

The 7 Steps - July

1. CONTEXT



Bombardier

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

2. QUESTIONS

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

Listening Questions 1

1. Where is Bombardier's headquarters based?
_____.
2. What products do they make?
_____.
3. Name two purposes Bombardier's early vehicles were used for.
_____.
4. When was the Ski-Doo snowmobile launched?
_____.
5. What is the Sea-Doo?
_____.

3. LISTEN

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

Listening Questions 2

1. When did Bombardier get into the railway business?
_____.
2. How much was the New York subway contract worth?
_____.
3. When did Bombardier buy Learjet?
_____.
4. What connection does Bombardier have with the 2010 Winter Olympics?
_____.
5. How many people carried it in Canada and how long was its journey?
_____.

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

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

Discussion Questions

1. How do you feel about overseas companies taking up transportation contracts in other countries?
2. What are some other examples of companies expanding into different sectors or industries?

4. CHECK ANSWERS

□

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

□

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

□

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

□

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Bombardier is a Canada-based company whose origins go back to snow vehicles. Bombardier's headquarters are located in Montreal, Quebec and over the years the company has **evolved** and it now makes airplanes and trains.

According to Bombardier's website, Mr. Joseph-Armand Bombardier's first commercially successful product was a multi-passenger vehicle that could travel on snow. It looked a little like a car on a set of tracks.

In the early years, Bombardier came out with vehicles that were used for a variety of **purposes** including delivering the mail, getting kids to school, hauling logs, and even as an ambulance.

In the late 1950s, Bombardier's company introduced their Ski-Doo snowmobile, a name that would become an iconic brand in the industry. Snowmobiles are vehicles designed to travel on snow. For many people who live in parts of North America where it snows, riding snowmobiles is a very popular thing to do in the winter months. Later on Bombardier also launched their Sea-Doo, a **recreational** vehicle for the water.

Journey	Purpose	Evolve	Recreational	Sector
Fill-in the blanks with the appropriate word above:				
1. The event has _____ from being popular with a niche crowd to being popular with everyone worldwide.				
2. A new _____ facility was built for the students to play in.				
3. After working in government for many years, he decided to return to the private _____.				
4. It was difficult to identify the _____ of the meeting yesterday.				
5. It was a long _____ from the creation of the idea until its realization.				

TRANSCRIPT 2

At the start of the 1970s Bombardier expanded their business by getting into the railway industry, when they purchased a company based in Austria that made trams, and in the mid-70s they got a contract to build carriages for the subway in Montreal. Bombardier explains that in 1982 they got another contract for subway cars but this time in New York. The deal was for more than 800 cars and worth \$1 billion.

Four years later Bombardier once again entered a new **sector**, but this time it wasn't on the ground. In 1986 they bought a Canadian company that built airplanes, and right at the beginning of the 1990s they purchased Learjet, a famous name in the private jet industry.

And finally, the torches used in the 2010 Vancouver Winter Olympics were designed and built by Bombardier. According to the International Olympic Committee, over 500 people in Greece and about 12,000 in Canada carried the torch on its roughly 16-month **journey** to Vancouver.