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TOYOTA

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



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THE LISTENING / READING SCRIPT

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

The Toyota Motor Corporation is a Japanese multinational company. The bulk of its operations is in the production and sale of cars and trucks. In 2009, it became the world's largest maker of cars, based on sales and number of automobiles produced, for the very first time. It was founded in 1937 by Kiichiro Toyota and a whole Japanese city was built on and named after Toyota. Other brands in the Toyota umbrella include Lexus, Daihatsu and Hino (maker of trucks). It also has a financial services arm and is a key player in both the robotics and biotechnology industries. Toyota's Just-In-Time production methods and its management philosophy, called "The Toyota Way," have been studied by business graduates and managers worldwide. It is currently heavily committed to producing green, environmentally-friendly cars.





WARM UPS

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

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Toyota on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. TOYOTA MORNING:** Each student pretends to be an employee of Toyota. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Toyota. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Toyota and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Toyota. 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 Toyota. 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/toyota.html>

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CORRECT THE SPELLING

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

The Toyota Motor Corporation is a Japanese multinational company. The bulk of its tnasoeroip is in the production and sale of cars and trucks. In 2009, it became the world's largest maker of cars, based on sales and mrbuenn of automobiles peddrocu, for the very first time. It was founded in 1937 by Kiichiro Toyota and a whole Japanese city was built on and dmane after Toyota. Other brands in the Toyota rbellmua include Lexus, Daihatsu and Hino (maker of trucks). It also has a ainficaln services arm and is a key player in both the osicbrot and biotechnology industries. Toyota's Just-In-Time production hdeomst and its management philosophy, called "The Toyota Way," have been ietusdd by business graduates and managers worldwide. It is currently evyhiat committed to producing green, environmentally-friendly cars.





UNJUMBLE THE WORDS

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

The Toyota Motor Corporation is a Japanese multinational company. operations The is bulk in of the its production and sale of cars and trucks. In 2009, it became the largest world's on based , cars of maker sales and number of automobiles produced, for the very first time. It was and 1937 a by whole Kiichiro founded Toyota in Japanese city was named built after on Toyota and. Other brands in the Toyota umbrella include Lexus, Daihatsu and Hino (maker of trucks). It has financial arm also a services and key a is robotics the both in player and biotechnology industries. Toyota's Just-In-Time philosophy management its and methods production, called "The Toyota Way," have been studied by business graduates and managers worldwide. It is currently producing committed green to heavily, environmentally-friendly cars.





INSERT THE VOWELS

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

Th_ T_y_t_ M_t_r C_rp_r_t__n _s _ J_p_n_s_ m_lt_n_t__n_l c_mp_ny. Th_ b_lk _f _ts _p_r_t__ns _s _n th_ pr_d_ct__n _nd s_l_ _f c_rs _nd tr_cks. _n 2009, _t b_c_m_ th_ w_rld's l_rg_st m_k_r _f c_rs, b_s_d _n s_l_s _nd n_mb_r _f __t_m_b_l_s pr_d_c_d, f_r th_ v_ry f_rst t_m_. _t w_s f__nd_d _n 1937 by K__ch_r_ T_y_t_ _nd _ wh_l_ J_p_n_s_ c_ty w_s b__lt _n _nd n_m_d _ft_r T_y_t_. _th_r br_nds _n th_ T_y_t_ _mbr_ll_ _ncl_d_ L_x_s, D__h_ts_ _nd H_n_ (m_k_r _f tr_cks). _t _ls_ h_s _f_n_nc__l s_rv_c_s _rm _nd _s _ k_y pl_y_r _n b_th th_ r_b_t_cs _nd b__t_chn_l_gy _nd_str__s. T_y_t_'s J_st-_n-T_m_ pr_d_ct__n m_th_ds _nd _ts m_n_g_m_nt ph_l_s_phy, c_ll_d "Th_ T_y_t_ W_y," h_v_ b__n st_d__d by b_s_n_ss gr_d__t_s _nd m_n_g_rs w_rldw_d_. _t _s c_rr_ntly h__v_ly c_mm_tt_d t_ pr_d_c_ng gr__n, _nv_r_nm_nt_lly-fr__ndly c_rs.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

