
















Unit 1

Car Logo



















Training Task

按照例题, 试写出下列车标的中文名, 以及所属国家。



				
奥迪 德国				
 MAYBACH				
 PEUGEOT	 RENAULT			

续表

Reading Task

Car logos can speak a lot about the reputation of a particular car. Just by looking at the logo, a person can already have an idea whether it's a luxury car, a sports car, and so on and so forth. A lot of old car companies also rely a lot on their emblem. They work hard to make that emblem have a life of its own; their customers can take pride by having that logo on their car.

When you look at these car logos, have you ever wondered what they actually stand for. Were you ever curious as to what the prancing horse on the Ferrari logo stand for? Please open the website: <http://www.car-logos.org/>. In this site, you will see a wide collection of car logos from around the world; from Abarth to Zil, you are sure to find something about how their emblems came about.

Below are some famous logos. Let's learn what led these companies to design their logos in the way they are being shown now. We will introduce the famous car according to country.

1.1 German Car Company

We will introduce five Germany top automobiles brands, Volkswagen, BMW, Audi, Mercedes-Benz and Porsche.

1.1.1 Volkswagen

Since its inception in 1937, this company has created some of the best cars in the world. They say they create the car of the people, and that's what they do. They design cars that can be used by the normal person day in and day out. Volkswagen cars are known for their durability on the road, with some cars being able to withstand more than 1 million km, which is surely a great achievement. This added a lot to their success, as they now own companies like Seat, SKODA, Rolls Royce, Lamborghini and Bugatti, as well as others. They won numerous Cars of the Year awards all over the world, both in Europe and overseas. In addition, they have created numerous iconic cars, the most popular one of them is the Beetle.



1.1.2 BMW

BMW was created in 1916 and since then it had created everything from race cars to sports cars and luxury cars. You can trace the origins of BMW all the way back to the beginning of the automobile industry in Germany. Their main target remains the creation of premium, high quality cars. People know that this is one of the best car companies in the world, as they have created high standard cars with amazing performance, added luxury from the inside to the outside, comfort and high speeds.



1.1.3 Audi

This well-known German car brand has a focus on luxury vehicles. They are responsible for several types within this category. Over the years, their quattro series of sports cars have become part of the Audi namesake. Another popular model is the TT series, which are smaller cars.



The company began as a conglomerate of four companies (hence the logo). Today it is a part of Volkswagen.

1.1.4 Mercedes-Benz

Founded in 1926, this company has created some of the most durable and visually

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impressive cars on the market. Over the years, the company also specialized in the creation of other types of vehicles as well, namely trucks, busses, limousine, vans, etc. They create a wide range of vehicles, and also innovate a lot, being one of the world leaders when it comes to research and innovation in the automotive world. Their high-end cars provide all the functions that a person may need, with added car safety features, car computer and other unique functions.



1.1.5 Porsche

This company has only created sports cars. Their consumer models offer various high-end functions as well as high speeds, so they are really an attraction for the younger crowd. They also created lots of race models during the years, among which the Carrera GT model is one of the most popular models. They also have numerous concept cars that show the research this company undertakes in the technology sector. Few people know this, but Porsche has also created quite a lot of tractors that are used all over the world.



1.2 American Car Company

American car companies have produced some of the most outstanding cars in history. Sometimes referred to as “The Big Three”, these companies are renowned for their long history of manufacturing the cars used by countless people in the country.



1.2.1 The General Motors Company

While commonly referred to as GM, this company is headquartered in Detroit, Michigan. The company markets, designs, manufactures and distributes vehicles and vehicle parts. Besides the US, General Motors also produces cars in 37 countries under thirteen different brands. The major brands include Chevrolet, Buick, GMC, and Cadillac.



GMC





1.2.2 The Ford Motor Company

The Ford Motor Company (commonly referred to as simply Ford) is an American multinational automaker headquartered in Dearborn, Michigan, a suburb of Detroit. Early in the 20th century, Henry Ford launched the Ford Motor Company. The company sells automobiles and commercial vehicles under the Ford brand and luxury cars under the Lincoln brand.



The most notable car of the Ford Motor Company was the Model T Ford. By 1913, the Ford Motor Company developed an assembly line process in which each worker was responsible for one particular task. This allowed the Ford Motor Company to increase production from 10,000 to 300,000 in a year. This also dropped the price of the Model T, making this model the most affordable for the middle class Americans.



