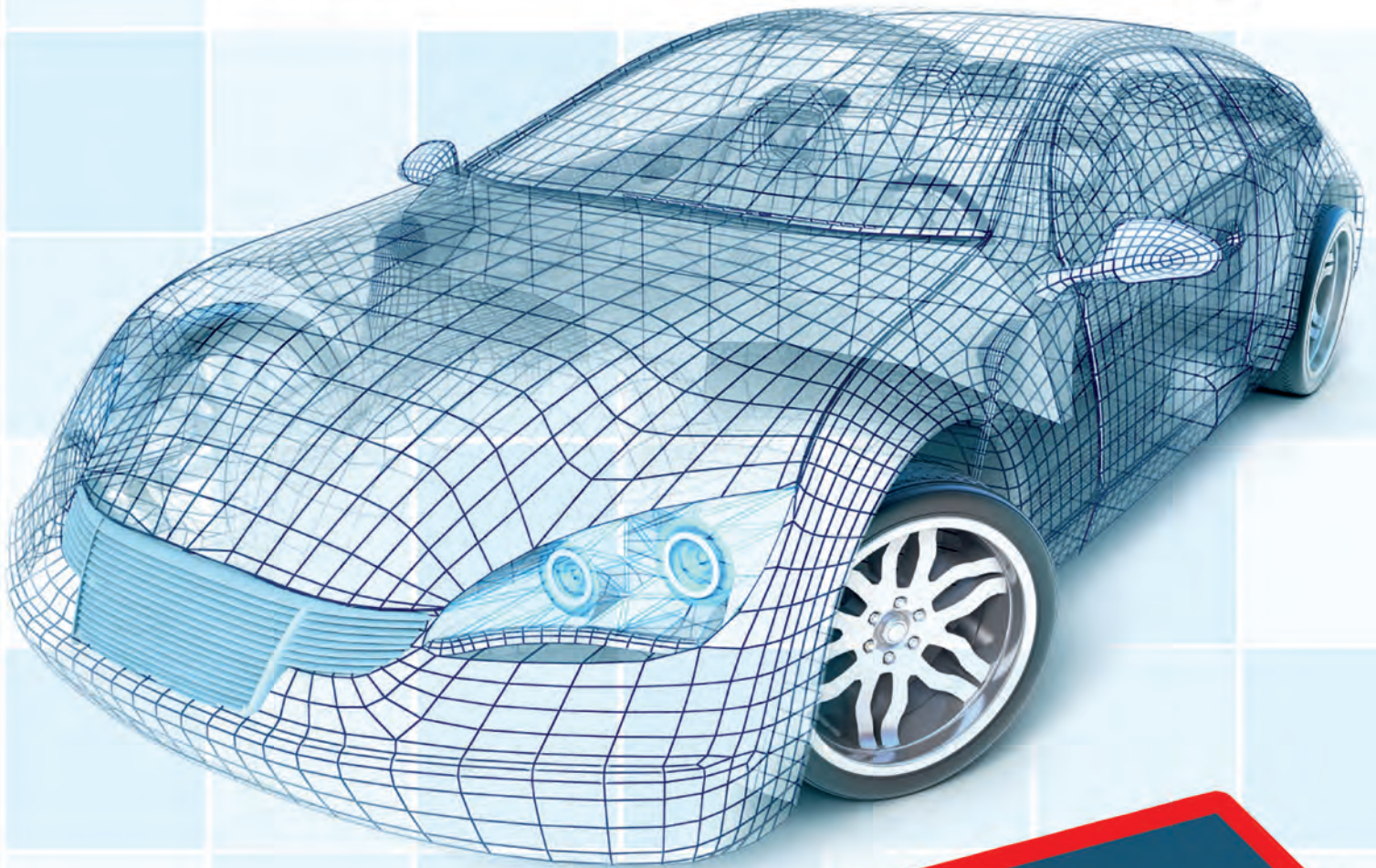


**CAREER
PATHS**

AUTOMOTIVE Industry

Daniel Baxter
Virginia Evans
Jenny Dooley



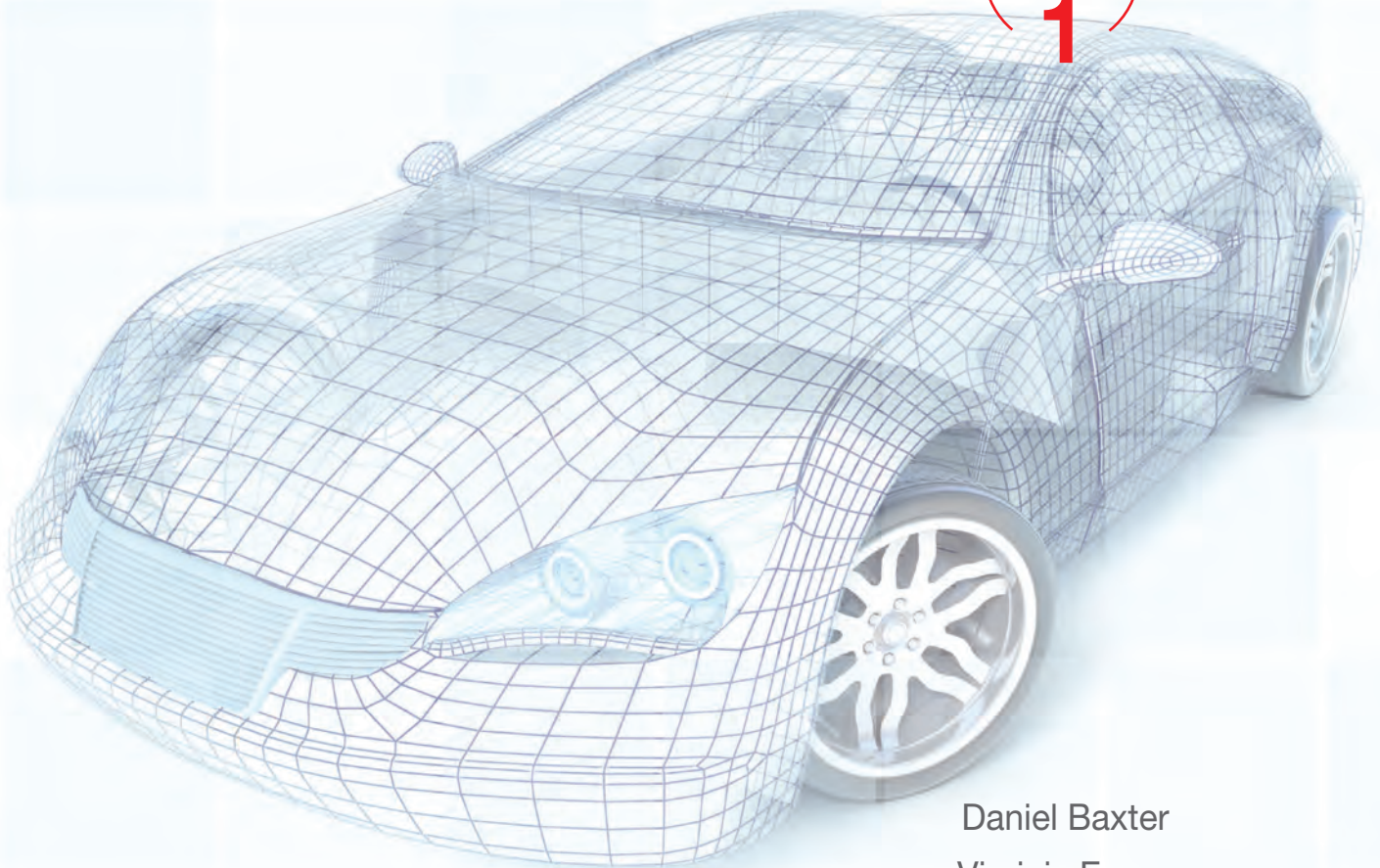
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**CAREER
PATHS**

AUTOMOTIVE **Industry**

Book

1



Daniel Baxter
Virginia Evans
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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	The Automotive Industry	Webpage	advertising, automobile, car, consumer, design, distribution, driver, manufacture, market, sales	Describing experience
2	Car Interiors 1	Memo	blinker switch, brake pedal, driver's side, fuse box, gas pedal, glove box, passenger side, rear-view mirror, shifter knob, steering wheel	Expressing disbelief
3	Car Interiors 2	Review	back seat, bench seat, bucket seat, console, cup holder, door panel, handle, headrest, lock, trunk, window switch	Making comparisons
4	Gauges and Meters	Car manual	dashboard, fuel gauge, gearshift position, instrument cluster, odometer, speedometer, tachometer, temperature gauge, voltmeter, warning light	Politely interrupting
5	Suspension	Note	air spring, ball joint, chassis, coil spring, double-wishbone suspension, frame, leaf spring, MacPherson strut, multilink suspension, shock absorber, stabilizer bar, strut suspension, torsion bar	Describing progress
6	Car Exteriors 1	Memo	brake light, bumper, door, fender, headlight, high beam, hood, side mirror, tail light, windshield, wipers	Making polite requests
