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HARLEY-DAVIDSON

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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Harley-Davidson is an American motorbike maker that has established a cult following for its machines. It was founded by William S. Harley and his childhood friend Arthur Davidson in 1901. They spent several years trying to make a motorbike that would sell. They started production in 1907 in their factory in Milwaukee, which is still the company headquarters today. The company has survived despite America's Great Depression and competition from Japanese companies that finished off most of the world's other motorcycle makers. Harley produces big bikes (over 750cc) designed for cruising. They have a distinctive Harley rumbling noise. The company has a very loyal following, which it develops through HOG – the Harley Owners Group. The company's 2009 revenue was over \$4 billion. Almost 5% of this was from the licensing of its logo.





WARM UPS

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

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

2. HARLEY-DAVIDSON MORNING: Each student pretends to be an employee of Harley-Davidson. They walk around the class and talk about the company and their job.

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

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

5. TRUE OR FALSE: Students find out several facts about Harley-Davidson. 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 Harley-Davidson. 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/harley-davidson.html>

Harley-Davidson is an American motorbike maker that _____ cult following for its machines. It was founded by William S. Harley _____ friend Arthur Davidson in 1901. They spent several years _____ motorbike that would sell. They started production in 1907 in their factory in Milwaukee, which is _____ headquarters today. The company has survived despite America's Great Depression and competition from Japanese companies _____ most of the world's other motorcycle makers. Harley produces big bikes (over 750cc) _____. They have a distinctive Harley rumbling noise. The company has a very loyal following, which _____ HOG – the Harley Owners Group. The company's 2009 revenue was over \$4 billion. Almost 5% of this was _____ its logo.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Harley-Davidson is an American motorbike maker that has established a cult wollgniof for its machines. It was founded by William S. Harley and his childhood friend Arthur Davidson in 1901. They spent eavrlse years trying to make a motorbike that would sell. They started production in 1907 in their fatyrocc in Milwaukee, which is still the company headquarters today. The company has vresudvi despite America's Great Depression and competition from Japanese companies that hidinfse off most of the world's other motorcycle makers. Harley produces big bikes (over 750cc) designed for gncsruii. They have a distinctive Harley lbrinmgu noise. The company has a very oyall following, which it develops through HOG – the Harley Owners Group. The company's 2009 vneeeru was over \$4 billion. Almost 5% of this was from the nnsieicg of its logo.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Harley-Davidson is an American motorbike maker that established a cult following for its machines. It was founded by William S. Harley and his childhood friend Arthur Davidson in 1901. spent trying several They years to make a motorbike that would sell. They started production in 1907 in their factory in Milwaukee, which is still the company headquarters today. The company has despite Depression America's survived Great and competition companies Japanese from off finished that most of the world's other motorcycle makers. Harley produces big bikes (over 750cc) designed for cruising. They Harley distinctive a have noise rumbling. The company following loyal very a has, which it develops through HOG – the Harley Owners Group. The company's 2009 revenue was over \$4 billion. Almost 5% of this was of licensing the from logo its.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

H_rl_y-D_v_ds_n _s _n _m_r_c_n m_t_rb_k_ m_k_r th_t h_s _st_bl_sh_d _c_l_t f_ll_w_ng f_r _ts m_ch_n_s. _t w_s f__nd_d by W_ll__m S. H_rl_y _nd h_s ch_ldh__d fr__nd _rth_r D_v_ds_n _n 1901. Th_y sp_nt s_v_r_l y__rs try_ng t_ m_k_ _ m_t_rb_k_ th_t w__ld s_ll. Th_y st_rt_d pr_d_ct__n _n 1907 _n th__r f_ct_ry _n M_lw__k__, wh_ch _s st_ll th_ c_mp_ny h__dq__rt_rs t_d_y. Th_ c_mp_ny h_s s_rv_v_d d_sp_t_ _m_r_c_'s Gr__t D_pr_ss__n _nd c_mp_t_t__n fr_m J_p_n_s_ c_mp_n__s th_t f_n_sh_d __ff m_st _f th_ w_rld's _th_r m_t_rcycl_ m_k_rs. H_rl_y pr_d_c_s b_g b_k_s (_v_r 750cc) d_s_gn_d f_r cr__s_ng. Th_y h_v__ d_st_nct_v_ H_rl_y r_mbl_ng n__s_. Th_ c_mp_ny h_s _v_ry l_y_l f_ll_w_ng, wh_ch _t d_v_l_ps thr__gh H_G - th_ H_rl_y _wn_rs Gr__p. Th_ c_mp_ny's 2009 r_v_n__ w_s _v_r \$4 b_ll__n. _lm_st 5% _f th_s w_s fr_m th_ l_c_ns_ng _f _ts l_g_.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

