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Level 6

Record number of Rolls-Royces sold in 2013

11th January, 2014

<http://www.breakingnewsenglish.com/1401/140111-rolls-royce.html>

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Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

The luxury automobile maker Rolls-Royce has reported record sales for 2013. The company said it's the fourth consecutive annual sales record. It sold 3,630 cars last year, with a strong surge in demand in the Middle East and China accounting for a good portion of the buoyant sales. The Middle East saw a sales increase of 17 per cent last year, while sales in China went up by 11 per cent. Rolls-Royce sold cars in more than 40 countries last year, including new markets. Plans are in place to continue this global expansion. The company CEO said: "We have reported a strong year and have maintained our position at the pinnacle of the super-luxury market." Super-luxury means cars costing over \$272,000.

The CEO said people buy a Rolls Royce because they want to have a brand that is unrivalled in its image of luxury. He said: "It's the ultimate treat; the reward for hard work. We see that clearly from our customers. Around 80 per cent of our cars are bought by businessmen and women, most of whom have started and run their own businesses. The rest are bought by sports stars and film stars." He added that it's not just the super-rich who were snapping up the cars. He said: "What's interesting now is that we are seeing a new group of individuals who have built up mid-sized businesses and they also want to treat themselves to the magic carpet ride." Businesswomen now account for ten per cent of sales.

Sources: <http://www.independent.co.uk/news/business/analysis-and-features/rollsroyce-is-on-a-roll-as-the-superrich-get-all-revved-up-9047802.html>
<http://stream.wsj.com/story/latest-headlines/SS-2-63399/SS-2-422728/>
<http://www.telegraph.co.uk/finance/newsbysector/transport/10559466/Young-global-entrepreneurs-drive-Rolls-Royce-Motor-cars-to-record-sales.html>

WARM-UPS

1. ROLLS ROYCE CARS: Students walk around the class and talk to other students about Rolls-Royce cars. Change partners often and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

luxury / sales / consecutive / buoyant / new markets / global expansion / pinnacle / unrivalled / the ultimate treat / hard work / new customers / super-rich / magic carpet

Have a chat about the topics you liked. Change topics and partners frequently.

3. LUXURY: Complete this table with your partner(s). Change partners often and share what you wrote.

Luxury...	What makes them luxurious?	Would you want them? Why?
car		
hotel		
apartment		
watch		
cruise		
goods		

4. BRAND: Students A **strongly** believe the Rolls-Royce brand is top of the list when thinking about luxury; Students B **strongly** believe it isn't. Change partners often

5. TREAT: Rank these and share your rankings with your partner. Put the biggest treats at the top. Change partners often and share your rankings.

- chocolate
- expensive clothes
- going to a good restaurant
- a shopping spree
- a massage
- a new gadget
- extra time in bed
- a hotel stay

6. SALES: Spend one minute writing down all of the different words you associate with the word "sales". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|----------------------------------------------------------------|-------|
| a. Rolls-Royce has had record sales for 4 years in a row. | T / F |
| b. Rolls-Royce sold 36,300 cars in 2013. | T / F |
| c. Sales in the Middle East rose by 11 per cent in 2013. | T / F |
| d. A super-luxury car has a price tag starting from \$150,000. | T / F |
| e. Rolls-Royce's CEO said his cars were the ultimate treat. | T / F |
| f. About 80% of Rolls-Royce sales went to business people. | T / F |
| g. It's only the super-rich who are buying Rolls-Royce cars. | T / F |
| h. Women now buy about 10% of Rolls-Royce's cars. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|-----------------|---------------|
| 1. automobile | a. make |
| 2. consecutive | b. people |
| 3. surge | c. strong |
| 4. buoyant | d. topmost |
| 5. pinnacle | e. successive |
| 6. brand | f. managed |
| 7. ultimate | g. jump |
| 8. treat | h. top |
| 9. run | i. present |
| 10. individuals | j. car |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|-----------------------------------|---------------------------|
| 1. it's the fourth consecutive | a. for hard work |
| 2. buoyant | b. pinnacle |
| 3. Plans are in | c. annual sales record |
| 4. maintained our position at the | d. treat |
| 5. Super-luxury means cars | e. own businesses |
| 6. a brand that is unrivalled | f. place to continue this |
| 7. It's the ultimate | g. carpet ride |
| 8. the reward | h. sales |
| 9. run their | i. in its image of luxury |
| 10. treat themselves to the magic | j. costing over \$272,000 |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