7	Car Exteriors 2	Memo	blinker, grill, hitch, hubcab, side panel, sunroof, trim, trunk, undercarriage, wheel	Expressing opinion
8	Tires	Product list	diagonal, load index, metric, radial, rim diameter, rim, sidewall, speed rating, tire width, tire, tread	Showing understanding
9	Options	Information sheet	DVD player, entertainment system, GPS, heated seats, leather, navigation system, remote starter, satellite radio	Asking about interest
10	Sedans	Magazine article	body style, box, coupe, fastback, four-door, hatchback, pillar, seat, sedan, two-door	Making an assumption
11	Compacts	Report	C-segment, cargo area, compact car, mid-size, parking, space, subcompact, supermini, urban, vehicle	Offering help
12	SUVs	Magazine article	4x4, cargo barrier, crossover, four-wheel drive, off-road, row, seating, station wagon, SUV, tailgate	Asking for an opinion
13	Trucks and Vans	Memo	bed, cab, full-size, heavy duty, mini, minivan, pickup truck, towing capacity, truck, van	Talking about options
14	Luxury and Sports Cars	Webpage	acceleration, convertible, grand tourer, luxury vehicle, muscle car, pony car, prestige, roadster, sports car, supercar	Expressing preference
15	Commercial Vehicles	Webpage	bus, class, commercial vehicle, fleet, gross vehicle weight rating, heavy, light, mass transit, public transportation, shipping operations	Giving and reacting to news

