

---

# **BUSINESS ENGLISH MATERIALS.com**

---

## **BMW**

<http://www.BusinessEnglishMaterials.com/bmw.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                |

Follow me: <http://twitter.com/SeanBanville>



## THE LISTENING / READING SCRIPT

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

BMW (Bavarian Motor Works in English) is a German car, motorbike and engine maker. It is well known for its high quality luxury vehicles. Its website states: "The BMW Group has its sights set firmly on the premium sector of the international automobile market." The company has its roots in aircraft engines. Its blue and white logo signifies an airplane propeller cutting through a blue sky. It moved to the production of motorbikes after World War I, and automobiles in 1928. The company bought the MINI brand in 2001 and owns Rolls Royce. The BMW group produces almost 1.5 million cars and 90,000 motorbikes a year. BMW is heavily involved in motorsport. It won the Paris-Dakar rally six times and the F1 driver's championship once. The company's current slogan is "Joy is BMW".





## WARM UPS

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

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

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

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

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

**5. TRUE OR FALSE:** Students find out several facts about BMW. 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 BMW. 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/bmw.html>

BMW (Bavarian Motor Works in English) is a German car, motorbike and engine maker. \_\_\_\_\_ its high quality luxury vehicles. Its website states: "The BMW Group has \_\_\_\_\_ on the premium sector of the international automobile market." The company \_\_\_\_\_ aircraft engines. Its blue and white logo signifies an airplane propeller cutting through a blue sky. It \_\_\_\_\_ of motorbikes after World War I, and automobiles in 1928. The company bought the MINI \_\_\_\_\_ Rolls Royce. The BMW group produces almost 1.5 million cars and 90,000 motorbikes a year. BMW is heavily \_\_\_\_\_. It won the Paris-Dakar rally six times and the F1 driver's championship once. The company's \_\_\_\_\_ "Joy is BMW".





## CORRECT THE SPELLING

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

BMW (Bavarian Motor Works in English) is a German car, motorbike and eiegnn maker. It is well known for its high quality xuyrul vehicles. Its website states: "The BMW Group has its sights set firmly on the muepmri sector of the international automobile market." The company has its roots in aircraft engines. Its blue and white logo niifegsis an airplane propeller cutting through a blue sky. It moved to the onuocitrpd of motorbikes after World War I, and automobiles in 1928. The company bought the MINI brand in 2001 and owns Rolls Royce. The BMW group puersdoc almost 1.5 million cars and 90,000 motorbikes a year. BMW is lheyva nvvdoeil in motorsport. It won the Paris-Dakar rally six times and the F1 driver's championship once. The company's rruncte onsgla is "Joy is BMW".





## UNJUMBLE THE WORDS

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

BMW (Bavarian Motor Works in English) is a German car, motorbike and engine maker. for high is known its It well quality luxury vehicles. Its website states: "The BMW Group set on has sights firmly the its premium sector of the international automobile market." The company has engines aircraft in roots its. Its blue and white logo signifies an airplane cutting a sky propeller through blue. It moved production the to after motorbikes of World War I, and automobiles in 1928. The company bought the MINI brand in 2001 and owns Rolls Royce. The BMW produces 5 group 1 cars almost million and 90,000 motorbikes a year. heavily BMW involved is in motorsport. It won the Paris-Dakar rally six times and the F1 driver's championship once. The company's current " BMW is Joy " is slogan.





## INSERT THE VOWELS

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

BMW (B\_v\_r\_\_n M\_t\_r W\_rks \_n \_ngl\_sh) \_s \_  
 G\_rm\_n c\_r, m\_t\_rb\_k\_ \_nd \_ng\_n\_ m\_k\_r. \_t \_s  
 w\_ll kn\_wn f\_r \_ts h\_g\_h q\_\_l\_ty l\_x\_ry v\_h\_cl\_s.  
 \_ts w\_bs\_t\_ st\_t\_s: "Th\_ BMW Gr\_\_p h\_s \_ts  
 s\_ghts s\_t f\_rmlly \_n th\_ pr\_m\_\_m s\_ct\_r \_f th\_  
 \_nt\_rn\_t\_\_n\_l \_\_t\_m\_b\_l\_ m\_rk\_t." Th\_ c\_mp\_ny  
 h\_s \_ts r\_\_ts \_n \_\_rcr\_ft \_ng\_n\_s. \_ts bl\_\_ \_nd  
 wh\_t\_ l\_g\_ s\_gn\_f\_\_s \_n \_\_rpl\_n\_ pr\_p\_ll\_r  
 c\_tt\_ng thr\_\_gh \_ bl\_\_ sky. \_t m\_v\_d t\_ th\_  
 pr\_d\_ct\_\_n \_f m\_t\_rb\_k\_s \_ft\_r W\_rld W\_r \_\_, \_nd  
 \_\_t\_m\_b\_l\_s \_n 1928. Th\_ c\_mp\_ny b\_\_ght th\_  
 M\_N\_ br\_nd \_n 2001 \_nd \_wns R\_lls R\_yc\_. Th\_  
 BMW gr\_\_p pr\_d\_c\_s \_lm\_st 1.5 m\_ll\_\_n c\_rs \_nd  
 90,000 m\_t\_rb\_k\_s \_ y\_\_r. BMW \_s h\_\_v\_ly  
 \_nv\_lv\_d \_n m\_t\_rsp\_rt. \_t w\_n th\_ P\_r\_s-D\_k\_r  
 r\_lly s\_x t\_m\_s \_nd th\_ F1 dr\_v\_r's  
 ch\_mp\_\_nsh\_p \_nc\_. Th\_ c\_mp\_ny's c\_rr\_nt  
 sl\_g\_n \_s "J\_y \_s BMW".