the toyota motor corporation is a japanese multinational company the bulk of its operations is in the production and sale of cars and trucks in 2009 it became the world's largest maker of cars based on sales and number of automobiles produced for the very first time it was founded in 1937 by kiichiro toyota and a whole japanese city was built on and named after toyota other brands in the toyota umbrella include lexus daihatsu and hino (maker of trucks) it also has a financial services arm and is a key player in both the robotics and biotechnology industries toyota's just-in-time production methods and its management philosophy called "the toyota way" have been studied by business graduates and managers worldwide it is currently heavily committed to producing green environmentally-friendly cars





CHOOSE THE CORRECT TENSE

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

The Toyota Motor Corporation (be) a Japanese multinational company. The bulk of its operations (be) in the production and sale of cars and trucks. In 2009, it (become) the world's largest maker of cars, (base) on sales and number of automobiles produced, for the very first time. It was (found) in 1937 by Kiichiro Toyota and a whole Japanese city was (build) on and (name) after Toyota. Other brands in the Toyota umbrella (include) Lexus, Daihatsu and Hino (maker of trucks). It also (have) a financial services arm and (be) a key player in both the robotics and biotechnology industries. Toyota's Just-In-Time production methods and its management philosophy, (call) "The Toyota Way," have been (study) by business graduates and managers worldwide. It (be) currently heavily (commit) to producing green, environmentally-friendly cars.





REWRITE WITH SPACES

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

TheToyotaMotorCorporationisaJapanesemultinationalcompany.Thebulkofitsop-
erationsisintheproductionandsaleofcarsandtrucks.In2009,itbecametheworld'sl-
argestmakerofcars,basedonsalesandnumberofautomobilesproduced,forthever-
yfirsttime.Itwasfoundedin1937byKiichiroToyotaandawholeJapanesecitywasbu-
ilttonamedafterToyota.OtherbrandsintheToyotaumbrellaincludeLexus,Dai-
hatsuandHino(makeroftrucks).Italsohasafinancialservicesarmandisakeyplayer
inboththeroboticsandbiotechnologyindustries.Toyota'sJust-In-
Timeproductionmethodsanditsmanagementphilosophy,called"TheToyotaWay,
"havebeenstudiedbybusinessgraduatesandmanagersworldwide.Itiscurrentlyh-
eavilycommittedtoproducinggreen,environmentally-friendlycars.





CHOOSE THE CORRECT WORD

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

The Toyota Motor Corporation is a Japanese multinational company. The _____ of its operations is in the production and sale of cars and trucks. In 2009, it became the world's largest maker of cars, _____ on sales and number of automobiles produced, for the very first time. It was founded in 1937 by Kiichiro Toyota and a whole Japanese city was _____ on and named after Toyota. Other brands in the Toyota _____ include Lexus, Daihatsu and Hino (maker of trucks). It also has a financial services _____ and is a _____ player in both the robotics and biotechnology industries. Toyota's Just-In-Time production _____ and its management _____, called "The Toyota Way," have been studied by business graduates and managers worldwide. It is currently _____ committed to producing _____, environmentally-friendly cars.

- arm*
- key*
- heavily*
- built*
- bulk*
- philosophy*
- based*
- green*
- umbrella*
- methods*





PROJECT TOYOTA

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

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

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





TOYOTA – ROLE PLAY 1

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

Role A – Toyota 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 – Toyota 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 – Toyota customer

You are a customer of Toyota. 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 Toyota. 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.





TOYOTA – ROLE PLAY 2

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

Role A – Toyota New Products Director

You have created a new product for Toyota. 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 Toyota.

Role B – Toyota 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 – Toyota 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 – Toyota Shareholder

You know a lot about Toyota'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. _____





TOYOTA SURVEY

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

Write five GOOD questions about Toyota 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.





WRITING 1 – SPEED WRITING

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

Write anything about Toyota for 10 minutes. Show your partner your paper. Correct each other's work.





WRITING 2 – LETTER OF COMPLAINT

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

Write a letter to Toyota. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

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

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





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