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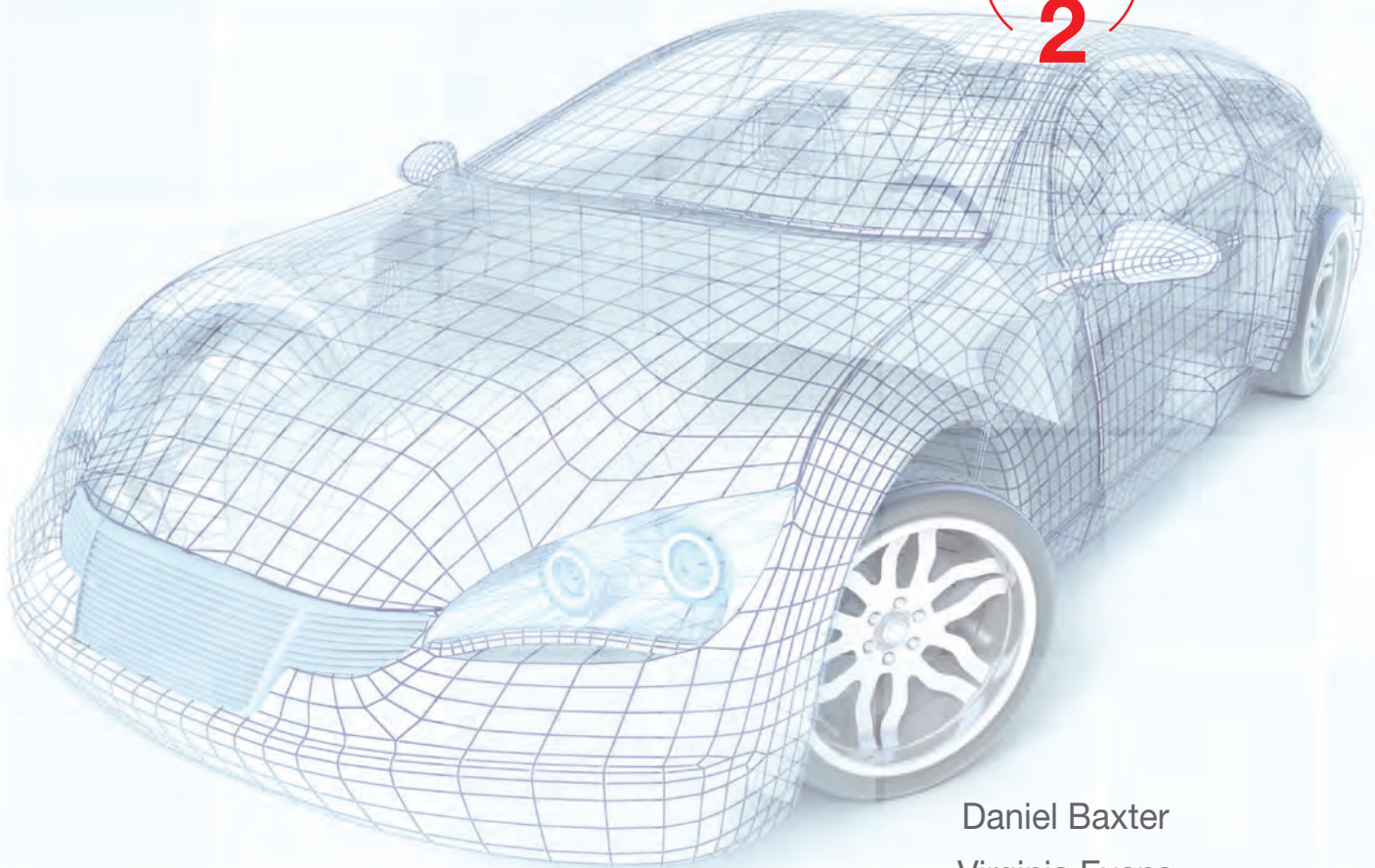
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**CAREER
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AUTOMOTIVE **Industry**