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

bmw (bavarian motor works in english) is a german car motorbike and engine maker it is well known for its high quality luxury vehicles its website states "the bmw group has its sights set firmly on the premium sector of the international automobile market" the company has its roots in aircraft engines its blue and white logo signifies an airplane propeller cutting through a blue sky it moved to the production of motorbikes after world war i and automobiles in 1928 the company bought the mini brand in 2001 and owns rolls royce the bmw group produces almost 15 million cars and 90000 motorbikes a year bmw is heavily involved in motorsport it won the paris-dakar rally six times and the f1 driver's championship once the company's current slogan is "joy is bmw"







## CHOOSE THE CORRECT TENSE

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

BMW (Bavarian Motor Works in English) ..... (be) a German car, motorbike and engine maker. It ..... (be) well known for its high quality luxury vehicles. Its website states: "The BMW Group ..... (have) its sights set firmly on the premium sector of the international automobile market." The company ..... (have) its roots in aircraft engines. Its blue and white logo ..... (signify) an airplane propeller cutting through a blue sky. It ..... (move) to the production of motorbikes after World War I, and automobiles in 1928. The company ..... (buy) the MINI brand in 2001 and owns Rolls Royce. The BMW group ..... (produce) almost 1.5 million cars and 90,000 motorbikes a year. BMW is heavily ..... (involve) in motorsport. It won the Paris-Dakar rally six times and the F1 driver's championship once. The company's current slogan ..... (be) "Joy is BMW".





## REWRITE WITH SPACES

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

BMW(BavarianMotorWorks inEnglish) is a German car, motor bike and engine maker. It is well known for its high quality luxury vehicles. Its website states: "The BMW Group has its sights set firmly on the premium sector of the international automobile market." The company has its roots in aircraft engines. Its blue and white logo signifies an airplane propeller cutting through a blue sky. It moved to the production of motor bikes after World War I, and automobiles in 1928. The company bought the MINI brand in 2001 and owns Rolls Royce. The BMW group produces almost 1.5 million cars and 90,000 motor bikes a year. BMW is heavily involved in motorsport. It won the Paris-Dakar rally six times and the F1 driver's championship once. The company's current slogan is "Joy is BMW".

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





## CHOOSE THE CORRECT WORD

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

BMW (Bavarian Motor Works in English) is a German car, motorbike and \_\_\_\_\_ maker. It is well known for its high \_\_\_\_\_ luxury vehicles. Its website \_\_\_\_\_: "The BMW Group has its sights set firmly on the \_\_\_\_\_ sector of the international automobile market." The company has its \_\_\_\_\_ in aircraft engines. Its blue and white logo \_\_\_\_\_ an airplane propeller cutting through a blue sky. It \_\_\_\_\_ to the production of motorbikes after World War I, and automobiles in 1928. The company bought the MINI brand in 2001 and owns Rolls Royce. The BMW group \_\_\_\_\_ almost 1.5 million cars and 90,000 motorbikes a year. BMW is heavily \_\_\_\_\_ in motorsport. It won the Paris-Dakar rally six times and the F1 driver's championship once. The company's current \_\_\_\_\_ is "Joy is BMW".

*roots*  
*quality*  
*moved*  
*premium*  
*slogan*  
*engine*  
*involved*  
*states*  
*signifies*  
*produces*





# PROJECT BMW

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

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

<b>Main products</b>			
<b>How to improve them</b>			
<b>A brand new 'killer' product</b>			
<b>How BMW is better than the competition</b>			
<b>How to beat the competition</b>			

**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.





# BMW – ROLE PLAY 1

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

## **Role A – BMW 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 – BMW 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 – BMW customer**

You are a customer of BMW. 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 BMW. 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.





## BMW – ROLE PLAY 2

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

### **Role A – BMW New Products Director**

You have created a new product for BMW. 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 BMW.

### **Role B – BMW 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 – BMW 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 – BMW Shareholder**

You know a lot about BMW'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. \_\_\_\_\_

Copyright © www.BusinessEnglishMaterials.com

---



## 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. \_\_\_\_\_

Copyright © [www.BusinessEnglishMaterials.com](http://www.BusinessEnglishMaterials.com)

---



## **DISCUSSION (Write your own questions)**

### **STUDENT B's QUESTIONS (Do not show these to student A)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_







# BMW SURVEY

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

Write five GOOD questions about BMW 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/bmw.html>

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

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





## WRITING 2 – LETTER OF COMPLAINT

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

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