The luxury (1) _____ maker Rolls-Royce has reported record sales for 2013. The company said it's the fourth (2) _____ annual sales record. It sold 3,630 cars last year, with a strong (3) _____ in demand in the Middle East and China accounting for a good portion of the (4) _____ sales. The Middle East saw a sales increase of 17 per cent last year, while sales in China went up by 11 per cent. Rolls-Royce sold cars in more than 40 countries last year, (5) _____ new markets. Plans are in place to continue this global (6) _____. The company CEO said: "We have reported a strong year and have (7) _____ our position at the (8) _____ of the super-luxury market." Super-luxury means cars costing over \$272,000.

expansion
buoyant
consecutive
pinnacle
automobile
maintained
surge
including

The CEO said people buy a Rolls Royce because they want to have a brand that is (9) _____ in its image of luxury. He said: "It's the (10) _____ treat; the reward for hard work. We see that clearly from our customers. Around 80 per cent of our cars are bought by businessmen and women, most of whom have started and (11) _____ their own businesses. The (12) _____ are bought by sports stars and film stars." He added that it's not just the super-rich who were (13) _____ up the cars. He said: "What's interesting now is that we are seeing a new group of (14) _____ who have built up mid-sized businesses and they also want to (15) _____ themselves to the magic carpet ride." Businesswomen now (16) _____ for ten per cent of sales.

snapping
run
account
treat
unrivalled
rest
ultimate
individuals

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

- 1) The company said it's the _____ annual sales record
 - a. fourth consecutively
 - b. fourth con executive
 - c. fourth cons executive
 - d. fourth consecutive
- 2) the Middle East and China accounting for a good portion of _____
 - a. the boy ant sales
 - b. the buoyancy sales
 - c. the buoyant sales
 - d. the boy and sales
- 3) Plans are in place to continue this _____
 - a. globally expansion
 - b. global expansion
 - c. globe all expansion
 - d. glow-ball expansion
- 4) We have reported a strong year and have maintained our position _____
 - a. at the pin a call
 - b. at the pinnacle
 - c. at the pinner call
 - d. at the pinner core
- 5) Super-luxury means cars _____ \$272,000
 - a. costing over
 - b. coasting over
 - c. costs over
 - d. cost in over
- 6) people buy a Rolls Royce because they want to have a brand _____
 - a. that is unrivalled
 - b. that is non-rivalled
 - c. that is unravelled
 - d. that is sun rivalled
- 7) He said: "It's the _____"
 - a. ultimate threat
 - b. ultimate treat
 - c. ultimate tweet
 - d. ultimate tread
- 8) most of whom have started and run _____
 - a. their owing businesses
 - b. their owner businesses
 - c. their own businesses
 - d. their owned businesses
- 9) He added that it's not just the super-rich who were _____
 - a. snapping up the cars
 - b. snipping up the cars
 - c. strapping up the cars
 - d. slapping up the cars
- 10) they also want to treat themselves to the _____
 - a. magic rug ride
 - b. magic carpet ride
 - c. magic floor ride
 - d. magic mat ride

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

The luxury automobile maker Rolls-Royce (1) _____ sales for 2013. The company said it's the fourth (2) _____ record. It sold 3,630 cars last year, with (3) _____ demand in the Middle East and China accounting for a good (4) _____ sales. The Middle East saw a sales increase of 17 per cent last year, while sales in China went up by 11 per cent. Rolls-Royce sold cars in more than 40 countries last year, including new markets. (5) _____ to continue this global expansion. The company CEO said: "We have reported a strong year and have maintained our position (6) _____ of the super-luxury market." Super-luxury means cars costing over \$272,000.

The CEO said people buy a Rolls Royce because they want to have a brand that (7) _____ image of luxury. He said: "It's the ultimate treat; the reward for hard work. We (8) _____ our customers. Around 80 per cent of our cars are bought by businessmen and women, (9) _____ started and run their own businesses. The rest are bought by sports stars and film stars." He added that it's not just the super-rich who were (10) _____ cars. He said: "What's interesting now is that we are seeing a (11) _____ who have built up mid-sized businesses and they also want to treat themselves to the (12) _____." Businesswomen now account for ten per cent of sales.

