

The 7 Steps - January



1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.



Listening Questions 1

1. When was Pirelli founded and how old is the company now?
_____.
2. Name 2 car manufacturers that have used Pirelli tires.
_____.
3. When did Pirelli become Formula One's sole tire supplier?
_____.
4. What color markings do ultrasoft and wet tires use?
_____.
5. Besides cars, what other vehicles does Pirelli make tires for?
_____.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 2

1. How old is Goodyear turning this year?
_____.
2. What is the name of the symbol that appears in their logo?
_____.
3. Name 1 driver who won a title driving a car with Goodyear tires.
_____.
4. What are blimps used for and when did Goodyear build their first one?
_____.
5. Where did Goodyear tires go in 1970?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

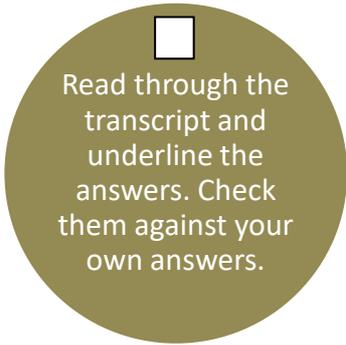
Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. How much would you be willing to spend on a full set of tires for your vehicle and what features do you consider important?
2. To what extent do you think consumers are influenced by advertising? Does advertising influence your purchasing?

TRANSCRIPT 1

4. CHECK ANSWERS



Tires are one of the most important **components** of our cars and one company that's been making them for a very long time is Pirelli. The Italian tire manufacturer can trace its roots all the way back to 1872 when it was established in Milan. According to Pirelli, they have close to 20 manufacturing plants in more than 10 countries around the world.

If you ask a sports car enthusiast or racing fan to name a tire brand, one name they'll likely give you is Pirelli. Over the years the company has supplied tires to some of the most exciting automobile companies in the world including Ferrari, Lamborghini, and Porsche.

Whether it's in a photo advertising their product, or at the side of a race track, their logo **stands out** because of the "P" that goes all the way over the top of the name.

Racing has been an important part of Pirelli's history and since the 2011 season they've been Formula One's only tire supplier. If you watch an F1 race closely, you'll notice that in addition to the Pirelli name, the sides of the tires have colored markings. Different colors are used for different types of tires, for example a set of ultrasofts are purple, mediums are white, and wets are blue.

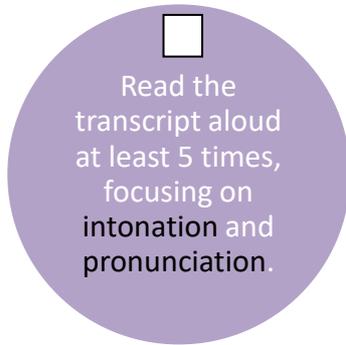
In addition to cars, Pirelli also makes tires for motorcycles and commercial vehicles such as trucks and buses.

5. CHECK VOCABULARY



Stand out	Recognizable	Heritage	Component	Come out with
Fill-in the blanks with the appropriate word above:				
1. This town is famous for its _____ listed buildings and architecture.				
2. Japanese companies in the food industry often _____ limited edition products to attract customers.				
3. Many _____ are required for this system to work smoothly.				
4. A lot of people try to obtain a variety of qualifications in order to _____ in front of potential employers.				
5. Many companies invest heavily in their logo to make them more globally _____				

6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 2

Another tire manufacturer that also has a lot of experience in the business is Goodyear, in fact they're nearly as old as Pirelli. The Akron, Ohio based company was founded in 1898, which means this year they are celebrating their 120th anniversary.

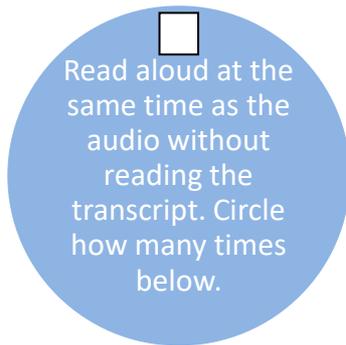
Goodyear also has a **recognizable** logo. If you take a look at it, you'll see the words "Good" and "Year" are separated by a shoe with a wing on it that the company explains is called "Wingfoot".

Another thing the two companies have in common is their impressive racing **heritage**. Jackie Stewart, Mario Andretti, and Michael Schumacher are just a few examples of champions who have won titles in cars with Goodyear tires.

Goodyear is also famous for something quite unique – their blimps. In addition to being an effective way to advertise their brand, blimps can also be used to provide aerial footage to TV audiences of the sporting events happening below. The company **came out with** their first blimp in 1912.

And finally, one interesting bit of trivia about Goodyear. According to the company's website, in 1970 their tires became the first ones to reach the moon when they were used on a lunar mission.

7. SHADOWING



1	2	3	4	5
1	2	3	4	5