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FERRARI

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THE LISTENING / READING SCRIPT

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

Ferrari is one of the greatest names in automobile history. It conjures up images of speed, power and beauty. It was founded by Enzo Ferrari in 1929 as a racing team. He had no plans to manufacture cars for the road. The original name was Scuderia Ferrari, which translates as 'Team Ferrari'. He decided to make street-legal cars in 1947. The company has since enjoyed unrivaled success in Formula One motorsport and an unparalleled reputation and glamorous image for its sports cars. The company is famous for its "Ferrari red" cars and the prancing horse logo. Ferrari also branched out into merchandising its brand. It makes sunglasses, luxury pens, perfume, high-tech bicycles and watches. It also opened Ferrari World in Abu Dhabi, where visitors can ride on a special rollercoaster to experience the g-force of a 0-100kph-in-2 seconds F-1 car.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Ferrari. 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 Ferrari. 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/ferrari.html>

Ferrari _____ names in automobile history. It _____ of speed, power and beauty. It was founded by Enzo Ferrari in 1929 as a racing team. He had no _____ cars for the road. The original name was Scuderia Ferrari, which translates as 'Team Ferrari'. He decided to make street-legal cars in 1947. The _____ unrivaled success in Formula One motorsport and an _____ and glamorous image for its sports cars. The company is famous for its "Ferrari red" cars and the _____. Ferrari also branched out into merchandising its brand. It makes sunglasses, _____ luxury _____ pens, _____ perfume, _____ watches. It also opened Ferrari World in Abu Dhabi, where visitors can ride on a special rollercoaster to experience the g-force of _____ F-1 car.





CORRECT THE SPELLING

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

Ferrari is one of the greatest names in automobile history. It usnojerc up images of speed, power and atybue. It was founded by Enzo Ferrari in 1929 as a racing team. He had no plans to manufacture cars for the road. The iralgion name was Scuderia Ferrari, which trntsaseal as 'Team Ferrari'. He decided to make street-legal cars in 1947. The company has since enjoyed unrivaled scssceu in Formula One motorsport and an unparalleled reputation and mrgoouals image for its sports cars. The company is famous for its "Ferrari red" cars and the prancing horse logo. Ferrari also cdbarhen out into merchandising its brand. It makes sunglasses, ruyflu pens, perfume, high-tech bicycles and watches. It also opened Ferrari World in Abu Dhabi, where visitors can ride on a special rollercoaster to ieencrpxee the froec of a 0-100kph-in-2 seconds F-1 car.





UNJUMBLE THE WORDS

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

Ferrari is one of the greatest names in automobile history. up conjures It power , speed of images and beauty. founded was It 1929 in Ferrari Enzo by as a racing team. cars manufacture to plans no had He for the road. The original name was Scuderia Ferrari, which translates as 'Team Ferrari'. He decided to make street-legal cars in 1947. The company has since enjoyed unrivaled motorsport One Formula in success and an reputation image and unparalleled glamorous for its sports cars. The company is famous for its "Ferrari red" cars logo horse prancing the and. Ferrari also branched out into merchandising its brand. It makes sunglasses, luxury pens, perfume, high-tech bicycles and watches. It Abu also Ferrari in Dhabhi opened World, where visitors can ride rollercoaster special a on experience to the g-force of a 0-100kph-in-2 seconds F-1 car.





INSERT THE VOWELS

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

Ferraris is one of the greatest names in
 the motor history. The cars are famous for
 speed, power and beauty. It was founded by
 Enzo Ferrari in 1929 serving them. He had
 no plans to manufacture cars for the road. The
 original name was Scuderia Ferrari, which
 translates as 'Team Ferrari'. He decided to
 make street-legal cars in 1947. The company has
 since enjoyed worldwide success in Formula 1
 motorsport and in parallel developed tennis and
 glamour magazines for its sports cars. The
 company is famous for its "Ferrari red" cars
 and the pricing has always been high. Ferrari is
 branded as the most merchandise of its brand. It
 makes sunglasses, luxury pens, perfume, high-
 tech bicycles and watches. It is also the
 Ferrari World in Dubai, where visitors can
 ride in special rollercoaster to experience
 the g-force of 0-100kph-in-2 seconds F-1 car.





PUNCTUATE & PUT CAPITALS IN THE TEXT

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

ferrari is one of the greatest names in automobile history it conjures up images of speed power and beauty it was founded by enzo ferrari in 1929 as a racing team he had no plans to manufacture cars for the road the original name was scuderia ferrari which translates as 'team ferrari' he decided to make street-legal cars in 1947 the company has since enjoyed unrivaled success in formula one motorsport and an unparalleled reputation and glamorous image for its sports cars the company is famous for its "ferrari red" cars and the prancing horse logo ferrari also branched out into merchandising its brand it makes sunglasses luxury pens perfume high-tech bicycles and watches it also opened ferrari world in abu dhabi where visitors can ride on a special rollercoaster to experience the g-force of a 0-100kph-in-2 seconds f-1 car





CHOOSE THE CORRECT TENSE

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

Ferrari (be) one of the greatest names in automobile history. It (conjure) up images of speed, power and beauty. It was (found) by Enzo Ferrari in 1929 as a racing team. He (have) no plans to manufacture cars for the road. The original name (be) Scuderia Ferrari, which (translate) as 'Team Ferrari'. He (decide) to make street-legal cars in 1947. The company has since (enjoy) unrivaled success in Formula One motorsport and an unparalleled reputation and glamorous image for its sports cars. The company (be) famous for its "Ferrari red" cars and the prancing horse logo. Ferrari also (branch) out into merchandising its brand. It (make) sunglasses, luxury pens, perfume, high-tech bicycles and watches. It also (open) Ferrari World in Abu Dhabi, where visitors can (ride) on a special rollercoaster to experience the g-force of a 0-100kph-in-2 seconds F-1 car.





CHOOSE THE CORRECT WORD

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

Ferrari is one of the greatest names in automobile history. It _____ up images of speed, power and beauty. It was founded by Enzo Ferrari in 1929 as a _____ team. He had no plans to manufacture cars for the road. The original name was Scuderia Ferrari, which _____ as 'Team Ferrari'. He decided to make street-legal cars in 1947. The company has _____ enjoyed unrivaled success in Formula One motorsport and an unparalleled _____ and _____ image for its sports cars. The company is famous for its "Ferrari red" cars and the _____ horse logo. Ferrari also branched out into merchandising its brand. It makes sunglasses, luxury pens, perfume, high-_____ bicycles and watches. It also opened Ferrari World in Abu Dhabi, where _____ can ride on a special rollercoaster to experience the g-_____ of a 0-100kph-in-2 seconds F-1 car.

translates

conjures

tech

reputation

racing

force

prancing

visitors

since

glamorous





PROJECT FERRARI

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

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

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





FERRARI – ROLE PLAY 1

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

Role A – Ferrari 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 – Ferrari 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 – Ferrari customer

You are a customer of Ferrari. 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 Ferrari. 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.





FERRARI – ROLE PLAY 2

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

Role A – Ferrari New Products Director

You have created a new product for Ferrari. 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 Ferrari.

Role B – Ferrari 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 – Ferrari 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 – Ferrari Shareholder

You know a lot about Ferrari'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. _____





FERRARI SURVEY

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