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

1. How many years in a row has Rolls-Royce reported record sales?

2. How many cars did Rolls-Royce sell in 2013?

3. How much was the increase in sales in China last year?

4. What has Rolls-Royce maintained, according to its CEO?

5. From what price to super-luxury cars start?

6. What did the CEO say a Rolls-Royce was a reward for?

7. Who buys around 80% of Rolls-Royce cars?

8. What has a new group of Rolls-Royce customers built up?

9. What kind of ride did the CEO say people treat themselves to?

10. What proportion of Rolls-Royce cars are bought by businesswomen?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

1. How many years in a row has Rolls-Royce reported record sales?
 - a) 4
 - b) 3
 - c) 5
 - d) 11
2. How many cars did Rolls-Royce sell in 2013?
 - a) 6,360
 - b) 3,360
 - c) 3,630
 - d) 6,630
3. How much was the increase in sales in China last year?
 - a) 83.5%
 - b) 17%
 - c) 40%
 - d) 11%
4. What has Rolls-Royce maintained, according to its CEO?
 - a) speed
 - b) it's top position in the market
 - c) good staff satisfaction
 - d) quality and standards
5. From what price to super-luxury cars start?
 - a) \$272,000
 - b) \$727,000
 - c) \$172,000
 - d) \$271,000
6. What did the CEO say a Rolls-Royce was a reward for?
 - a) the elite
 - b) being rich
 - c) car makers
 - d) hard work
7. Who buys around 80% of Rolls-Royce cars?
 - a) Chinese people
 - b) actors and sports stars
 - c) business people
 - d) Americans
8. What has a new group of Rolls-Royce customers built up?
 - a) a strong Facebook following
 - b) mid-sized businesses
 - c) a good reputation
 - d) a collection of luxury cars
9. What kind of ride did the CEO say people treat themselves to?
 - a) a jet-coaster ride
 - b) the ride of their life
 - c) a magic carpet ride
 - d) a smooth and comfortable ride
10. What proportion of Rolls-Royce cars are bought by businesswomen?
 - a) 12%
 - b) 10%
 - c) 8%
 - d) 17%

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

Role A – An overnight hotel stay

You think an overnight hotel stay is the ultimate treat. Tell the others three reasons why. Tell them things that are wrong with their treats. Also, tell the others which is the worst of these (and why): extra time in bed, luxury chocolates or a shopping spree.

Role B – Extra time in bed

You think extra time in bed is the ultimate treat. Tell the others three reasons why. Tell them things that are wrong with their treats. Also, tell the others which is the worst of these (and why): an overnight hotel stay, luxury chocolates or a shopping spree.

Role C – Luxury chocolates

You think luxury chocolates are the ultimate treat. Tell the others three reasons why. Tell them things that are wrong with their treats. Also, tell the others which is the worst of these (and why): extra time in bed, an overnight hotel stay or a shopping spree.

Role D – A shopping spree

You think a shopping spree is the ultimate treat. Tell the others three reasons why. Tell them things that are wrong with their treats. Also, tell the others which is the worst of these (and why): extra time in bed, luxury chocolates or an overnight hotel stay.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words " and ".

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- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

• • • • • • •	• • • • • • •
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ROLLS ROYCE CARS SURVEY

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

Write five GOOD questions about Rolls-Royce cars 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.

ROLLS ROYCE CARS DISCUSSION

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

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'luxury'?
- c) What do you know about Rolls-Royce?
- d) Would you buy a Rolls-Royce if you had the money?
- e) Are you surprised at how many cars Rolls-Royce sold?
- f) What do you think when you see someone driving a Rolls-Royce?
- g) What does a Rolls-Royce say about its owner?
- h) How is a Rolls-Royce different from other luxury cars?
- i) What do you think of the look of a Rolls-Royce?
- j) Is it OK to spend upwards of \$272,000 on a car?

Record number of Rolls-Royces sold in 2013 – 11th January, 2014
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ROLLS ROYCE CARS DISCUSSION

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

- a) Did you like reading this article? Why/not?
- b) Why is Rolls-Royce regarded as the top luxury car?
- c) Is Rolls-Royce "unrivalled in its image of luxury"?
- d) Is a Rolls-Royce "the ultimate treat"? If it isn't, what is?
- e) What problems might someone with a Rolls-Royce have?
- f) If you had a Rolls-Royce, would you employ a chauffeur or drive it yourself?
- g) What extra comforts would you order for your Rolls-Royce?
- h) Should governments stop car makers making big, gas-guzzling cars?
- i) Why did the CEO compare a Rolls-Royce to a "magic carpet ride"?
- j) What questions would you like to ask the CEO of Rolls Royce?

