

The 7 Steps -
May



1. CONTEXT



Volkswagen

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

- Name two famous models Volkswagen has manufactured.
_____.
- What do Lamborghini, Porsche, Ducati, and Scania all have in common?
_____.
- How many people does Volkswagen employ as of 2019 and when were they founded?
_____.
- In what year did VW stop making the Beetle and how many of them did they make in total?
_____.
- When did Volkswagen open offices in the US?
_____.

3. LISTEN

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

Listening Questions 2

- Who did Volkswagen partner with in 2018 and what is their goal?
_____.
- How much is the German car manufacturer going to invest in Argo AI?
_____.
- What kind of company is Argo AI and where are they based?
_____.
- What is VW building in Tennessee and when is it supposed to open?
_____.
- What did Volkswagen do in 2019?
_____.

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

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

Discussion Questions

- How have cars and their usage changed during your lifetime?
- How do you feel about the emergence of autonomous and electric vehicles?

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

One of the most famous automobile manufacturers in the world is Volkswagen, the maker of several **iconic** models such as the Beetle, Rabbit, and Golf. The Volkswagen family consists of some of the most **prestigious** brands in the world including Lamborghini, Bugatti and Ducati, and fellow German car makers Porsche and Audi. Less well-known perhaps are the brands Scania and MAN, makers of large trucks and buses.

According to Volkswagen, their entire network includes over 120 production facilities around the world and they employ in the neighborhood of 700,000 people as of the end of 2019. Volkswagen, also known as VW, was originally established in 1937.

In July 2019, Volkswagen stopped manufacturing their legendary Beetle. According to the company, more than 21 million Beetles were built in its long history. Some people may **recall** that a Beetle played a **prominent** role in several Disney movies, one of which was the 1968 film 'The Love Bug.' Volkswagen established offices in the United States in 1955 and their US headquarters are located in Virginia.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Prestigious	Unknown
Recall	Remove
Prominent	Atypical
Conclude	Successor
Predecessor	Forget
Inject	Insignificant
Iconic	Start

TRANSCRIPT 2

More and more car companies are developing vehicles that will be connected to the Internet. In late 2018, VW announced they would be collaborating with Microsoft to create the 'Volkswagen Automotive Cloud'. The goal is to bring together a range of digital services into an interconnected experience that extends beyond the time a driver spends in the actual vehicle.

Another partnership Volkswagen has entered into is with Ford and Argo AI. In June 2020, the three companies **concluded** a deal that includes the German automaker investing more than \$2 billion in Argo AI, a US based self-driving vehicle company founded in 2016.

Our future also includes more electric vehicles. In late 2019, Volkswagen announced that they had started construction on a facility that will eventually be their North American assembly site for their EVs. The facility is located in the state of Tennessee and is slated to open in 2022.

From time-to-time companies rethink their logo to **inject** new energy into their brand. In 2019, Volkswagen introduced a new logo that is crisper than its **predecessor**.