Book

2



Daniel Baxter
Virginia Evans
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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	The Internal Combustion Engine	Encyclopedia	connecting rod, crankcase, crankshaft, cylinder, engine block, fuel, head, piston ring, piston, spark plug, sump, valve	Estimating time
2	The Four-Stroke Engine	Textbook excerpt	compression stroke, cylinder heat, exhaust, exhaust stroke, exhaust valve, four-stroke engine, head gasket, intake stroke, intake valve, power stroke, pressure	Speculating
3	Gas and Diesel Engines	Ad	clean diesel, combustion chamber, compression ratio, diesel, durable, fuel injection pump, gasoline, glow plug, heat up, precombustion chamber, run on	Stating an opinion
4	Fuel Efficiency and Emissions	Webpage	biodiesel, compare, emissions, environmental impact, fossil fuel, fuel cell, fuel efficiency, gas mileage, global warming, mpg, ratio, wells-to-wheels	Making comparisons
5	Hybrids	Report	charge, continuously variable transmission, electricity, energy, generator, hybrid, lithium ion battery, parallel hybrid, plug-in hybrid, reclaim, regenerative braking system, two-mode hybrid	Asking about knowledge
6	Electric Cars	Magazine article	charging dock, charging port, charging station, electric car, electric motor, miles per charge, onboard charger, photovoltaic, range, solar panel, tail pipe emissions	Expressing doubt
7	Brake Systems	Ad	brake booster, brake fluid, brake line, brake pad, brake shoe, brake system, caliper, disc brake, drum brake, hydraulic brake, master cylinder, parking brake, power brakes	Giving a reminder
8	Steering Systems	Webpage	control arm, inner tie rod, outer tie rod, pinion, power steering pump, power steering, rack, rotate, spindle, steering shaft, steering system	Expressing a lack of knowledge
9	Safety Features	Ad	3-point seat belt, ABS, EBD, collision, crumple zone, curtain airbag, DRL, dual-stage airbag, LATCH, side torso airbag, SRS, tether anchor	Expressing disappointment
10	Manufacturing Groups	Newspaper article	acquire, automaker, brand, controlling, group, hold, manufacturer, merger, recognition, share, stake, subsidiary	Asking for an opinion
11	The Dealership	Ad	body shop, dealership, financing office, lobby, lot, mechanic shop, parts desk, refreshments, service facility, showroom, stockroom	Giving directions
12	People at the Dealership	Job ads	accountant, detailer, financial officer, lot porter, manager, mechanic, receptionist, sales staff, salesman, title clerk, warranty administrator, washer	Asking about experience
13	Salary and Incentives	Employee manual	base pay, bonus, commission, flat sales commission, front end, incentive, mini, OTE, pack, percentage commission, percentage, salary, straight commission	Discussing amounts
14	Advertising	Email	advertisement, attention, balloons, campaign, commercial, contest, flyer, give-away, inflatable, magazine, media, on-site, promotion, radio broadcast, sale, television	Making and responding to suggestions
15	Dealership Activities	List	approve, deny, display, greet, issue, maintenance, polish, registration, repair, retail, sell, title, wash	Giving instructions