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. _____

LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

The (1) _____ automobile maker Rolls-Royce has reported record sales for 2013. The company said it's the fourth (2) _____ annual sales record. It sold 3,630 cars last year, with a strong (3) _____ in demand in the Middle East and China accounting for a good portion of the (4) _____ sales. The Middle East saw a sales increase of 17 per cent last year, while sales in China went up by 11 per cent. Rolls-Royce sold cars in more than 40 countries last year, including new markets. Plans are in (5) _____ to continue this global expansion. The company CEO said: "We have reported a strong year and have maintained our position at the (6) _____ of the super-luxury market." Super-luxury means cars costing over \$272,000.

The CEO said people buy a Rolls Royce because they want to have a brand that is (7) _____ in its image of luxury. He said: "It's the ultimate treat; the reward for hard work. We see that clearly from our customers. Around 80 per cent of our cars are bought by businessmen and women, most of whom have started and (8) _____ their own businesses. The rest are bought by sports stars and film stars." He added that it's not just the super-rich who were (9) _____ up the cars. He said: "What's interesting now is that we are seeing a new group of (10) _____ who have built up mid-sized businesses and they also want to (11) _____ themselves to the magic carpet ride." Businesswomen now (12) _____ for ten per cent of sales.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|----------------|----------------|-----------------|-----------------|
| 1. | (a) luxury | (b) luxuriant | (c) luxuries | (d) luxurious |
| 2. | (a) succession | (b) in a row | (c) consecutive | (d) running |
| 3. | (a) purge | (b) dirge | (c) surge | (d) merge |
| 4. | (a) buoy | (b) buoyancy | (c) buoys | (d) buoyant |
| 5. | (a) place | (b) there | (c) location | (d) site |
| 6. | (a) icicle | (b) pinnacle | (c) debacle | (d) oracle |
| 7. | (a) drilled | (b) unmasked | (c) closeted | (d) unrivalled |
| 8. | (a) pay | (b) run | (c) move | (d) risk |
| 9. | (a) scooping | (b) scrapping | (c) snapping | (d) slopping |
| 10. | (a) luxuries | (b) businesses | (c) groups | (d) individuals |
| 11. | (a) threat | (b) tweet | (c) teat | (d) treat |
| 12. | (a) accounts | (b) account | (c) accounting | (d) accountable |

SPELLING

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

Paragraph 1

1. luxury oloubtaime maker
2. it's the fourth nicustcoeve annual sales record
3. a strong gsuer in demand
4. uabonyt sales
5. global xpenosina
6. our position at the lncaiep of the super-luxury market

Paragraph 2

7. a brand that is laneidruvl
8. It's the imauettl treat
9. the wrreda for hard work
10. a new group of dasnviildui
11. built up mid-sized seessinbus
12. Businesswomen now atcnouc for ten per cent of sales

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

Number these lines in the correct order.

- () position at the pinnacle of the super-luxury market." Super-luxury means cars costing over \$272,000.
- () in demand in the Middle East and China accounting for a good portion of the buoyant sales. The Middle East saw a sales
- () increase of 17 per cent last year, while sales in China went up by 11 per cent. Rolls-Royce sold cars in more than 40 countries
- () treat themselves to the magic carpet ride." Businesswomen now account for ten per cent of sales.
- () that it's not just the super-rich who were snapping up the cars. He said: "What's
- () last year, including new markets. Plans are in place to continue this global
- () The CEO said people buy a Rolls Royce because they want to have a brand that is unrivalled in its image
- () expansion. The company CEO said: "We have reported a strong year and have maintained our
- () of luxury. He said: "It's the ultimate treat; the reward for hard work. We see that clearly from our
- (**1**) The luxury automobile maker Rolls-Royce has reported record sales for 2013. The company said it's the fourth
- () whom have started and run their own businesses. The rest are bought by sports stars and film stars." He added
- () customers. Around 80 per cent of our cars are bought by businessmen and women, most of
- () interesting now is that we are seeing a new group of individuals who have built up mid-sized businesses and they also want to
- () consecutive annual sales record. It sold 3,630 cars last year, with a strong surge

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

1. for Rolls has sales Royce record 2013 - reported.

