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Level 5 – 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-5.html>

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Please try Levels 4 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-5.html>

Tim Cook has spoken about his time as boss of the tech giant Apple. Mr Cook will step down as CEO in September. He revealed which Apple products he thought were less than perfect. He singled out Apple Maps, calling it a "really big mistake". In 2012, he recommended what he thought were more reliable map apps from Apple's competitors. He said admitting this was hard. The original Apple Maps was criticised for guiding drivers to strange places. This was because of faulty data and mapping errors. The places included non-existent bridges and businesses in the ocean.

Tim Cook became Apple CEO in 2011. He replaced pioneer and co-founder Steve Jobs. Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate huge profits and growth through products like the iPhone. Apple's brand represents a superlative lifestyle choice. Roughly one out of five people on Earth has an Apple device. Apple products are highly integrated in our lives. Cook said his greatest 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-5.html>

PARAGRAPH ONE:

- | | |
|-------------------------------|----------------------|
| 1. Cook has spoken about his | a. map apps |
| 2. Cook will step | b. less than perfect |
| 3. products he thought were | c. data |
| 4. He singled | d. down as CEO |
| 5. more reliable | e. existent bridges |
| 6. He said admitting | f. out Apple Maps |
| 7. This was because of faulty | g. this was hard |
| 8. The places included non- | h. time as boss |

PARAGRAPH TWO:

- | | |
|---|-----------------------|
| 1. He replaced pioneer and co- | a. contribution |
| 2. It continues to generate | b. founder Steve Jobs |
| 3. a superlative lifestyle | c. in our lives |
| 4. one out of five | d. wellness area |
| 5. Apple products are highly integrated | e. huge profits |
| 6. his greatest achievement was | f. people on Earth |
| 7. Apple's greatest | g. the Apple Watch |
| 8. in the health and | h. choice |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-5.html>

Tim Cook has spoken about (1) _____ boss of the tech giant Apple. Mr Cook will (2) _____ CEO in September. He revealed which Apple products he thought were less than perfect. (3) _____ Apple Maps, calling it a "really big mistake". In 2012, he recommended what he thought were more (4) _____ from Apple's competitors. He said admitting this was hard. The original Apple Maps was criticised (5) _____ to strange places. This was because of faulty data and mapping errors. The places (6) _____ bridges and businesses in the ocean.

Tim Cook became Apple CEO in 2011. He (7) _____ co-founder Steve Jobs. Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues (8) _____ profits and growth through products like the iPhone. Apple's brand represents a superlative lifestyle choice. (9) _____ of five people on Earth has (10) _____. Apple products are highly integrated in our lives. Cook said (11) _____ was the Apple Watch. He said: "Apple's greatest contribution... will be in the (12) _____ area."

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2604/260427-tim-cook-apple-maps-5.html>

Tim Cook has spoken about his time as boss of the tech giant Apple. Mr Cook will step down as CEO in September. He revealed which Apple products he thought were less than perfect. He singled out Apple Maps, calling it a "really big mistake". In 2012, he recommended what he thought were more reliable map apps from Apple's competitors. He said admitting this was hard. The original Apple Maps was criticised for guiding drivers to strange places. This was because of faulty data and mapping errors. The places included non-existent bridges and businesses in the ocean. Tim Cook became Apple CEO in 2011. He replaced pioneer and co-founder Steve Jobs. Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate huge profits and growth through products like the iPhone. Apple's brand represents a superlative lifestyle choice. Roughly one out of five people on Earth has an Apple device. Apple products are highly integrated in our lives. Cook said his greatest achievement was the Apple Watch. He said: "Apple's greatest contribution... will be in the health and wellness area."

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) _____

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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) _____