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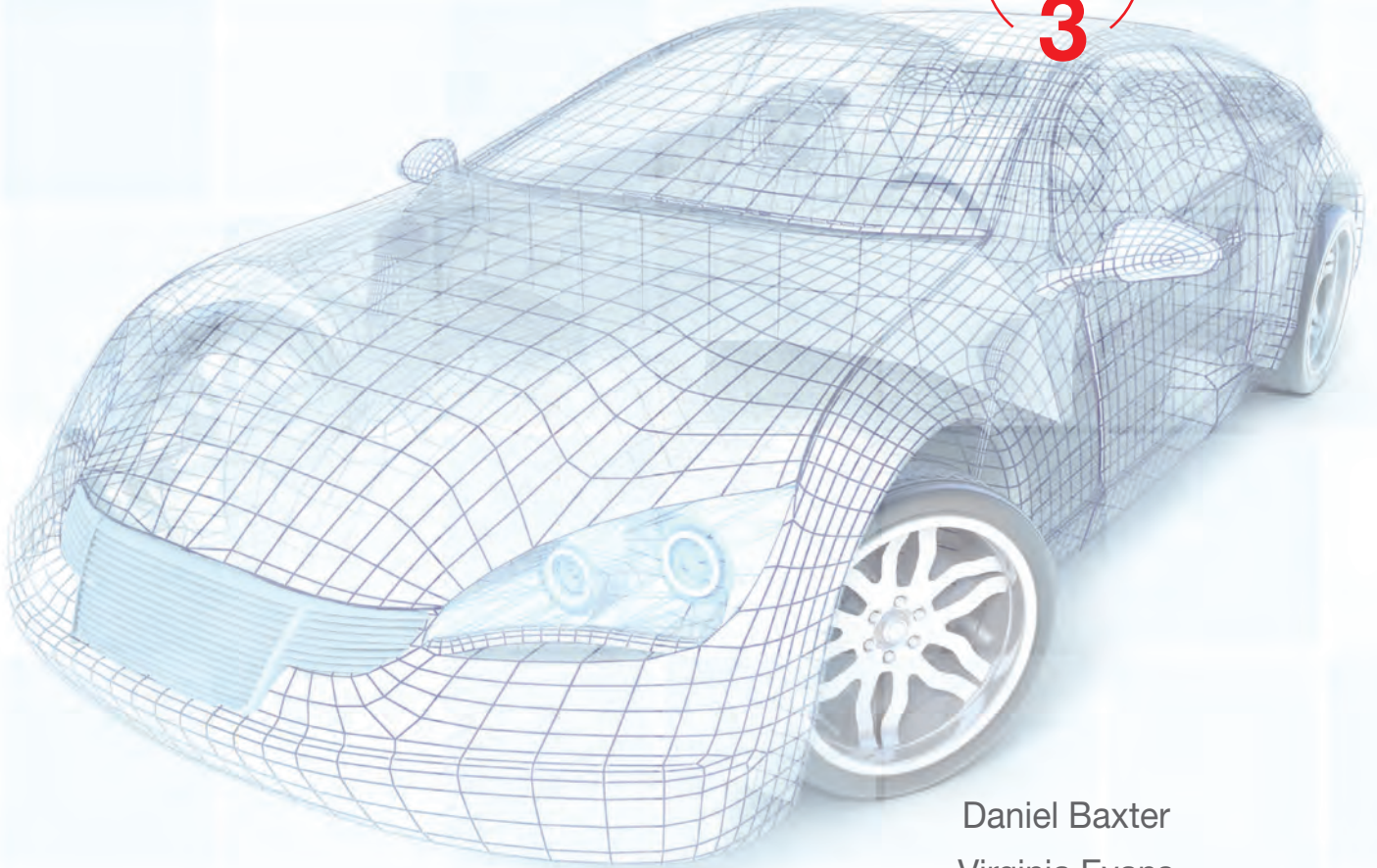
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**CAREER
PATHS**

AUTOMOTIVE **Industry**

Book

3



Daniel Baxter
Virginia Evans
Jenny Dooley



Express Publishing

Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Automotive Design	Webpage	CAD, Class A surface, clay modeling, color and trim design, concept sketch, design, exterior design, graphic design, interior design, powertrain modeling, prototype, scale model	Giving bad news
2	Manufacturing 1	Magazine article	assembly line, implement, inventory, just-in-time production, lean manufacturing, limited, manufacturing, output, overhead, production, raw materials, reduce, streamline, waste	Making a suggestion
3	Manufacturing 2	Memo	analyze, apply, assess, benchmarking, best practice, compare, competitive benchmark, functional benchmark, internal benchmark, measure	Asking for an example
4	Automation	Job ad	actuator, assembly, automation, control unit, degree of freedom, end-effector, flow line, hydraulic, manipulator, oscillation, payload, pneumatic, precision, robot, work envelope	Describing a daily routine
5	Auto Transport	Email	auto rack, auto transport, bi-level, container ship, enclosed trailer, open trailer, overseas, rail, rolling highway, semi-trailer, tractor-trailer, tri-level	Discussing progress
6	Distribution	Guide	carrier, CIP, CPT, DAT, DAP, DDP, distribution, EXW, FCA, incoterms, insurance, loading cost, responsibility, shipping	Making an assumption
7	Pricing	Advice column	approval, cost, destination charge, discount, holdback, invoice price, mark up, market adjustment, MSRP, options, pricing, profit, rebate, sticker price	Asking for an explanation
8	Accounting	Memo	balance sheet, assets, intangible assets, fixed assets, accounts receivable, property and equipment, liabilities, equity, accounts payable, P&L report, revenue, cost of sales, gross profit, net profit	Confirming information
9	Sales 1	Advice column	appearance, appointment, comfort, contact, effective, first impression, generate, influence, inquire, lead, needs, networking, pitch, sales	Asking for a favor
10	Sales 2	Email	business card, check on, contact information, estimate, follow up on, get in touch, hear back from, previously, progress, referral, slip away, update	Introducing yourself on the phone
11	Sales 3	Comment board	approval, capitalize on, check, close, deal, hand over, keys, resistance, seal, signature, test drive, title	Asking for advice
12	Negotiating	Employee manual	anticipate, back down, bargain, calm, compromise, confrontation, include, loss, non-negotiable, offer, pressure, trade-off, walk away from,	Asking for help
13	Financing 1	Poster	apply, cash, checking account, credit history, credit rating, credit report, down payment, financing, interest, loan, terms	Describing a process
14	Financing 2	Approval letter	approval, APR, compound, early payment penalty, finance charge, late fee, monthly, payment, principle, term	Clarifying information
15	Used Car Sales	Ad	accident, assess, condition, damage, dent, excellent, good, history, poor, pre-owned, resale value, third-party, trade-in, used car, value	Giving praise

