



“十四五” 职业教育国家规划教材

新核心 高职行业英语

AUTOMOBILE PRACTICAL ENGLISH

总主编 丁国声

汽车实用英语

(第二版)

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内容提要

本书针对汽车行业的需求,根据高职高专汽车类专业学生的实际情况而编写,是建立在英语基础知识上的实用性教材。全书分为8个单元,其中包括学习目标、阅读材料、词汇、注释、练习和答案。每单元围绕一个主题,结合大量图例,特别注重语言在工作场所的实际运用,采用了“实用为主、够用为度”的原则。本书既可作为汽车类专业的专用教材,又可作为相关专业人员的培训教材或自学参考书。

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前言

《汽车实用英语》教材主要供高职高专汽车类专业的学生使用。汽车英语是高职高专院校汽车专业的基础课程之一,是一门建立在英语基础知识上、适应市场需要、培养学生灵活运用汽车专业知识和英语语言能力,解决与国际市场接轨过程中遇到的实际问题的实用性课程。随着我国汽车产业的发展以及与国际市场的接轨,社会对于既有汽车专业知识又懂英语的复合型人才的需求越来越迫切。学习汽车英语既能够提高学生的专业能力和语言能力,又能够培养其社交能力和职业发展能力,适应社会发展和就业岗位要求。

本教材的特色在于:

(1) 创新的教学理念。本教材以“工学结合、能力为本”的教育理念为指导,将语言学习与职业技能培养有机融合,以职场交际为目标,以应用为目的,培养学生实际应用英语的能力。

(2) 职业的教学设计。教材围绕着基本工作过程所需要的英语知识和技能设计英语学习任务,将语言学习与专业技能的培养有机结合,把行业词汇和职场基本用语融入教学,使语言服务于专业。

(3) 实用的教学内容。教材编写贯穿英语应用能力这一条主线,实现“双一体化”教学,即课堂教学与实践教学一体化,语言能力培养与专业技能培养一体化。学习情境的设计开发注重“两个中心”,即以学习者的“语言+技能”培养为中心,以特殊的职场交流需求为中心。

(4) 明确的教学目标。每个单元都有明确的学习目标,不仅培养学生灵活运用英语语言和专业知识和解决岗位实际问题的职业能力,而且培养学生良好的语言习惯和表达能力,以及创新学习、终生学习的职业素养。

本教材的编写充分考虑到高职高专学生的实际需要,照顾到大多数学生的实际英语水平,根据汽车行业和企业对于岗位英语能力的要求,以任务为载体,构建了八个主题学习单元,全面介绍汽车构造、保养、理赔和营销等方面的知识,内容编排既保证汽车专业知识的系统性,又注重提高其趣味性,以培养阅读能力

为主,兼顾口语交际能力和翻译能力的培养。

本教材结合大量图例,语言真实地道,实用性强。每单元围绕一个主题进行编写,Section A 和Section B主要针对学生今后相关工作岗位的英语语言能力的培养;Section C通过实用写作学习,了解汽车商务英语知识;每单元后都有The Development of Chinese Automobile Industry,介绍中国汽车工业的发展历程;教材后面附有汽车专业英汉术语对照表。本书既可作为高职高专汽车类专业的专用英语教材,又可当作相关专业人员的培训教材或自学参考书。

本教材由莱芜职业技术学院于春荣主编,杜伟、宗兰英、尚海静三位老师任副主编。济南鲁鹰丰田汽车销售服务有限公司高级工程师焦建刚在教材开发过程中给予了专业技术指导;田秀菊、王园园和田宝青三位老师在收集资料的过程中做了大量工作,编者在此对以上老师表示衷心的感谢。

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Unit 1

The History and Development of Automobiles



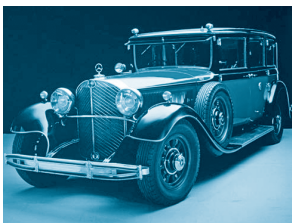
Unit Objectives

After learning this unit, you are expected to be able to:

1. read articles about history and development of automobiles;
2. master basic knowledge about auto history;
3. analyze and discuss the trend of auto development;
4. gather information about leading auto companies;
5. understand and write a company description.

Warming-up

Task 1 Match the following pictures with the auto names given below.



