

Apple CEO says 2012 Apple Maps was 'big mistake'

27th April 2026



Outgoing Apple CEO Tim Cook has reflected on his time as head of the tech giant. Mr Cook will bow out as Apple boss in September. He revealed which Apple products he deemed to have been less than perfect. In particular, he singled out Apple Maps as being a

"really big mistake". In 2012, he recommended using what he thought were more reliable map apps from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to bizarre places due to faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat shown as airports.

Tim Cook was appointed CEO of Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion behemoth. It continues to generate enormous profits and growth through products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out of every five people on Earth uses an Apple device. Apple products are among the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health and wellness area."

Sources: usatoday.com / appleinsider.com / macrumors.com

Writing

People should use real maps rather than map apps. Discuss.

Chat

Talk about these words from the article.

Apple / CEO / tech giants / Apple products / map apps / competitors / drivers / errors / visionary / pioneer / profits / growth / lifestyle / device / achievements /wellness

True / False

- 1) Apple's Tim Cook has left his role as CEO. T / F
- 2) Tim Cook recommended non-Apple maps to people in 2012. T / F
- 3) Apple Maps was widely acclaimed upon its release. T / F
- 4) Apple Maps once directed people to bridges that did not exist. T / F
- 5) When Tim Cook took over as CEO, Apple was worth \$350 million. T / F
- 6) The Apple iPhone has earned Apple over \$4 trillion. T / F
- 7) Twenty per cent of the world population owns an Apple device. T / F
- 8) Of all Apple's products, Tim Cook is happiest with the Apple Watch. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------|-------------------|
| 1. reflected | a. weird |
| 2. revealed | b. merged |
| 3. reliable | c. disclosed |
| 4. bizarre | d. malfunctioning |
| 5. faulty | e. accomplishment |
| 6. succeeded | f. thought about |
| 7. superlative | g. well-being |
| 8. integrated | h. replaced |
| 9. achievement | i. premier |
| 10. fitness | j. dependable |

Discussion – Student A

- a) What do you think about what you read?
- b) Who do you think are visionaries?
- c) Why do you think the Apple brand is so well liked?
- d) Do you have what it takes to be a CEO?
- e) What do you think of Apple's logo?
- f) What do you think of smart watches?
- g) How does technology affect your health and wellness?
- h) What questions would you like to ask Apple's CEO?

Phrase Match

- | | |
|------------------------------------------|-----------------------------|
| 1. Tim Cook has reflected on his time as | a. out of every five people |
| 2. Mr Cook will | b. less than perfect |
| 3. products he deemed to have been | c. mapping errors |
| 4. In particular, he singled | d. enormous profits |
| 5. due to faulty data and | e. CEO of Apple in 2011 |
| 6. Tim Cook was appointed | f. head of the tech giant |
| 7. It continues to generate | g. integrated in our lives |
| 8. roughly one | h. bow out as Apple boss |
| 9. Apple products are among the most | i. and wellness area |
| 10. in the health | j. out Apple Maps |

Discussion – Student B

- What do you think of the tech company Apple?
- Which business leaders do you like and dislike?
- What tech giants do you like and dislike?
- What do you think of using map apps?
- What do you think is the best Apple product?
- What do you need to be a great CEO?
- When was the last time you admitted making a mistake?
- What's the worst tech product you've ever used?

Spelling

- Cook has ltedeerfc on his time
- He dvealeer which Apple products
- more eerblali map apps
- Apple's rscottemipo
- guiding drivers to reibzra places
- These included nno-tnxeiest bridges
- He ueecedsdc visionary pioneer
- During his neteru
- generate ousronem profits
- a pusrlteevia lifestyle choice
- the most rndtteigae in our lives
- his greatest tavmcineehe

Answers – Synonym Match

1. f	2. c	3. j	4. a	5. d
6. h	7. i	8. b	9. e	10. g

Comprehension Questions

Listen to / read the news article. Answer these questions. (Answers are on p. 27 of the 27-page PDF.)

1.	When will Tim Cook's last day as Apple CEO be?
2.	What map app did Tim Cook recommend in 2012?
3.	How was Apple Maps received when it was released?
4.	What kind of errors were in the 2012 version of Apple Maps?
5.	What were some airports shown as in the 2012 Apple Maps?
6.	Who did Tim Cook replace as Apple's CEO?
7.	Roughly how much is Apple worth today?
8.	How many people around the world have an Apple device?
9.	What is Tim Cook's favourite Apple product?
10.	What did Tim Cook say would be Apple's greatest contribution?

Speaking – Apple

Rank these with your partner. Put the best Apple products at the top. Change partners often and share your rankings.

- | | |
|---------------|-----------|
| • Apple Watch | • iPad |
| • Apple Music | • AirPods |
| • Apple TV | • iPhone |
| • Vision Pro | • iMac |

Answers – True False

1	F	2	T	3	F	4	T	5	F	6	F	7	T	8	T
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Answers to Phrase Match and Spelling are in the text.