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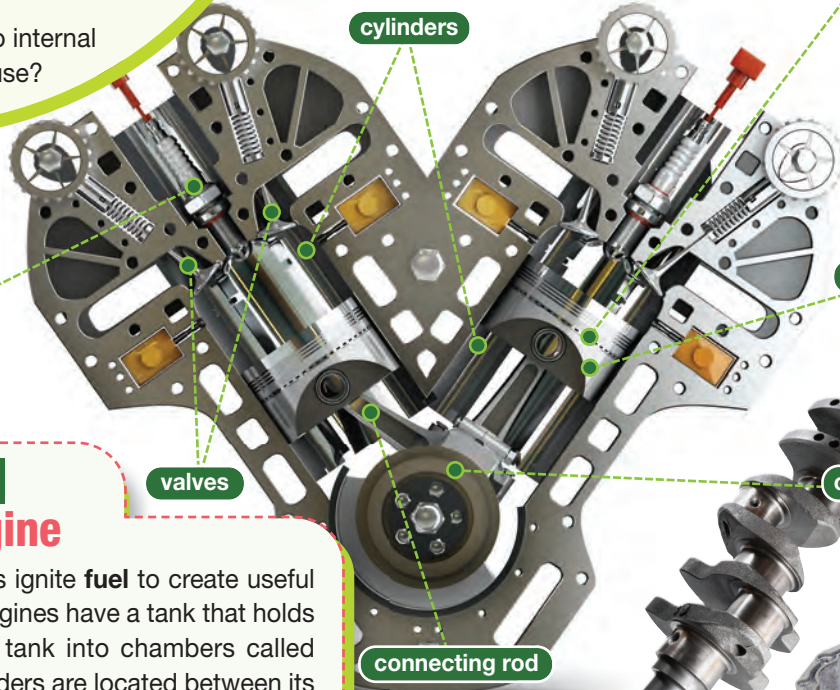
Get ready!

1 Before you read the passage, talk about these questions.

- Which parts of an internal combustion engine are located in the engine block?
- What kinds of fuels do internal combustion engines use?



spark plug



crankcase

fuel

piston rings

cylinders

piston

valves

crankshaft

connecting rod

sump

The Internal Combustion Engine

Internal combustion engines ignite **fuel** to create useful mechanical energy. Most engines have a tank that holds fuel. Fuel pumps from the tank into chambers called **cylinders**. An engine's cylinders are located between its **head** and its **engine block**. **Valves** control the flow of fuel into and out of the cylinders. Each cylinder contains a **piston** which can move up and down the cylinder. **Piston rings** form seals between the pistons and the walls of the cylinders.

When fuel enters a cylinder, the piston rises. This compresses the fuel at the top of the cylinder. When this happens, a **spark plug** ignites the fuel. The explosion makes the piston shoot down the cylinder. This, in turn, pushes a **connecting rod**. The connecting rod then turns the **crankshaft** in the **crankcase**. The turn of the crankshaft outputs mechanical energy. A **sump** with lubricating oil keeps the engine parts running smoothly.

Reading

2 Read the encyclopedia entry. Then, mark the following statements as true (T) or false (F).

- The cylinders are set between the engine block and the crankcase.
- Upward movement of the piston compresses fuel in the cylinder.
- Connecting rods connect the pistons to the crankshaft.

Vocabulary

3 Match the words or phrases (1-8) with the definitions (A-H).

- | | |
|---------------|---------------------|
| 1 __ fuel | 5 __ spark plug |
| 2 __ sump | 6 __ piston ring |
| 3 __ valve | 7 __ engine block |
| 4 __ cylinder | 8 __ connecting rod |

- A a round hole in the engine block that contains a piston
 B a reservoir that holds oil in the engine
 C a device that ignites fuel using electricity
 D the main part of an engine to which other parts are attached
 E a substance that produces heat or power when burned
 F a rod that links a piston to a crankshaft
 G a ring that creates a seal around a piston
 H a device that opens and closes to control the flow of fluid

4 Read the sentence pairs. Choose which word best fits each blank.

1 piston / crankshaft

- A The _____ is located near the bottom of the engine.
- B The _____ compresses fuel in the engine's cylinders.