2. the It's record sales annual consecutive fourth.

3. portion of the buoyant sales China accounting for a good.

4. place this in continue expansion are to global Plans.

5. the at position Our market luxury - super the of pinnacle.

6. in of brand unrivalled image A is its luxury that.

7. customers our from clearly that see We.

8. were the cars who just the rich not up - It's snapping super.

9. mid businesses who up sized Individuals built - have.

10. ride carpet magic the to themselves Treat.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

The *luxury / luxurious* automobile maker Rolls-Royce has reported record sales for 2013. The company said it's the fourth *consecutively / consecutive* annual sales record. It sold 3,630 cars last year, with a strong *purge / surge* in demand in the Middle East and China accounting *to / for* a good *portion / potion* of the buoyant sales. The Middle East saw a sales increase of 17 per cent last year, while *sails / sales* in China went up by 11 per cent. Rolls-Royce sold cars in more than 40 countries last year, *including / inclusive* new markets. Plans are in place to continue this *global / globally* expansion. The company CEO said: "We have reported a strong year and have maintained our position at the *pinnacle / nadir* of the super-luxury market." Super-luxury means cars *costing / costed* over \$272,000.

The CEO said people buy a Rolls Royce because they want to have a *bland / brand* that is *unrivalled / rivalled* in its image of luxury. He said: "It's the ultimate *threat / treat*; the reward for *hard / hardly* work. We see that clearly from our *customers / customs*. Around 80 per cent of our cars are bought by businessmen and women, most of whom have started and *ruin / run* their own businesses. The rest are bought by sports stars and film stars." He added that it's not just the super-rich who were *strapping / snapping* up the cars. He said: "What's interesting now is that we are seeing a new group of *individually / individuals* who have built up mid-sized businesses and they also want to treat themselves to the magic *rug / carpet* ride." Businesswomen now *accounting / account* for ten per cent of sales.

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

Th_ l_x_ry __t_m_b_l_ m_k_r R_lls-R_yc_ h_s r_p_rt_d
r_c_rd s_l_s f_r 2013. Th_ c_mp_ny s__d _t's th_
f__rth c_ns_c_t_v_ __nn__l s_l_s r_c_rd. _t s_ld 3,630
c_rs l_st y__r, w_th _ str_ng s_rg_ __n d_m_nd _n th_
M_ddl_ __st _nd Ch_n_ __cc__nt_ng f_r __g__d p_rt__n
f th b__y_nt s_l_s. Th_ M_ddl_ __st s_w __s_l_s
_ncr__s __f 17 p_r c_nt l_st y__r, wh_l_ s_l_s _n
Ch_n_ w_nt _p by 11 p_r c_nt. R_lls-R_yc_ s_ld c_rs _n
m_r_ th_n 40 c__ntr__s l_st y__r, _ncl_d_ng n_w
m_rk_ts. Pl_ns _r __n pl_c_ t_ c_nt_n__ th_s gl_b_l
_xp_ns __n. Th_ c_mp_ny C__ s__d: "W_ h_v_r p_rt_d
_ str_ng y__r _nd h_v_ m__nt__n_d __r p_s_t__n _t
th_ p_nn_cl_ __f th_ s_p_r-l_x_ry m_rk_t." S_p_r-l_x_ry
m__ns c_rs c_st_ng _v_r \$272,000.

Th_ C__ s__d p__pl_ b_y __ R_lls R_yc_ b_c__s th_y
w_nt t_ h_v_ __br_nd th_t _s _nr_v_ll_d _n _ts _m_g_
_f l_x_ry. H_ s__d: "_t's th_ _lt_m_t_ tr__t; th_
r_w_rd f_r h_rd w_rk. W_ s__ th_t cl__rly fr_m __r
c_st_m_rs. __r__nd 80 p_r c_nt _f __r c_rs _r b__ght
by b_s_n_ssm_n _nd w_m_n, m_st _f wh_m h_v_
st_rt_d _nd r_n th__r _wn b_s_n_ss_s. Th_ r_st _r_
b__ght by sp_rts st_rs _nd f_lm st_rs." H_ _dd_d th_t
_t's n_t j_st th_ s_p_r-r_ch wh_ w_r_ sn_pp_ng _p th_
c_rs. H_ s__d: "Wh_t's _nt_r_st_ng n_w __s th_t w__r_
s__ng _n_w gr__p _f _nd_v_d__ls wh_ h_v_ b__lt _p
m_d-s_z_d b_s_n_ss_s _nd th_y _ls_ w_nt t_ tr__t
th_ms_lv_s t_ th_ m_g_c c_rp_t_r_d_." B_s_n_ssw_m_n
n_w __cc__nt f_r t_n p_r c_nt _f s_l_s.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