A



B



C



D



E



F

1. Mercedes-Benz (1931)

2. Rolls-Royce (1904)

3. Ford (1934)

4. Beetles (1935)

5. Audi (1969)

6. Buick (1949)

Task 2 Practice the dialogue with your partner and answer the following questions according to the dialogue.

Bob: Hi, Lily. It is reported that there will be a classic car exhibition in Ji'nan on May 1st.

Lily: Great! I know you are a fan of classic cars, so that will be a good chance to feast your eyes.

Bob: Yes. I used to enjoy them only in the magazines, but this time I can have a close watch on the spot. How wonderful it is!

Lily: I also want to know something about the classic cars. Can I go along with you?

Bob: Sure. But before we get started, let's get more information about the classic cars to be exhibited.

Lily: So, these are the classic cars! How amazing they are!

Bob: Look! This one is the oldest Rolls-Royce, which is made in 1904.

Lily: Wow! It is more than 100 years old now.

Bob: It belongs to the antique according to the classification made by Veteran Car Club of USA. And that one! The Beetle!

Lily: Beetle? Lovely name, and lovely appearance.

Bob: It is one of the most popular and successful cars in the world since its birth in 1935.

Lily: Is it an antique, too?

Bob: The exceptionally fine cars produced after 1930 are called the classic.

Lily: That sounds interesting! I just can't wait to see more of them.

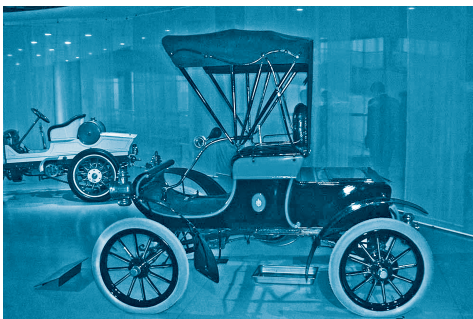
Questions

1. What do Bob and Lily intend to do?
2. What kind of cars can be called the classic?
3. Are you fond of the classic cars? How much do you know about them?

Section A About the History of Automobiles

Task 1 *Before reading the passage, discuss the following questions with your classmates.*

1. Who invented the first car in history?
2. What is the appearance of early cars?
3. Who applied the assembly line successfully?



► Reading A

The History of Automobiles

The **automobile** industry is one of the most important industries **affecting** not only the economy but also the culture of the world. The **manufacture**, sale and **servicing** of automobiles have become the key **elements** of industrial **economy**. Automobiles **revolutionized** transportation in the 20th century, changing thoroughly the way people live, travel and do business.

The invention of the car is one of the most **influential** inventions in the human history and the beginning of a colorful car history. It is still hard to decide who invented the first car in history. Not because there aren't enough **data** on that subject but because it's a bit hard to **define** what is already a car and what is only an attempt to invent one.

The first **mechanically** driven road **vehicle** was made in 1769. It was a steam-powered tractor for pulling **cannons** and it traveled at a rate of three miles per hour. This car was really heavy and slow so it never went into production. Eventually, its French designer drove it into a wall. He was **arrested** for the first **motoring offence**. The early car history before the year 1800 is short and not very **accurate** since there are not enough records from that time.

By about 1890, many engineers were working hard to produce what they called a “horseless **carriage**”. Some of the most successful early cars were driven by steam or electricity. Cars like these were generally built one at a time by engineers and coachbuilders. And some of these **craftsmen** were so used to building **coaches** for horses that they put a **whip socket** by the driver's seat of the cars they built.



The real **milestone** vehicle was built in Germany in 1889 by Gottlieb Daimler and Wilhelm Maybach. Another gasoline-powered car was built in the same year by Karl Benz. All these people were the car **pioneers** and played an important part in the invention of cars.

Finally the petrol-driven engine

was seen to be the most efficient, and over many parts of the world, petrol cars started to appear on the roads. Those early cars were slow, **clumsy** and inefficient—and much more dangerous to their drivers than to the public. But they still caused a **tremendous fuss**. Farmers said they were scaring their cattle, doctors said they were poisoning the air, and horsemen said they were frightening their horses.



In the automotive industry, the success of **assembly** line was **dominating**. The assembly line production **concept** was expanded by Henry Ford in 1914, who created a car named as “Model T”. It was Ford who introduced the **conveyor** belt to successfully **accelerate** the rate of production and was copied by many other industries later. Ford gradually expanded its line of work to other countries like France, Germany, Denmark, Britain, etc. with Citroen being the first European manufacturer to **adopt** it. Soon, companies had to have assembly lines, or risk going broke; by 1930, 250 companies which did not, had disappeared.