2 head / crankcase

- A The _____ covers the top of the engine.
- B The _____ is where an engine's sump is located.

5 Listen and read the encyclopedia entry again. What does a spark plug do?

Listening

6 Listen to a conversation between a mechanic and a dealership manager. Choose the correct answers.

- 1 What are the speakers mainly talking about?
 - A where an engine's sump is located
 - B what is wrong with a car's engine
 - C how internal combustion engines work
 - D why some engines have a crankshaft
- 2 What is the woman going to remove from the engine?
 - A the crankcase
 - B the engine block
 - C the crankshaft
 - D the sump

7 Listen again and complete the conversation.

Mechanic: It looks like the crankshaft became jammed in 1 _____.

Manager: How could something like that happen?

Mechanic: I would guess that someone just forgot to put oil in the engine. 2 _____ is pretty dry.

Manager: Ah, then the lack of lubrication made the 3 _____.

Mechanic: Precisely. It should be easy to fix. I just 4 _____ the crankshaft from the crankcase. And then clean them both, lubricate them, and put them back together.

Manager: Are you going to need to 5 _____?

Mechanic: No, I basically have everything that I need already.

Manager: Oh. So how long do you think the repairs will take?

Mechanic: 6 _____ or two. Two and a half hours at most.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

I think I know ... / How long ...? / Probably ... at most.

Student A: You are a mechanic. Talk to Student B about:

- what is wrong with a car's engine
- how to repair the engine
- how long the repairs will take

Student B: You are a car dealership manager. Talk to Student A about repairs to an engine.

Writing

9 Use the encyclopedia entry and the conversation from Task 8 to fill out the engineer's report.

Engine Diagnostic Report

Problem: _____

Cause of problem: _____

Repairs: _____

Estimated time to repair: _____

14 Advertising



balloons

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are the various ways a car dealership can advertise a sale?
- 2 What can a dealership use to attract people to a sale?



flyers

magazine

To: 'Dealership employees'
 From: i_sena@ceresmotorsnewcrest.com
 Date: April 8
 Subject: Upcoming advertisements

Hello everyone,
 I just wanted to let you all know about our upcoming advertising efforts. We are currently developing an ad **campaign** featuring some cool new **commercials** for various **media**. They should appear during prime time **television** and **radio broadcasts**. We are also developing a matching series of advertisements for local magazines. We hope to capture quite a lot of **attention** with these ads.

In addition to the advertisements, we will be running a number of **promotions**. We will have at least two **sales** per month from now until October. These are going to be big events, with a lot of **on-site** entertainment. These will have big **contests** and cool **give-aways**. People will be able to win a brand new car. We will even have **balloons** and an **inflatable** bouncy castle for the kids. We will send **flyers** advertising our sales to previous customers. We will also send them out in newspapers.

Let me know if you have any questions or suggestions.
 Thanks,
 Ichiro Sena,
 Branch Manager



inflatable



radio broadcast

television

Vocabulary

3 Match the words or phrases (1-8) with the definitions (A-H).

- | | |
|------------------|---------------------|
| 1 ___ media | 5 ___ magazine |
| 2 ___ on-site | 6 ___ give-away |
| 3 ___ balloon | 7 ___ commercial |
| 4 ___ inflatable | 8 ___ advertisement |

- A every means of mass communication to be considered as a group
 B capable of being filled with air
 C a free product that companies give out to make people buy products
 D a promotion designed to sell a product to people who see it
 E a thin, regularly published book with ads and articles
 F occurring or located at a given place
 G a rubber bag that is filled with air and used as a toy or decoration
 H an ad that is broadcast on radio or television


Reading

2 Read the email. Then, mark the following statements as true (T) or false (F).


- 1 ___ The dealership will broadcast commercials on television and radio.
- 2 ___ The dealership is going to have one sale each month until October.
- 3 ___ The dealership plans to hand out flyers to people on the street.

4 Fill in the blanks with the correct words or phrases below: *attention, campaign, contest, promotion, sale, television.*

- 1 The man saw the commercial while he was watching _____.
- 2 The sales team decided to launch the new ad _____ at the end of April.
- 3 A customer won a new car as a prize in a(n) _____.
- 4 The commercial attracted a lot of _____ to the dealership.
- 5 We cut the prices of our cars for a(n) _____ over the holiday.
- 6 Hopefully, we will gain a lot of attention with this new _____.

