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Level 5

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 Level 4 (easier) and the 26-page Level 6 (harder).

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THE READING

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

The luxury car maker Rolls-Royce reported record sales for 2013. It's the fourth year in a row it has done this. It sold 3,630 cars because of strong demand in the Middle East and China. Buoyant sales in these markets saw sales increases of up to 17 per cent. Rolls-Royce sold cars in over 40 countries last year, including new markets. There are plans to continue this global expansion. The company CEO said: "We have reported a strong year and have maintained our position at the [top] of the super-luxury market." Super-luxury means cars costing over \$272,000.

The CEO said people buy a Rolls Royce because they want a brand unrivalled in luxury. He said: "It's the ultimate treat; the reward for hard work....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." It's not just the super-rich who were buying the cars. The CEO said: "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 account for 10% 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>

MATCHING

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

PARAGRAPH ONE:

- | | |
|--------------------------------|---------------------------|
| 1. Rolls-Royce reported record | a. our position |
| 2. It's the fourth year | b. sales |
| 3. buoyant | c. costing over \$272,000 |
| 4. new | d. in a row |
| 5. There are plans to continue | e. markets |
| 6. maintained | f. super-luxury market |
| 7. at the top of the | g. sales for 2013 |
| 8. Super-luxury means cars | h. this global expansion |

PARAGRAPH TWO:

- | | |
|---------------------------------|----------------------------|
| 1. they want a brand unrivalled | a. businesses |
| 2. It's the ultimate | b. for 10% of sales |
| 3. the reward | c. up mid-sized businesses |
| 4. run their own | d. the super-rich |
| 5. It's not just | e. magic carpet ride |
| 6. individuals who have built | f. for hard work |
| 7. treat themselves to the | g. in luxury |
| 8. Businesswomen account | h. treat |

LISTEN AND FILL IN THE GAPS

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

The luxury car maker Rolls-Royce (1) _____ for 2013. It's the (2) _____ it has done this. It sold 3,630 cars because of strong demand in the Middle East and China. (3) _____ markets saw sales (4) _____ 17 per cent. Rolls-Royce sold cars in over 40 countries last year, including new markets. There are plans to (5) _____ expansion. The company CEO said: "We have reported a strong year and have (6) _____ at the [top] of the super-luxury market." Super-luxury means cars costing over \$272,000.

The CEO said people buy a Rolls Royce because (7) _____ unrivalled in luxury. He said: "(8) _____; the reward for hard work....Around 80 per cent of our cars are bought by businessmen and women, (9) _____ started and (10) _____. The rest are bought by sports stars and film stars." It's not just the super-rich who were buying the cars. The CEO said: "We are seeing a new group of individuals who have (11) _____ businesses and they also want to treat themselves to (12) _____." Businesswomen account for 10% of sales.

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.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____

FREE WRITING

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

Write about **Rolls-Royce cars** for 10 minutes. Comment on your partner's paper.