New Words

automobile /'ɔ:təməbi:l/	<i>n.</i> 汽车〈美〉(=〈英〉motor car, car)
affect /ə'fekt/	<i>vt.</i> 影响, 感动, 侵袭
economy /i(:)'kɒnəmi/	<i>n.</i> 经济, 节约
manufacture /,mænju'fæktʃə/	<i>vt.</i> 制造, 加工
	<i>n.</i> 制造, 制造业, 产品
servicing /'sɜ:vɪsɪŋ/	<i>n.</i> 维修
element /'elɪmənt/	<i>n.</i> 要素, 元素, 成分, 元件
revolutionize /revə'l(j)u:ʃənaɪz/	<i>vt.</i> 使革命化; 彻底改革
influential /,ɪnflʊ'enʃəl/	<i>adj.</i> 有影响的, 有势力的
data /'dɜ:tə/	<i>n.</i> datum的复数, [计]资料, 数据
define /dr'faɪn/	<i>vt.</i> 定义, 详细说明

mechanically /mɪ'kænikəli/	adv. 机械地
vehicle /'vi:əkl/	n. 交通工具, 车辆
cannon /'kænən/	n. 大炮; 加农炮
	v. 炮轰; 开炮
arrest /ə'rest/	vt. 逮捕, 拘留
	n. 逮捕, 拘留
motoring /'məʊtərɪŋ/	n. 驾车, 驾车兜风
offence /ə'fens/	n. 犯罪, 冒犯, 违反, 罪过, 过错
accurate /'ækjʊrət/	adj. 正确的, 精确的
carriage /'kærɪdʒ/	n. 四轮马车
craftsman /'krɑ:ftsmən/	n. 工匠, 手艺精巧的人
coach /kəʊtʃ/	n. 四轮大马车; 长途汽车
whip /ʰ(h)wɪp/	n. 鞭子, 车夫
socket /'sɒkɪt/	n. 窝, 穴, 孔, 插座
milestone /'maɪlstəʊn/	n. 里程碑, 里程标, 转折点
pioneer /ˌpaɪə'niə/	n. 先驱, 倡导者, 先锋
clumsy /'klʌmzi/	adj. 笨拙的
tremendous /tri'mendəs/	adj. 极大的, 巨大的
fuss /fʌs/	n. 大惊小怪, 小题大做, 忙乱
assembly /ə'sembli/	n. 集合, 装配
dominating /'dɒmɪneɪɪŋ/	adj. 主要的
conveyor /kən'veɪə/	n. 传送机; 传送带
accelerate /æk'seləreɪt/	v. 加速, 促进
adopt /ə'dɒpt/	vt. 采用

■ Phrases and Expressions

not only ... but also ...	不仅……而且……
not ... but ...	不是……而是……
go broke	破产
be used to doing sth.	习惯于做某事
so ... that ...	如此……以至于……

■ Proper Names

Gottlieb Daimler	戈特利布·戴姆勒(1834—1900),德国工程师和发明家,现代汽车工业的先驱者之一。
Wilhelm Maybach	威廉·迈巴赫(1846—1929),德国工程师和发明家,被誉为“设计之王”。他一生最大的传奇在于创造了两个举世闻名的豪华品牌:梅赛德斯与迈巴赫,分别在豪华车的不同领域演绎着各自的辉煌。Wilhelm为William的德语形式。
Karl Benz	卡尔·弗里特立奇·本茨(Karl Friedrich Benz, 1844—1929),德国著名的戴姆勒—奔驰汽车公司的创始人之一,现代汽车工业的先驱者之一,人称“汽车之父”“汽车鼻祖”。
Henry Ford	亨利·福特(1863—1947),美国汽车工程师与企业家,福特汽车公司的建立者。他也是世界上第一位使用流水线大批量生产汽车的人。
Citroen	雪铁龙,法国第三大汽车公司,主要产品是小客车和轻型载货车,它创立于1915年,创始人是安德列·雪铁龙。

■ Notes to Reading A

1. Automobile revolutionized transportation in the 20th century, changing thoroughly the way people live, travel and do business.
汽车使20世纪的交通运输发生了变革,彻底改变了人们的生活方式、旅行和做生意的方式。
2. Not because there aren't enough data on that subject but because it's a bit hard to define what is already a car and what is only an attempt to invent one.
不是因为有关于那方面的足够资料,而是由于有点难以界定什么才是汽车,什么是发明汽车的尝试。
3. Cars like these were generally built one at a time by engineers and coachbuilders. And some of these craftsmen were so used to building coaches for horses that they put a whip socket by the driver's seat of the cars they built.