5  Listen and read the email again. What will the dealership's sales have for kids?

Listening

6  Listen to a conversation between an owner and a manager of a car dealership. Choose the correct answers.

- 1 What are the speakers mainly talking about?
 - A the development of a television commercial
 - B how their advertising efforts are working
 - C why some radio commercials are effective
 - D new ways of advertising their dealership
- 2 Which of the following does the man want to decrease the number of?
 - A contests
 - B commercials
 - C sales
 - D flyers



7  Listen again and complete the conversation.

- Manager:** Whenever we make a **1** _____, we ask our customers where they heard about us.
- Owner:** Oh, that's clever. And what do they say?
- Manager:** Well, most of them hear or see our television and **2** _____.
- Owner:** Which parts of our campaign are not doing well?
- Manager:** **3** _____ – those attract almost no customers.
- Owner:** We should cut back on those. I wonder if having more sales would get us **4** _____.
- Manager:** Maybe. I think we should give a car or two away **5** _____.
- Owner:** That's a good idea, especially if we hand out some **6** _____.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

We should ...
That's a good idea.
That sounds like a plan.

Student A: You are an owner of a car dealership. Talk to Student B about:

- the dealership's advertising efforts
- how well different advertisements are doing
- ways to attract more people to the dealership

Student B: You are a manager of a car dealership. Talk to Student A about advertising.

Writing

9 Use the email and the conversation from Task 8 to fill out the email to an ad agency.

To: cooper@easternvilleads.com
 From: g_hammond@supercarseasternville.com
 Subject: New Ads

Dear Mr. Cooper,
 Based on some responses from customers, we would like to change our advertising campaign a bit.

Let me know if you have any questions.

George Hammond,
 Manager, Supercars of Easternville

Glossary

internal benchmark [N-COUNT-U3] An **internal benchmark** is a standard set by comparing practices in similar parts of the same organization.

inventory [N-UNCOUNT-U2] **Inventory** is the supply of materials used to manufacture products, as well as completed products that are in storage before being shipped to buyers.

invoice price [N-COUNT-U7] An **invoice price** is the price the dealer pays for a car.

just-in-time production [N-UNCOUNT-U2] **Just-in-time production** is a production technique that involves reducing waste by producing only what is necessary at the moment it is necessary. Signals are used to indicate when materials, labor or equipment is needed.

keys [N-COUNT-U11] **Keys** are small pieces of metal used to open the lock of a vehicle and start an engine.

late fee [N-COUNT-U14] A **late fee** is a fee caused by missing the deadline on a payment.

lead [N-UNCOUNT-U9] A **lead** is a person who is a potential client or customer.

lean manufacturing [N-UNCOUNT-U2] **Lean manufacturing** is a manufacturing process that focuses on eliminating waste in the production process and adding value to a product for consumers.

liabilities [N-COUNT-U8] **Liabilities** are a business's debts and expenses.

limited [ADJ-U2] If something is **limited**, it is not as large as it could possibly be.

loading cost [N-COUNT-U6] A **loading cost** is a cost associated with loading the cars onto the carrier.

loan [N-COUNT-U13] A **loan** is a sum of money borrowed and expected to be paid back with interest.

loss [N-COUNT-U12] A **loss** is a negative net income.

manipulator [N-COUNT-U4] The **manipulator** is the arm of a robot.

manufacturing [N-UNCOUNT-U2] **Manufacturing** is the process of assembling products for sale.

mark up [N-COUNT-U7] A **mark up** is the amount the dealer increases the price above invoice price to make a profit.

market adjustment [N-COUNT-U7] A **market adjustment** is a change in price based on the market in which the car is sold.

measure [V-T-U3] To **measure** something is to estimate or judge it based on certain criteria.

monthly [ADV-U14] If a payment is paid **monthly**, then it is paid once every month.

MSRP [N-COUNT-U7] An **MSRP** is the manufacturer's suggested retail price.

needs [N-UNCOUNT-U9] The **needs** of a customer are his or her desired outcomes from an encounter.

net profit [N-UNCOUNT-U8] **Net profit** is the measure of business's profitability, or the difference between revenue and total expenses.

networking [N-UNCOUNT-U9] **Networking** is the habit of using one's colleagues and professional associations to enhance professional success.

non-negotiable [ADJ-U12] If something is **non-negotiable**, it cannot be changed or contested.

offer [V-T-U12] To **offer** something is to present it.

**CAREER
PATHS**

AUTOMOTIVE Industry

Career Paths: Automotive Industry is a new educational resource for automotive professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. **Career Paths: Automotive Industry** addresses topics including the parts of a car, safety features, design methods, manufacturing, and career options.

The series is organized into three levels of difficulty and offers a minimum of 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:

- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The **Teacher's Guide** contains detailed lesson plans, a full answer key and audio scripts.

The **audio CDs** contain all recorded material.



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