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VOLKSWAGEN

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

Volkswagen, also known as VW, is one of the world's largest automobile manufacturers. It has plans to become the biggest producer by 2018. The company is based in Wolfsburg, Germany. It was founded in 1937 by the National Socialist trade union German Labour Front. The name Volkswagen means "people's car" in German. The company's first success was the VW Type 82E – the Beetle, which is the best-selling car of all time. The company is part-owned by Porsche, the German state of Lower Saxony and the oil-rich Gulf state of Qatar. Volkswagen has built a reputation for quality and reliable cars. Models such as the Golf, Polo and New Beetle are bestsellers worldwide. The company is investing heavily in hybrid technology and is a leader in greener, electric vehicles.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Volkswagen. 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 Volkswagen. 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/volkswagen.html>

Volkswagen, also known as VW, _____
largest automobile manufacturers. It has plans to
become the _____ 2018. The
_____ Wolfsburg, Germany. It was
founded in 1937 by the National Socialist trade union
German Labour Front. The name Volkswagen means
“people’s car” in German. The company’s first success
was the VW Type 82E – the Beetle, which is the
_____ time. The company is
_____, the German state of Lower
Saxony _____ state of Qatar.
Volkswagen has built a reputation
_____ cars. Models such as the Golf,
Polo and New Beetle are bestsellers worldwide. The
company is investing _____
technology and is a leader in greener, electric vehicles.





CORRECT THE SPELLING

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

Volkswagen, also known as VW, is one of the world's largest ieomtaobul manufacturers. It has plans to become the biggest producer by 2018. The company is based in Wolfsburg, Germany. It was eodundf in 1937 by the National Socialist trade nionu German Labour Front. The name Volkswagen means "people's car" in German. The company's first csuecss was the VW Type 82E – the Beetle, which is the best-selling car of all time. The company is part-dweon by Porsche, the German state of Lower Saxony and the oil-rich Gulf state of Qatar. Volkswagen has built a reputation for quality and leerbial cars. Models such as the Golf, Polo and New Beetle are erbsstelles worldwide. The company is investing elhiayv in hybrid technology and is a leader in nregree, electric lcihseev.





UNJUMBLE THE WORDS

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

Volkswagen, also known as VW, is one of the world's largest automobile manufacturers. It has plans to producer biggest the become 2018 by. The company is based in Wolfsburg, Germany. It was founded in 1937 by the National Socialist German trade Labour union Front. The name Volkswagen means "people's car" in German. success the The first was VW company's Type 82E – the Beetle, which best car time the selling all is - of. The Porsche is - by company part owned, the German state of Lower Saxony and the oil-rich Gulf state of Qatar. Volkswagen a for and built reputation quality has reliable cars. Models such as the Golf, Polo and New Beetle are bestsellers worldwide. investing company heavily is The in hybrid greener and a in technology is leader, electric vehicles.





INSERT THE VOWELS

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

V_lksw_g_n, _ls_ kn_wn _s VW, _s _n_ _f th_ w_rld's l_rg_st __t_m_b_l_ m_n_f_ct_r_rs. _t h_s pl_ns t_ b_c_m_ th_ b_gg_st pr_d_c_r by 2018. Th_ c_mp_ny _s b_s_d _n W_lfsb_rg, G_rm_ny. _t w_s f__nd_d _n 1937 by th_ N_t__n_l S_c__l_st tr_d_ _n__n G_rm_n L_b__r Fr_nt. Th_ n_m_ V_lksw_g_n m__ns "p__pl_'s c_r" _n G_rm_n. Th_ c_mp_ny's f_rst s_cc_ss w_s th_ VW Typ_ 82_ - th_ B__tl_, wh_ch _s th_ b_st-s_ll_ng c_r _f _ll t_m_. Th_ c_mp_ny _s p_rt-_wn_d by P_rsch_, th_ G_rm_n st_t_ _f L_w_r S_x_ny _nd th_ __l-r_ch G_lf st_t_ _f Q_t_r. V_lksw_g_n h_s b__lt _r_p_t_t__n f_r q__l_ty _nd r_l__bl_ c_rs. M_d_ls s_ch _s th_ G_lf, P_l_ _nd N_w B__tl_ _r_ b_sts_ll_rs w_rldw_d_. Th_ c_mp_ny _s _nv_st_ng h__v_ly _n hybr_d t_chn_l_gy _nd _s _ l__d_r _n gr__n_r, _l_ctr_c v_h_cl_s.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

volkswagen also known as vw is one of the world's largest automobile manufacturers it has plans to become the biggest producer by 2018 the company is based in wolfsburg germany it was founded in 1937 by the national socialist trade union german labour front the name volkswagen means "people's car" in german the company's first success was the vw type 82e – the beetle which is the best-selling car of all time the company is part-owned by porsche the german state of lower saxony and the oil-rich gulf state of qatar volkswagen has built a reputation for quality and reliable cars models such as the golf polo and new beetle are bestsellers worldwide the company is investing heavily in hybrid technology and is a leader in greener electric vehicles





CHOOSE THE CORRECT TENSE

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

Volkswagen, also (know) as VW, (be) one of the world's largest automobile manufacturers. It (have) plans to (become) the biggest producer by 2018. The company is (base) in Wolfsburg, Germany. It was (found) in 1937 by the National Socialist trade union German Labour Front. The name Volkswagen (mean) "people's car" in German. The company's first success (be) the VW Type 82E – the Beetle, which (be) the best-selling car of all time. The company is part-..... (own) by Porsche, the German state of Lower Saxony and the oil-rich Gulf state of Qatar. Volkswagen has (build) a reputation for quality and reliable cars. Models such as the Golf, Polo and New Beetle (be) bestsellers worldwide. The company is (invest) heavily in hybrid technology and (be) a leader in greener, electric vehicles.





CHOOSE THE CORRECT WORD

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

Volkswagen, also known as VW, is one of the world's _____ automobile manufacturers. It has plans to become the biggest producer by 2018. The company is _____ in Wolfsburg, Germany. It was founded in 1937 by the National Socialist trade _____ German Labour Front. The name Volkswagen _____ "people's car" in German. The company's first success was the VW Type 82E – the Beetle, which is the best-selling car of all _____. The company is part-owned by Porsche, the German state of Lower Saxony and the oil-_____ Gulf state of Qatar. Volkswagen has built a _____ for quality and reliable cars. Models such as the Golf, Polo and New Beetle are _____ worldwide. The company is investing _____ in hybrid technology and is a leader in _____, electric vehicles.

based
time
greener
largest
bestsellers
rich
means
heavily
union
reputation





PROJECT VOLKSWAGEN

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

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

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





VOLKSWAGEN – ROLE PLAY 1

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

Role A – Volkswagen 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 – Volkswagen 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 – Volkswagen customer

You are a customer of Volkswagen. 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 Volkswagen. 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.





VOLKSWAGEN – ROLE PLAY 2

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

Role A – Volkswagen New Products Director

You have created a new product for Volkswagen. 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 Volkswagen.

Role B – Volkswagen 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 – Volkswagen 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 – Volkswagen Shareholder

You know a lot about Volkswagen'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. _____





VOLKSWAGEN SURVEY

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

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