像这样的汽车,一般情况下一次只造一辆,由工程师和马车建造师联合制作。这些手艺人中,有些人由于习惯于造马车,所以在造汽车时,也在汽车司机座位旁安装了一个马鞭插座。

4. Farmers said they were scaring their cattle, doctors said they were poisoning the air, and horsemen said they were frightening their horses.

农民们说车辆惊吓了他们的牲畜,医生说车辆毒化了空气,骑手们说车辆惊吓了他们的马匹。

5. The assembly line production concept was expanded by Henry Ford in 1914, who created a car named as “Model T”.

装配线生产的理念是由亨利·福特于1914年提出的,他制造的汽车称为“T型车”。

Task 2 *Read the passage and decide whether the following statements are true (T) or false (F).*

- () 1. It's easy to decide the inventor of the first car.
() 2. The first mechanically driven road vehicle was designed by a German.
() 3. There was a whip socket in an early “horseless carriage”.
() 4. Those early cars were much more dangerous to the public than to their drivers.
() 5. Citroen was the first manufacturer to adopt the assembly line.

Task 3 *Vocabulary Exercises*

- I. Match the following English expressions with their Chinese meanings.

- | | |
|----------------------------|----------------|
| A. servicing of automobile | () 1. 汽车行业 |
| B. the way people live | () 2. 装配线 |
| C. a whip socket | () 3. 传送带 |
| D. petrol-driven engine | () 4. 人们的生活方式 |
| E. automotive industry | () 5. 破产 |
| F. assembly line | () 6. 汽油驱动引擎 |
| G. conveyor belt | () 7. 马鞭插座 |
| H. go broke | () 8. 汽车维修 |

- II. Complete the following sentences with the words given below. Change their forms if necessary.

affect	economy	element	influential	manufacture
data	accurate	assembly	accelerate	vehicle

1. The _____ of cars is often done by machines.
2. Journalists are not always _____ in what they write.
3. The sports car runs fast with good _____.
4. The article shows us how smoking _____ health.
5. Water is composed of the _____ hydrogen and oxygen.
6. Parent's attitude is _____ to their children.
7. Thank you for furnishing me with so many _____.
8. The state of the _____ in the country is very worrying.

Task 4 Focusing on Sentence Structure

- I. Rewrite the following sentences after the model, using the present participle.

Model:

Automobile revolutionized transportation in the 20th century. So it changed thoroughly the way people live, travel and do business.

→ *Automobile revolutionized transportation in the 20th century, changing thoroughly the way people live, travel and do business.*

1. As it was a wet day, we couldn't go for a walk.

2. Because he did not know how to do it, he turned to her for help.

3. As I had not received an answer, I wrote to him again.

II. Connect the sentences after the model with the attributive clause.

Model:

The assembly line production concept was expanded by Henry Ford in 1914.
He created a car named as “Model T”.

→ *The assembly line production concept was expanded by Henry Ford in 1914, who created a car named as “Model T”.*

1. He is sitting in a chair. It is broken.

2. She is going to live in Beijing. She has some close friends there.

3. Recently I bought an ancient Chinese vase. The price of it was very reasonable.

Task 5 *Translate the following paragraph from Reading A into Chinese.*

Finally the petrol-driven engine was seen to be the most efficient, and over many parts of the world, petrol cars started to appear on the roads. Those early cars were slow, clumsy and inefficient—and much more dangerous to their drivers than to the public. But they still caused a tremendous fuss. Farmers said they were scaring their cattle, doctors said they were poisoning the air, and horsemen said they were frightening their horses.

Section B Tendency of Future Cars

Task 1 Before reading the passage, answer the following questions.

1. What is the most probable tendency of future cars in your opinion?
2. Could you describe your ideal car in the future?

