

## Unit 2

**1 Before you read, check that you know the words in the box. Match them with their definitions.**

assembly reputation revenue testing weld

- 1 the income of a company: \_\_\_\_\_
- 2 putting different parts of a product together: \_\_\_\_\_
- 3 join two parts together using heat: \_\_\_\_\_
- 4 checking that everything works correctly: \_\_\_\_\_
- 5 the opinion that people have about a brand or company: \_\_\_\_\_

**2 Read the article quickly and find the following. Use a dictionary to check any words you don't know.**

- 1 two things the factory robots do: \_\_\_\_\_, \_\_\_\_\_
- 2 two factory actions carried out by humans: \_\_\_\_\_, \_\_\_\_\_
- 3 the year the first Royal Enfield was produced: \_\_\_\_\_
- 4 the year production of Royal Enfield motorbikes stopped in the UK: \_\_\_\_\_
- 5 the price of a Classic 350 in rand and dollars: \_\_\_\_\_, \_\_\_\_\_

**3 Decide if the statements are true (T) or false (F).**

- 1 Six times more cars than motorbikes were sold in India in the financial year.
- 2 Companies such as TVS help promote India's reputation as a key manufacturing centre.
- 3 The only vehicle manufactured by TVS is motorbikes.
- 4 Eighty percent of the revenue of TVS comes from the home market.
- 5 Global companies recognise that manufacturing in India is better now than in the past.
- 6 Royal Enfield's bikes are popular because they are less expensive than their competitors.
- 7 Wages in the Indian IT industry started to increase after 2010.

**4 Which text summarises the main information in the article?**

- 1 Global companies are now moving their production bases to India due to the huge market for luxury motorcycles and scooters. Industry leaders in the automotive sector are sending their top engineers to factories around the country in order to test quality control and use of robotics in assembly.
- 2 The government and business leaders in India are keen for the country to be known around the world as a base for high-quality manufacturing. They are promoting key transport industries such as scooter and motorcycle production. Human expertise and robot technology are used in factories to make vehicles both for the large home market and also to export abroad.
- 3 The automotive industry in India is experiencing slower growth compared to other sectors. The number of motorcycles produced each year will soon overtake the number of cars being sold. The most popular classic motorcycles such as Royal Enfields are finding new markets in Egypt and Indonesia amongst young professionals.

**5 Match 1–5 with a–e to make collocations used in the article. Which pair is written as one word?**

- |                 |           |
|-----------------|-----------|
| 1 joint         | a leader  |
| 2 production    | b room    |
| 3 manufacturing | c venture |
| 4 show          | d line    |
| 5 market        | e centre  |

**6 Complete the sentences with collocations from Exercise 5.**

- 1 The factory workers assemble the product on the \_\_\_\_\_ and it's then tested and sent to the customer.
- 2 Our company worked closely with an organisation in Warsaw on a \_\_\_\_\_ to produce a new self-drive vehicle for the automotive sector.
- 3 The new \_\_\_\_\_ in Milan will contain a range of luxury bikes and sports cars.
- 4 Bangladesh is a major \_\_\_\_\_ for the textile industry.
- 5 They are currently the \_\_\_\_\_ in this sector but sales have fallen this year.



**India's motorcycle manufacturers**

Simon Mundy in Mumbai

More than 16 million motorcycles and scooters were sold in India during the financial year, far more than in any other country and nearly six times the number of passenger cars sold. Exports in that same period reached 2.5 million, up from 1.5 million five years before.

5 The TVS Apache is a lightweight Indian motorcycle. At a time when the government is trying to promote India as a manufacturing centre, TVS and its peers provide encouraging examples.

The Apache can be purchased in showrooms from Bogotá to Jakarta, while TVS' three-wheeled autorickshaws are on the streets of Cairo and Addis Ababa. 'We're hoping that within the next three years, exports should be thirty-five to forty percent of our sales,' says Venu Srinivasan, chairman of TVS, which currently generates about twenty percent of its revenue abroad.

10 In a nearby building at TVS' plant at Hosur in southern India, robots weld and seal motorcycle parts while human workers perform testing and assembly.

On one production line, two visiting engineers from Germany inspect motorcycles made for BMW. The European company's decision last year to move production for the global market to an Indian partner reflects an improved reputation for manufacturing quality in India.

15 Siddhartha Lal is the chairman of Eicher Motors, the company which owns the motorbike producer Royal Enfield. The first Royal Enfield is the world's oldest surviving motorcycle brand. It started in the UK in 1901, but production in the UK stopped in 1970. It now continues to be produced in India as a joint venture.

Royal Enfield has experienced increasing sales at home for its relatively expensive bikes.

20 The popular Classic 350 retails for about Rs130,000 (\$2,000), compared with less than Rs50,000 for Hero Motocorp's Splendor, the Indian market leader. Royal Enfield sold 60,113 motorcycles last month, compared with fewer than 52,000 in the whole of 2009.

Mr Lal points to the emergence of prosperous young consumers over the past decade. 'By 2010, the IT and consumer goods companies in India were more mature, and starting

25 salaries, which had been absolutely awful, started looking up. So now there are more single young men willing to spend a bit more on themselves,' he says.