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## **Level 1**

### **Price war over taxi apps**

**25th November, 2014**

<http://www.breakingnewsenglish.com/1411/141125-taxi-app-1.html>

### **Contents**

The Reading	2
Vocabulary Matching	3
Listening Gap Fill	4
No Spaces	5
Writing and Speaking	6
Writing	7

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# THE READING

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-1.html>

There is a worldwide price war among taxi companies. There is more competition for passengers because apps are making taxis cheaper. Some companies are cutting fares in half. Drivers of London's black taxis are unhappy with the taxi apps. They say that drivers of app taxis do not have enough experience. They also do not have enough knowledge of London's streets. Some taxi fares in London have gone down from \$45 to \$7.50.

A taxi app boss said the price war would mean more profits. He said: "There's a lot of competition over the app makers....You need to think of things that you can do to stand out from the crowd." A London black cab driver said business was good and that technology can help taxi drivers. One of New York's biggest taxi companies is unhappy with taxi apps. In Singapore, the government just announced it would regulate taxi app companies.

Sources: <http://www.klfm967.co.uk/news/uk-news/1460294/taxi-apps-price-war-sees-fares-slashed/>  
<http://www.thedrum.com/news/2014/11/23/taxi-app-price-battle-intensifies-get-taxi-slashes-fares>  
<http://fortune.com/2014/11/21/singapore-to-license-taxi-hailing-apps/>

# VOCABULARY MATCHING

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-1.html>

## PARAGRAPH ONE:

- |                                    |                        |
|------------------------------------|------------------------|
| 1. a worldwide                     | a. of London's streets |
| 2. more competition for            | b. gone down           |
| 3. apps are making                 | c. taxis               |
| 4. Drivers of London's black taxis | d. passengers          |
| 5. drivers of app                  | e. price war           |
| 6. They also do not have           | f. taxis cheaper       |
| 7. knowledge                       | g. are unhappy         |
| 8. Some taxi fares in London have  | h. enough              |

## PARAGRAPH TWO:

- |                                    |                       |
|------------------------------------|-----------------------|
| 1. the price war would mean        | a. announced it       |
| 2. There's a lot                   | b. good               |
| 3. things that you can do to stand | c. taxi companies     |
| 4. business was                    | d. app companies      |
| 5. technology can                  | e. of competition     |
| 6. One of New York's biggest       | f. more profits       |
| 7. the government just             | g. help               |
| 8. regulate taxi                   | h. out from the crowd |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-1.html>

There is a worldwide (1) \_\_\_\_\_ taxi companies.

There is more competition for passengers because apps are

(2) \_\_\_\_\_. Some companies are cutting fares in

half. Drivers of London's black taxis (3) \_\_\_\_\_

the taxi apps. They say that drivers (4) \_\_\_\_\_

not have (5) \_\_\_\_\_. They also do not have

enough knowledge of London's streets. Some taxi fares in London

(6) \_\_\_\_\_ from \$45 to \$7.50.

A taxi app boss said the price war would

(7) \_\_\_\_\_. He said: "There's a lot of

competition over the app makers....You need

(8) \_\_\_\_\_ that you can do to

(9) \_\_\_\_\_ the crowd." A London black cab

driver said business (10) \_\_\_\_\_ that technology

can help taxi drivers. One of New York's biggest taxi companies

(11) \_\_\_\_\_ taxi apps. In Singapore, the

government just announced (12) \_\_\_\_\_ taxi

app companies.

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-1.html>

There is a worldwide price war among taxi companies. There is more competition for passengers because apps are making taxis cheaper. Some companies are cutting fares in half. Drivers of London's black taxis are unhappy with the taxi apps. They say that drivers of app taxis do not have enough experience. They also do not have enough knowledge of London's streets. Some taxi fares in London have gone down from \$45 to \$7.50. A taxi app boss said the price war would mean more profits. He said: "There's a lot of competition over the app makers.... You need to think of things that you can do to stand out from the crowd." A London black cab driver said business was good and that technology can help taxi drivers. One of New York's biggest taxi companies is unhappy with taxi apps. In Singapore, the government just announced it would regulate taxi app companies.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a)

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b)

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c)

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d)

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e)

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f)

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g)

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h)

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*Price war over taxi apps – 25th November, 2014*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a)

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b)

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c)

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d)

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e)

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f)

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g)

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h)

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# WRITING

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-1.html>

Write about **taxi** for 10 minutes. Comment on your partner's paper.

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