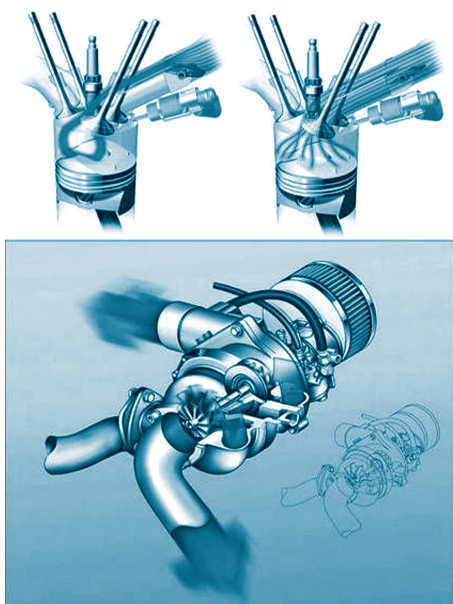


► Reading B

Future Trends in Technology of Cars

As one of the most important **private** transportation tools in the modern world, cars are the key **factor** to **measure** the development level of a country. There are four **aspects** the future car **concerned** with. **Intelligence**—CPU of a car will be directly connected with CPU of a computer, which can **fulfill computerized** driving. **Energy Saving**—with people's sense of environmental protection getting stronger, the traditional gasoline engine must be replaced by newly practical one like **electric** engine or HEV (**hybrid** electric vehicle) engine. **Comfort**—not only refers to the comfort of **inner** space, but the **convenience** of driving. **Safety**—safety systems like ABS will come first in designing a practical car.

In the future car we will have the **switch** on **automated** driving. ABS is the first system in the car that can do the **opposite** as the driver **commands**. ABS reduces the



brake power on one wheel against the will of the driver. The result is a safer car by electronic decision-making. The airbag is decided to inflate by electronic decision-making.

Computers will take over tasks where a simple decision has to be made fast. Today we have the knowledge to get a 3D picture interpreted by a computer. We can measure the distance electronically. The highway can be overseen by a computer. The basic tools are available for automated driving on the highway. The problem is that a computer-guided car does not have the right to make

mistakes. The manufacture would be responsible. So full automated driving will not be available for the near future.

With the electric car, came the development of the hybrid car. The Hybrid electric car used a gas engine to keep the battery charged, while a synchronous AC motor powered the drive train. With this, the gas engine was set to run at its most efficient point. This almost doubled the efficiency of most car engine systems. The electrical conversion system did not degrade the overall efficiency much. The Toyota Prius is a HEV style.

With the Hybrid, there was still the same convenience as the gas cars. There is not the long recharging time. Distances were not an obstacle because it still used the readily available gasoline infrastructure. Also, heat or air conditioning was not a problem any more. The battery size is a lot less due to the fact that the batteries could charge up during driving and did not need to store large amounts of energy. The electric conversion system



also allows power regeneration. That is, when slowing down, and even braking, the motor turns into a **generator** and pushes the energy into the battery.

Gradually comfort systems like cruise control that considers **external** factors like weather, road marks and traffic around us and GPS will enter the car. Automated driving is much more **complex** although we would be happy with a system helping us to avoid driving into the vehicle in front.



■ New Words

private /ˈpraɪvɪt/	<i>adj.</i> 私人的, 私有的
factor /ˈfæktə/	<i>n.</i> 因素, 要素
measure /ˈmeɜrə/	<i>vt.</i> 测量; 计量, 打量; 估量
aspect /ˈæspekt/	<i>n.</i> (问题等的) 方面
concern /kənˈsɜ:n/	<i>v.</i> 涉及, 关系到; 影响到
intelligence /ɪnˈtelɪdʒəns/	<i>n.</i> 智能, 智力, 聪明
fulfill /fʊlˈfɪl/	<i>vt.</i> 履行, 实现, 完成(计划等)
computerize /kəmˈpjʊ:təraɪz/	<i>vt.</i> 用计算机处理, 使计算机化
environmental /ɪnˌvaɪərənˈmentl/	<i>adj.</i> 周围的, 环境的
electric /ɪˈlektrɪk/	<i>adj.</i> 电的, 导电的, 电动的, 电气的
hybrid /ˈhaɪbrɪd/	<i>adj.</i> 混合的, 复合的
	<i>n.</i> 混合物, 混合型; 复合动力汽车
comfort /ˈkʌmfət/	<i>n.</i> 舒适
	<i>v.</i> 使舒适
inner /ˈɪnə/	<i>adj.</i> 内部的, 里面的, 内心的
convenience /kənˈvi:njəns/	<i>n.</i> 便利, 方便
safety /ˈseɪfti/	<i>n.</i> 安全, 安全设备
switch /swɪtʃ/	<i>n.</i> 开关, 转换, 电闸
	<i>v.</i> 转换, 改变, 交换
automate /ˈɔ:təmeɪt/	<i>v.</i> 使自动化, 自动操作

