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**Level 4 – 27th April 2026**

## **Apple CEO says 2012 Apple Maps was 'big mistake'**

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<https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-4.html>

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**Please try Levels 5 and 6. They are (a little) harder.**

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# THE READING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-4.html>

Tim Cook has spoken about being boss of Apple. Mr Cook will step down as CEO. He revealed which Apple products he thought were less than perfect. He said Apple Maps was a "really big mistake". In 2012, he recommended map apps from Apple's competitors. He said admitting this was hard. The original Apple Maps was criticised. Faulty data and mapping errors guided drivers to strange places. These included non-existent bridges and businesses in the ocean.

Tim Cook became Apple CEO in 2011. He transformed Apple from a \$350 billion company into a \$4 trillion giant. It continues to make huge profits and growth. Apple's brand represents a quality lifestyle choice. One in five people has an Apple device. Apple products are highly integrated in our lives. Cook said his biggest achievement was the Apple Watch. He said: "Apple's greatest contribution... will be in the health and wellness area."

Sources: <https://www.usatoday.com/story/tech/news/2026/04/24/tim-cook-apple-maps-mistake/89772184007/>  
<https://appleinsider.com/articles/26/04/23/apple-maps-was-tim-cooks-biggest-mistake>  
<https://www.macrumors.com/2026/04/23/tim-cook-apple-maps-launch-his-really-big-mistake/>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-4.html>

## PARAGRAPH ONE:

- |                                 |                        |
|---------------------------------|------------------------|
| 1. Cook has spoken about being  | a. down as CEO         |
| 2. Cook will step               | b. hard                |
| 3. He revealed which            | c. Apple's competitors |
| 4. a really big                 | d. Apple products      |
| 5. he recommended map apps from | e. errors              |
| 6. He said admitting this was   | f. boss of Apple       |
| 7. Faulty data and mapping      | g. existent bridges    |
| 8. These included non-          | h. mistake             |

## PARAGRAPH TWO:

- |   |                        |
|---|------------------------|
| 1. Tim Cook became                      | a. has an Apple device |
| 2. He transformed                       | b. huge profits        |
| 3. It continues to make                 | c. achievement         |
| 4. a quality lifestyle                  | d. Apple CEO           |
| 5. One in five people                   | e. wellness area       |
| 6. Apple products are highly integrated | f. Apple               |
| 7. his biggest                          | g. in our lives        |
| 8. in the health and                    | h. choice              |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-4.html>

Tim Cook has spoken (1) \_\_\_\_\_ of Apple. Mr Cook will step down as CEO. He revealed which Apple products he thought were (2) \_\_\_\_\_. He said Apple Maps was a "really big mistake". In 2012, he recommended (3) \_\_\_\_\_ Apple's competitors. He said (4) \_\_\_\_\_ hard. The original Apple Maps was criticised. Faulty data (5) \_\_\_\_\_ guided drivers to strange places. These included (6) \_\_\_\_\_ businesses in the ocean.

Tim Cook became Apple CEO in 2011. He (7) \_\_\_\_\_ a \$350 billion company into a \$4 trillion giant. It continues to make huge (8) \_\_\_\_\_. Apple's brand represents a quality lifestyle choice. One in five people has (9) \_\_\_\_\_. Apple products are (10) \_\_\_\_\_ our lives. Cook said (11) \_\_\_\_\_ was the Apple Watch. He said: "Apple's greatest contribution... will be in the health (12) \_\_\_\_\_."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-4.html>

TimCookhasspokenaboutbeingbossofApple.MrCookwillstepdownas  
CEO.HerevealedwhichAppleproductshethoughtwerelessthanperfect  
.HesaidAppleMapswasa"reallybigmistake".In2012,herecommende  
dmapappsfromApple'scompetitors.Hesaidadmittingthiswashard.Th  
eoriginalAppleMapswascriticised.Faultydataandmappingerrorsguid  
eddriverstostrangeplaces.Theseincludednon-existentbridgesandbu  
sinessesintheocean.TimCookbecameAppleCEOin2011.Hetransform  
edApplefroma\$350billioncompanyintoa\$4trilliongiant.Itcontinuest  
omakehugeprofitsandgrowth.Apple'sbrandrepresentsaqualitylifest  
ylechoice.OneinfivepeoplehasanAppledevice.Appleproductsarehigh  
lyintegratedinourlives.CooksaidhisbiggestachievementwastheAppl  
eWatch.Hesaid:"Apple'sgreatestcontribution...willbeinthehealthand  
wellnessarea."

# APPLE SURVEY

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-4.html>

Write five GOOD questions about Apple 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) \_\_\_\_\_

*Apple CEO says 2012 Apple Maps was 'big mistake' – 27th April 2026*  
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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) \_\_\_\_\_