1.2.3 Chrysler Group

The final member of “The Big Three” is the Chrysler Company, which is headquartered in Auburn Hills, Michigan and is owned by the Italian car company Fiat. The company sells cars under the Chrysler brand as well as the following: Dodge, Jeep.

This company was founded in 1925 by Walter Chrysler and expanded massively from then on. Compared with the previous top ranked cars, this is another truck. These had been getting a lot of attention since gas prices in 2015 were not as high as before.



Jeep

1.3 Japanese Car Company

It's no secret that the Japanese automobile industry is among the most powerful and prevalent ones in the world. Since the 1960s, the top car companies in Japan have been responsible for the most manufactured cars in the world. The top three car companies are as follows in no particular order: Toyota, Nissan and Honda.



1.3.1 Toyota

Toyota reigns supreme as the top automaker in the world. In 2013 it took the number one spot and for the second year in a row with 9.98 million vehicles sold. The Toyota Corolla was the best selling car in 2013 of this



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automotive company.

1.3.2 Nissan

Since 1999, Nissan has been part of the Renault-Nissan Alliance, a partnership between Nissan and French automaker Renault. Nissan had an impressive sales year in 2013 with 8.2 million vehicles sold, most of which came from the Japanese side of the alliance. The largest market for Nissan is in China actually where it dominates over the other Japanese car brands.



1.3.3 Honda

Honda Motors managed to increase their global sales in 2013 and sold over 4 million vehicles. The largest market for them is in the United States. The Honda CR-V compact was the top seller of the company, and their combined sales from Honda and Acura were among the highest sales numbers the company has ever seen.



1.4 Chinese Car Company

Compared with foreign automakers, the history of China is very short. But the past decade has changed the landscape of China significantly. Many of these brands have been around for some time, but now they are firmly in the spotlight as the top brands of automobiles manufactured in China. Let's take a look at the history and style of a few top brands.

1.4.1 Hongqi

Hongqi is a luxury car company owned by the FAW Car Company, it is a brand of the FAW Group. These cars are the first ones to be produced domestically. The company began manufacturing vehicles exclusively for the party elite in 1958. These original models were around until 1981. The name Hongqi also means "red flag" which is a symbol of the Communist government in China. Over the course of the company's history, there have been various car types that bear the brand name.



1.4.2 BYD Auto

This Chinese automobile manufacturer is based out of Shenzhen, Guangdong Province. It is owned by the BYD Company and was founded in 2003. In



2013, the company sold 506,189 cars in China, making it the tenth largest selling brand in China. The company manufactures everything from small to medium-sized cars. They manufacture compacts, people carriers, sedans, as well as hybrid electric cars and all-electric models.

1.4.3 Chery

Chery is a car manufacturer based out of Wuhu, Anhui Province, China. The company was founded by the Government of China in 1997 as a corporation owned by the state. The main products they create are passenger cars, minivans, and SUVs. In 2012, the company sold 590,000 cars, which made it rank in the top ten manufacturers.

The company has several factories in China, but their cars are also assembled in 15 other countries using semi-complete knockdown kits. The QQ city car is the best-known model made by Chery.



Words and Phrases

reputation	[ˌrɛpjʊˈteɪʃən]	n. 名声, 名誉; 声望
luxury	[ˈlʌɡʒəri]	n. 奢侈, 奢华; 奢侈品; 享受 adj. 奢侈的
emblem	[ˈembələm]	n. 象征; 徽章; 符号 vt. 象征; 用符号表示; 用纹章装饰 n. (Emblem) 人名; (英) 恩布勒姆
curious	[ˈkjʊriəs]	adj. 好奇的, 有求知欲的; 古怪的; 爱挑剔的
Volkswagen	[ˈfɔːlksvɑːgən]	n. 大众汽车(财富 500 强公司之一)
inception	[ɪnˈsepʃən]	n. 起初; 获得学位 n. 《盗梦空间》(电影名)
achievement	[əˈtʃivmənt]	n. 成就; 完成; 达到
bugatti	[buˈɡɑːti]	n. 布加迪(汽车品牌)
numerous	[ˈnumərəs]	adj. 许多的, 很多的
oversea	[ˈəʊvəˈsiː]	adj. 外国的; 在海外的 adv. 国外; 向国外, 向海外
premium	[ˈprimləm]	n. 额外费用; 奖金; 保险费; (商) 溢价 adj. 高价的; 优质的
performance	[pəˈfɔːrməns]	n. 性能; 绩效; 表演; 执行