opposite /'ɒpəzɪt/	<i>adj.</i> 相对的,对立的,相反的
command /kə'mɑ:nd/	<i>v.</i> 命令,指挥
brake /breɪk/	<i>n.</i> 闸,刹车 <i>v.</i> 刹车
electronic /ɪlek'trɒnɪk/	<i>adj.</i> 电子的
inflate /ɪn'fleɪt/	<i>v.</i> 使膨胀
interpret /ɪn'tɜ:prɪt/	<i>v.</i> 阐明,解释
electronically /ɪlek'trɒnɪkəli/	<i>adv.</i> 电子地
highway /'haɪwei/	<i>n.</i> 公路,大路
oversee /'əʊvə'si:/	<i>v.</i> 俯瞰,监视,检查,视察
available /ə'veɪləbl/	<i>adj.</i> 可用的,有空的
battery /'bætəri/	<i>n.</i> 电池
charge /tʃɑ:dʒ/	<i>v.</i> 充电
synchronous /'sɪŋkrənəs/	<i>adj.</i> 同时的,同步的
conversion /kən'vɜ:ʃən/	<i>n.</i> 变换,转化
degrade /di'greɪd/	<i>v.</i> (使)降级,(使)退化
obstacle /'ɒbstəkl/	<i>n.</i> 障碍,妨害物
infrastructure /'ɪnfərə'strʌktʃə/	<i>n.</i> 基础设施
generator /dʒenəreɪtə/	<i>n.</i> 发电机,发生器
external /eks'tɜ:nl/	<i>adj.</i> 外面的,外部的,外来的
complex /'kɒmpleks/	<i>adj.</i> 复杂的;难懂的

Technical Terms

CPU	central processing unit <i>n.</i> [计]中央处理器
HEV	hybrid electric vehicle 混合动力电动汽车
ABS	Anti-lock Brake System 防抱死制动系统
3D	three dimensional <i>abbr.</i> 三维的
synchronous AC motor	同步交流电机
AC	Alternating Current 交流电
drive train	传动系统,驱动系统
cruise control	巡航控制
GPS	Global Positioning System 全球定位系统

■ Phrases and Expressions

concerned with	与……有关
be replaced by	被……所取代,被……所代替
refer to	提到,谈到,涉及
take over	接收,接管
the same ... as ...	与……一样
not ... any more	不再(等于 no more)
due to	由于,应归于

■ Proper Names

Toyota Prius 丰田普瑞斯,世界上最早实现批量生产的混合动力汽车

■ Notes to Reading B

1. Intelligence—CPU of a car will be directly connected with CPU of a computer, which can fulfill computerized driving.
智能——车辆的CPU将直接连接到电脑的中央处理器,可实现电脑化驾驶。
2. ABS reduces the brake power on one wheel against the will of the driver.
ABS降低了轮胎上的制动力,这违背了驾驶员的意愿。
3. Today we have the knowledge to get a 3D picture interpreted by a computer.
如今,我们掌握的知识可以使我们得到通过计算机分析处理的三维画面。
4. Automated driving is much more complex although we would be happy with a system helping us to avoid driving into the vehicle in front.
虽然我们因为自己的汽车装有避免与前车相撞的系统而感到开心,但是要实现自动驾驶却是一项更加复杂的技术。

Task 2 *Read the passage and decide whether the following statements are true (T) or false (F) according to Reading B.*

- () 1. ABS reduces the brake power and can do the same as the driver commands.
- () 2. Today we can measure the distance electronically on a highway.
- () 3. A computer-guided car will never make a mistake.

- () 4. Full automated driving will come true soon.
- () 5. Safety system is the most important factor of making a full automated driving car in the future.

