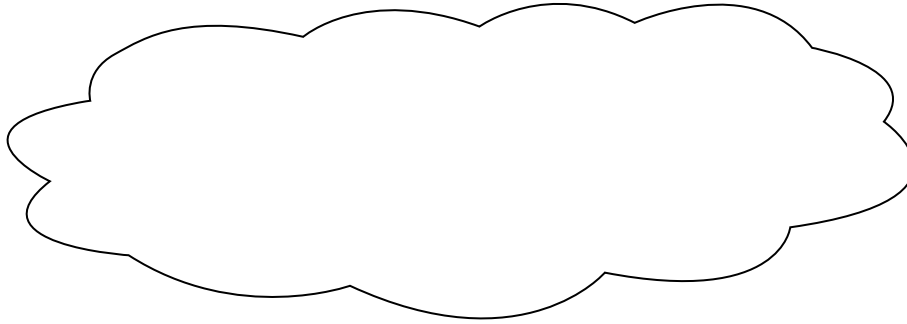


1 Warmer

a. Brainstorm this question in small groups.

What are the characteristics of a good business partnership?



Partnerships in the car industry

- 1 Car companies are changing how they make cars. They know they need to protect the environment and make cars safer and easier to use. Electricity and **self-driving** cars might be the answer.
- 2 However, making electric cars is expensive and difficult. It also takes a lot of time. That is why many car companies decide to form **partnerships** and share their ideas. This is good for all the car companies involved because it gives them a better position in the market and helps them make more money.
- 4 Partnerships help companies combine their **strengths**, share costs, and create new products faster. They can also **optimise** transportation and make **sustainable** cars with the latest technology.
- 5 Partnerships present many advantages but some important challenges as well. Some problems they may face are:
 - (1) _____ Companies may have different ways of doing things or other opinions on how to design a car or what technology to use. This can slow their work and cause arguments when making decisions.
 - (2) _____ Each company might have its own goals and **priorities**. For example, one might want to make electric cars, while the other might prioritise self-driving technology. This can make it hard to decide what to do next.
 - (3) _____ Every company has its own style and image. They need to make sure they don't lose what makes them unique.
- 6 Car companies are not the only ones creating partnerships. For example, Apple and IBM are usually **rivals** but joined forces to make business apps for iOS devices. IBM is good at understanding data, and Apple is good at making **user-friendly** devices. Together, they have improved how companies use access and use technology.
- 7 In the future, partnerships between companies, like the one between Apple and IBM, will become even more popular. Partnerships will help companies be more creative and make special products for businesses and people in many areas.

Elementary Business News

Partnerships in the car industry

2 Reading comprehension

a. Read the subtitles below. Match them to the corresponding section in the text.

Brand identity

Different ideas

Different objectives

b. Are these statements True (T) or False (F) according to the article? Correct any that are false.

1. Making electric cars is both easy and cheap.
2. Companies work faster when they work together and share ideas.
3. It is generally easy for companies to agree on what technology to use.
4. It is important for companies to keep their style when collaborating with other companies.
5. Apple and IBM have created apps together.
6. Partnerships help businesses create better products and solutions.
7. In the future, partnerships will not be as common as they are now.

3 Vocabulary

a. Match the words in the wordpools to their definitions. You can find them in bold in the article for reference.

optimise

partnerships

self-driving

strengths

1. business relationships between people or companies _____
2. a vehicle that does not need a driver to move _____
3. abilities or skills you are particularly good at _____
4. make something work better or more efficiently _____

priorities

rivals

sustainable

user-friendly

5. friendly with the environment so it can continue for a long time _____
6. things that are particularly important and need to happen before other things

7. two people or organisations that frequently compete with each other _____
8. easy for people to use _____

Elementary Business News

Partnerships in the car industry

b. Use some of the words in task A to complete the sentences.

1. The city plans to be more _____ by planting trees and saving water.
2. This mobile app is so _____ that my grandma can use it without help!
3. I read an article that gives you five tips to _____ your morning routine. I certainly need them!
4. Our school has several _____ with local businesses to help students find jobs.
5. When applying for a job, it's important to highlight your _____ and weaknesses.

4 Grammar

a. Match the halves to create sentences from the article. Underline the connecting words or phrases.

- | | |
|---|--|
| 1. Companies know they need to make cars more environmentally friendly. | a. and be really expensive. |
| 2. Making sustainable cars can be a real challenge... | b. That is why some companies have decided to work together. |
| 3. The market is changing really fast these days. | c. However, that's difficult and expensive. |
| 4. This is good for all the car companies involved... | d. ... but some important challenges as well. |
| 5. Partnerships present many advantages ... | e. ... because it gives them a better position in the market |

b. Put the connecting phrases or words in the correct column based on how they are used.

Give additional information	Explain the cause	Contrast

Elementary Business News

Partnerships in the car industry

5 Communicative activity

a. Discuss the following statements.

- “Electricity and self-driving cars are the answer to making cars more sustainable.”
- “Partnerships help companies combine their strengths, share costs, and create new products faster.”
- “In the future, partnerships between companies will become even more popular.”

6 Production activity

a. Imagine you work for a car manufacturer. Write an email to a competitor proposing a partnership and explaining the advantages for both companies. Use some of the ideas in previous activities to help you.