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brand	[brænd]	vt. 铭刻于, 铭记; 打烙印于; 印……商标于 n. 商标, 牌子; 烙印 n. (brand) 人名; (英、德、俄、西、意、罗、葡、捷、芬、瑞典、匈) 布兰德; (法) 布朗
responsible	[rɪ'spɒnsəbl]	adj. 负责的, 可靠的; 有责任的
namesake	['nemseɪk]	n. 名义; 同名物; 同名的人
conglomerate	[kɒn'glɑ:məreɪt]	vi. 凝聚成团 n. [岩] 砾岩; 企业集团; 聚合物 adj. 成团的; 砾岩性的 vt. 使聚结; 凝聚成团
durable	['dʊərəbl]	adj. 耐用的, 持久的 n. 耐用品
limousine	['lɪməzɪn]	n. 豪华轿车; 大型豪华轿车
van	[væn]	n. 先锋; 厢式货车; 增值网 vt. 用车搬运 n. (Van) 人名; (老、泰、柬、缅) 万
attraction	[ə'trækʃən]	n. 吸引, 吸引力; 引力; 吸引人的事物
renown	[rɪ'naʊn]	n. 声誉; 名望 vt. 使有声望
headquarter	['hed'kwɔ:tə]	vi. 设立总部 vt. 在…设总部
Cadillac	['kædɪlək]	n. 凯迪拉克(北美洲法国总督, 底特律的创立者); 凯迪拉克(高级轿车名)
Lincoln	['lɪŋkən]	n. 林肯(美国第 16 任总统); 林肯(福特汽车厂出产的名牌豪华汽车)
notable	['nəʊtəbl]	adj. 值得注意的, 显著的; 著名的 n. 名人, 显要人物
assembly line	[ə'sembli laɪn]	装配线; [工经] 流水作业线
particular	[pə'tɪkjələ]	adj. 特别的; 详细的; 独有的; 挑剔的 n. 详细说明; 个别项目
affordable	[ə'fɔ:rdəbl]	adj. 负担得起的

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Fiat	[ˈfiət]	n. 命令;许可;政法 vt. 批准;颁布 n. (Fiat)人名;(西)菲亚特 n. 菲亚特(意大利汽车品牌)
prevalent	[ˈprevələnt]	adj. 流行的;普遍的,广传的
manufacture	[ˈmænjəˈfæktʃə]	n. 制造;产品;制造业 vt. 制造;加工;捏造 vi. 制造
combine	[kəmˈbaɪn]	vt. 使化合;使联合,使结合 vi. 联合,结合;化合 n. 联合收割机;联合企业
Renault	[rəˈnəʊ]	n. 法国雷诺公司;雷诺(姓氏)
dominate	[ˈdɒmɪneɪt]	vt. 控制;支配;占优势;在……中占主要地位 vi. 占优势;处于支配地位
supreme	[suːˈpri:m]	adj. 最高的;至高的;最重要的 n. 至高;霸权
Corolla	[kəˈrɒlə]	n. [植]花冠
compare	[kəmˈpeə]	n. 比较 vt. 比拟,喻为;[语]构成 vi. 相比,匹敌;比较,区别;比拟(常与 to 连用) n. (Compare)人名;(意)孔帕雷
landscape	[ˈlændˈskeɪp]	n. 风景;风景画;景色;山水画;乡村风景画;地形;(文件的)横向打印格式 vt. 对……做景观美化,给……做园林美化;从事庭园设计 vi. 美化(环境等),使景色宜人;从事景观美化工作,做庭园设计师
significantly	[sɪɡˈnɪfɪkəntli]	adv. 意味深长地;值得注目地
domestically	[dəˈmestɪkli]	adv. 国内地;家庭式地;适合国内地;是 domestic 副词形式
elite	[ɪˈli:t]	n. 精英;精华;中坚分子
symbol	[ˈsɪmbəl]	n. 象征;符号;标志

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kit	[kit]	n. 工具箱;成套工具 vt. 装备 vi. 装备 n. (Kit)人名;(俄)基特;(东南亚国家华语)吉;(英)基特,姬特(女名)(教名 Christopher、Katherine 的昵称)
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Translation Difficulties

1. American car companies have produced some of the most outstanding cars in history. Sometimes referred to as “The Big Three”, these companies are renowned for their long history of manufacturing the cars used by countless people in the country.