Task 3 Vocabulary Exercises

I. Match the following English expressions with their Chinese meanings.

- | | |
|--------------------------------------|-------------------|
| A. sense of environmental protection | () 1. 电动引擎 |
| B. gasoline engine | () 2. 制动力 |
| C. electric engine | () 3. 环保意识 |
| D. automated driving | () 4. 电力转换系统 |
| E. brake power | () 5. 电力再生 |
| F. electric conversion system | () 6. 外部因素 |
| G. power regeneration | () 7. 自动驾驶 |
| H. external factors | () 8. 汽油发动机 |

II. Complete the following sentences with the words given below. Change their forms if necessary.

opposite	inflate	convenience	safety	external
battery	available	regeneration	degrade	measure

- I'm worried about the _____ of the product.
- It was a great _____ to have the doctor living near us.
- You will be informed when the book becomes _____.
- John and Mary sat at _____ ends of the table to each other.
- It's hard to _____ his ability when we haven't seen his work.
- With a supply of compressed air, the large balloon _____ in a matter of seconds.
- You _____ yourself when you tell a lie.
- This pocket calculator needs two _____.

Task 4 Translate the following sentences into English using the words or phrases given in the brackets.

- Hong Kong is known as _____ (最重要的金融中心之一)

in the world. (one of ...)

2. The human mind will never _____ (不会被电脑完全替代).
(be replaced by)
3. You _____ (才能接手这个商铺) unless you deposit in advance.
(take over)
4. He's unable to come to the meeting today _____ (因为身体不适). (due to)
5. He knows how to _____ (变弊为利). (turn into)

Section C Practical Writing

Company Descriptions

Task 1 Read and understand the following sample company description.

Sample

“Advanced communications Inc.” is a start-up corporation. The primary activity of the corporation is the marketing of a product through a multimedia advertising program and the use of a nationwide “900” telephone line. Start-up expenses are estimated to be \$135,000. These funds are to be developed through outside investors.

■ Notes on the sample

公司描述或公司简介旨在简单明了地介绍公司的基本情况。

其内容一般包括：

- 谁 (who)
- 做什么 (what)
- 为什么 (why)
- 何处 (where)
- 何时 (when)
- 如何 (how)

大致回答：

公司做什么业务、批发还是零售、生产产品还是提供服务、公司何时成立、公司具有什么法律身份、独资还是合资以及资金状况如何等问题。

Task 2 *Read the following company description and then answer the following questions.*

“Car Service Inc.” is a new corporation that will provide specialized services, including professional car washing and waxing, to automobile owners. In addition, a variety of automobile-related products will be retailed. The business plan project gross sales ranging from \$320,000 during the first year to \$600,000 in the third year of operations. It is projected that a total of \$135,000 will be required to start the business. \$50,000 will be borrowed from a bank.

1. What's the name of the company?

2. What service does the company provide?

3. Who are the potential customers?

4. According to the business plan, how much in total is required to start the business?

Task 3 *Use the given information to complete the following company description.*

- Name of the company: Door Step Videos
- Legal structure of the company: start-up company
- The purpose of the business plan: to secure funding
- Anticipated sales in the first year of operation: \$2 million
- Sources of funding: either from outside investors or through a bank loan

“ 1 ” is a 2 designed to combine the proven success of the video rental industry with the popularity of the “convenience” market. Through a central store and home delivery options, it is anticipated that 3 in sales will be achieved in the first year of operations. The purpose of the business plan is 4 5 .

Task 4 Use the following information to write a company description.

公司名称: High Country Fashions

经营的业务: to offer high quality fashions for plus-size women

公司将建立的地点: in a major retail center

公司法律身份: a sole proprietorship

公司计划中设想的毛销售额: annual gross sales of \$200,000 projected in the business plan

资金状况: total investment capital required is estimated to be \$65,000; \$60,000 is to be borrowed from a financial institution.

The Development of Chinese Automobile Industry

Initial Stage (1953—1965)

With the development of the First Five Plan, Chinese automobile industry ushered in a founding stage, building modern automobile enterprises like FAW (First Automobile Works), producing the first Jiefang car, and making a breakthrough in automobile production. Subsequently, five automobile manufacturing plants were formed, greatly improving their production and manufacturing capabilities. By the end of 1965, the number of civil automobiles in China was nearly 290,000 including 170,000 domestic automobiles.

