PLAY 2

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

Role A – Porsche New Products Director

You have created a new product for Porsche. 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 Porsche.

Role B – Porsche 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 – Porsche 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 – Porsche Shareholder

You know a lot about Porsche'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. _____





PORSCHE SURVEY

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

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