翻译:美国汽车公司已经生产了一些历史上最杰出的汽车。这些公司有时候指的是三大汽车公司,它们都是著名的历史悠久的汽车制造商,它们所制造的汽车在全国有无数人使用。

2. It's no secret that the Japanese automobile industry is among the most powerful and prevalent ones in the world. Since the 1960s, the top car companies in Japan have been responsible for the most manufactured cars in the world.

翻译:日本汽车工业是世界上最强大和最流行的汽车产业之一,这已经不是什么秘密。自二十世纪六十年代以来,日本的顶级汽车公司负责制造全世界最多的汽车。

3. Chery is a car manufacturer based out of Wuhu, Anhui Province, China. The company was founded by the Government of China in 1997 as a corporation owned by the state. The main products they create are passenger cars, minivans, and SUVs. In 2012, the company sold 590,000 cars, which made it rank in the top ten manufacturers.

翻译:奇瑞是一家基于安徽芜湖的汽车制造商。该公司是在1997年由中国政府建立的国有企业。他们生产的主要产品是客车、货车、越野车。在2012年,该公司售出了590000辆汽车,这使它挤进了排名前十的制造商。

Exercises

1. Translate the following sentences into Chinese.

(1) The company has several factories in China, but their cars are also assembled in 15 other countries using semi-complete knockdown kits.

(2) Car logos can speak a lot about the reputation of a particular car.

(3) It's no secret that the Japanese automobile industry is among the most powerful and prevalent ones in the world.

(4) In 2013, the company sold 506,189 cars in China, making it the tenth largest selling brand in China.

(5) Hyundai's executives (高管) can take pride in more than just the improvements in vehicle quality and design.

2. Translate the following sentences into English.

(1) 从 1920 年到 1940 年期间, 汽车主要部件的设计日趋完善和高效。

(2) 丰田的标志代表什么?

(3) 汽车引用了各种辅助装置, 如倒车指示灯、收音机、自动阻风门、刮水器和镀铬装饰等。

(4) 二战后, 大多数汽车都装置了磁感应车速表。

(5) 钢板弹簧至今还被广泛应用于汽车上, 特别是在后桥。

3. Choose the best answer.

(1) Which one does not belong to German car?

- A. Audi B. Benz C. Ford D. Porsche

(2) Which company only produces sports cars?

- A. Porsche B. BMW C. Chevrolet D. Honda

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(3) Which company's car is the first production car in China?

- A. Hongqi B. BYD Auto C. Chery D. Geely

(4) Which area is the largest market for Honda?

- A. German B. The United States
C. China D. Japan

(5) Which company does Jeep belong to?

- A. Ford B. GMC C. Cadillac D. Chrysler

4. Please read and answer the questions.

Bayerische Motoren Werke, or more popularly known the world over as BMW, is one of the oldest car manufacturers in the entire world. Founded in the year 1916, BMW did not start as a car manufacturing company. As a matter of fact, they were geared towards creating aircraft engines for military planes. It was a leading aircraft engine producers during World War I. It was only after the war that they ceased creating aircraft engines and instead ventured into motorcycle and automobile creation. BMW pays homage to its roots in the design of its car logos. The logo is a representation of propellers with the blue sky in the back.

(1) What did BMW produce in 1916?

- A. Engine. B. Automobile.
C. Aircraft. D. Motorcycle.

(2) When did BMW produce car?

- A. 1916. B. From the beginning.
C. After world war I. D. In the 21st century.

(3) What dose "venture" mean?

- A. Begin. B. Engage.
C. Take risk to involve. D. Invest.

(4) What does the white part in BMW logo stand for?

- A. Sky. B. Clouds.
C. Propellers. D. Wings.

(5) Which of the following is not correct?

- A. BMW is the oldest car company.
B. BMW is a famous car logo.
C. BMW was a famous plane manufacturer.
D. BMW logo is a representation of propellers in the blue sky.