harley-davidson is an american motorbike maker that has established a cult following for its machines it was founded by william s harley and his childhood friend arthur davidson in 1901 they spent several years trying to make a motorbike that would sell they started production in 1907 in their factory in milwaukee which is still the company headquarters today the company has survived despite america's great depression and competition from japanese companies that finished off most of the world's other motorcycle makers harley produces big bikes (over 750cc) designed for cruising they have a distinctive harley rumbling noise the company has a very loyal following which it develops through hog – the harley owners group the company's 2009 revenue was over \$4 billion almost 5% of this was from the licensing of its logo





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Harley-Davidson (be) an American motorbike maker that has (establish) a cult following for its machines. It was (found) by William S. Harley and his childhood friend Arthur Davidson in 1901. They spent several years trying to (make) a motorbike that would sell. They (start) production in 1907 in their factory in Milwaukee, which (be) still the company headquarters today. The company has (survive) despite America's Great Depression and competition from Japanese companies that finished off most of the world's other motorcycle makers. Harley (produce) big bikes (over 750cc) designed for cruising. They (have) a distinctive Harley rumbling noise. The company has a very loyal following, which it (develop) through HOG – the Harley Owners Group. The company's 2009 revenue was over \$4 billion. Almost 5% of this (be) from the licensing of its logo.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Harley-Davidson is an American motorbike maker that has established a _____ following for its machines. It was founded by William S. Harley and his _____ friend Arthur Davidson in 1901. They spent several years trying to make a motorbike that would sell. They started production in 1907 in their factory in Milwaukee, which is _____ the company headquarters today. The company has survived _____ America's Great Depression and competition from Japanese companies that _____ off most of the world's other motorcycle makers. Harley produces big bikes (over 750cc) designed for _____. They have a distinctive Harley rumbling _____. The company has a very loyal following, which it _____ through HOG – the Harley Owners Group. The company's 2009 _____ was over \$4 billion. Almost 5% of this was from the licensing of its _____.

still noise

finished

develops

cult

logo

despite

revenue

cruising

childhood





PROJECT HARLEY-DAVIDSON

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

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

| | | | |
|---|--|--|--|
| Main products | | | |
| How to improve them | | | |
| A brand new 'killer' product | | | |
| How Harley Davidson 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.





HARLEY-DAVIDSON – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Role A – Harley-Davidson 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 – Harley-Davidson 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 – Harley-Davidson customer

You are a customer of Harley-Davidson. 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 Harley-Davidson. 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.





HARLEY-DAVIDSON – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Role A – Harley-Davidson New Products Director

You have created a new product for Harley-Davidson. 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 Harley-Davidson.

Role B – Harley-Davidson 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 – Harley-Davidson 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 – Harley-Davidson Shareholder

You know a lot about Harley-Davidson'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. _____





HARLEY-DAVIDSON SURVEY

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Write five GOOD questions about Harley-Davidson 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/harley-davidson.html>

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





WRITING 2 – LETTER OF COMPLAINT

From: <http://www.businessenglishmaterials.com/harley-davidson.html>

Write a letter to Harley-Davidson. 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/harley-davidson.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.





HOMWORK

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