the luxury automobile maker rolls-royce has reported record sales for 2013 the company said it's the fourth consecutive annual sales record it sold 3630 cars last year with a strong surge in demand in the middle east and china accounting for a good portion of the buoyant sales the middle east saw a sales increase of 17 per cent last year while sales in china went up by 11 per cent rolls-royce sold cars in more than 40 countries last year including new markets plans are in place to continue this global expansion the company ceo said "we have reported a strong year and have maintained our position at the pinnacle of the super-luxury market" super-luxury means cars costing over \$272000

the ceo said people buy a rolls royce because they want to have a brand that is unrivalled in its image of luxury he said "it's the ultimate treat the reward for hard work we see that clearly from our customers around 80 per cent of our cars are bought by businessmen and women most of whom have started and run their own businesses the rest are bought by sports stars and film stars" he added that it's not just the super-rich who were snapping up the cars he said "what's interesting now is that we are seeing a new group of individuals who have built up mid-sized businesses and they also want to treat themselves to the magic carpet ride" businesswomen now account for ten per cent of sales

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1401/140111-rolls-royce.html>

The luxury automobile maker Rolls-Royce has reported record sales for 2013. The company said it's the fourth consecutive annual sales record. It sold 3,630 cars last year, with a strong surge in demand in the Middle East and China accounting for a good portion of the buoyant sales. The Middle East saw a sales increase of 17 percent last year, while sales in China went up by 11 percent. Rolls-Royce sold cars in more than 40 countries last year, including new markets. Plans are in place to continue this global expansion. The company CEO said: "We have reported a strong year and have maintained our position at the pinnacle of the super-luxury market." Super luxury means cars costing over \$272,000. The CEO said people buy a Rolls Royce because they want to have a brand that is unrivalled in its image of luxury. He said: "It's the ultimate treat; the reward for hard work. We see that clearly from our customers. Around 80 percent of our cars are bought by businessmen and women, most of whom have started and run their own businesses. The rest are bought by sports stars and film stars." He added that it's not just the super-rich who are snapping up the cars. He said: "What's interesting now is that we are seeing a new group of individuals who have built up mid-sized businesses and they also want to treat themselves to the magic carpet ride." Business women now account for ten percent of sales.

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: Search the Internet and find out more about Rolls-Royce cars. Share what you discover with your partner(s) in the next lesson.

3. ROLLS ROYCE CARS: Make a poster about Rolls-Royce cars. Show your work to your classmates in the next lesson. Did you all have similar things?

4. SUPER-LUXURY: Write a magazine article about a super-luxury lifestyle. Include imaginary interviews with a poor person talking to someone who leads a super-luxury life.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to the CEO of Rolls-Royce. Ask him three questions about Rolls-Royce cars. Give him three of your opinions on them. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a T b F c F d F e T f T g F h T

SYNONYM MATCH (p.4)

- | | |
|-----------------|---------------|
| 1. automobile | a. car |
| 2. consecutive | b. successive |
| 3. surge | c. jump |
| 4. buoyant | d. strong |
| 5. pinnacle | e. top |
| 6. brand | f. make |
| 7. ultimate | g. topmost |
| 8. treat | h. present |
| 9. run | i. managed |
| 10. individuals | j. people |

COMPREHENSION QUESTIONS (p.8)

1. Four
2. 3,630
3. 11%
4. Its position at the pinnacle of the super-luxury market
5. \$272,000
6. Hard work
7. Businessmen and women
8. Mid-sized businesses
9. A magic carpet ride
10. 10%

MULTIPLE CHOICE - QUIZ (p.9)

1. a 2. c 3. d 4. b 5. a 6. d 7. c 8. b 9. c 10. b

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)