



Bombardier: The Evolution of Mobility

Listening Questions 1:

1. Where was Bombardier founded and in what year?
2. Who was the B7 snowmobile used by?
3. What happened to the company's snowmobile sales in the late 1940s?
4. When was the Ski-Doo snowmobile launched?

Listening Questions 2:

1. When did Bombardier get into the railway business?
2. How much was the contract for the New York subway system worth?
3. When did Bombardier buy the Learjet Corporation?
4. Who is one of the company's customers?

Transcript 1:

Bombardier is a Canadian aerospace and transportation company. The company started as a manufacturer of snowmobile vehicles, but has grown into an important manufacturer of private jets, regional airliners, trains and more.

Bombardier was founded by Joseph-Armand Bombardier in 1942 in the province of Quebec. In 1937, Joseph-Armand's first commercially successful product was the multi-passenger B7 snowmobile which was used by country doctors, ambulance drivers and the post office.

In the late 1940s the Quebec government began clearing snow on country roads and this led to a drop in the company's snowmobile sales. To counteract this, Bombardier developed new products including a vehicle with interchangeable skis and wheels that could be used in the forest industry.

In 1958 Bombardier created the prototype for a small snowmobile which eventually led to the company's iconic Ski-doo snowmobile being introduced in 1959. People who needed to travel in remote regions like trappers and prospectors used the new vehicle. For many people who live in parts of North America where it snows a lot, the snowmobile is a popular recreational vehicle.



Transcript 2:

In 1970 Bombardier entered the railway market by buying an Austrian company that made trams, and in 1974 they won an important contract to manufacture over 400 cars for Montreal's subway system. Eight years later Bombardier was awarded a contract worth \$1 billion to supply over 800 cars for New York's subway.

In 1986 the company entered the aerospace sector when they purchased Canadair, a Canadian aircraft manufacturer of wide-body business jets. Four years later they acquired the Learjet Corporation.

In early 2016, Bombardier announced that Delta had ordered 75 of its C-series jets. Some industry analysts have suggested that such a significant order from one of the world's major carriers could help Bombardier become a major player in the narrow-body aircraft segment that is currently dominated by Boeing and Airbus.

One of Bombardier's famous customers includes the current reigning F1 champion, Lewis Hamilton.