INTRODUCTION: Discuss these questions with a partner:
What do you know about Aston Martin? Which celebrities drive an Aston Martin?
Do you understand these words (from listening 1) *dream of – initials – bankrupt*

LISTENING 1:
A spokesperson talks about *Aston Martin*. Answer these questions:

1. **When and where was the company founded?**
2. **Why did David Brown buy Aston Martin in 1947?**
3. **What model did Sean Connery drive in the film 'Goldfinger'?**
4. **Why did Aston Martin come close to bankruptcy in the 1980s?**





GRAMMAR PRACTICE:
Verb + preposition (phrasal verb)

Uses: Verb + preposition is used to express action in an informal style. It is not used in formal writing, but it is commonly used in English speech.
Some phrasal verbs keep the individual meaning of verb and preposition e.g. *I've bought back the company because I want it to stay in the family.*
Other phrasal verbs have a different meaning from the individual parts e.g. *The original car turned up in a garage in Moscow (turn up = appear)*

Form: Verb + preposition consists of:

Verb +	preposition	(+object)	+ rest of sentence
Fill	*in*	*the form*	*and send it to this address.*

Some phrasal verbs can be separated:

Verb +	(+object)	preposition	+ rest of sentence
Fill	*the form*	*in*	*and send it to this address.*

Common prepositions used in phrasal verbs are:
Off – on – out – over – round – through – up – in
About – along – away – back – down – forward

EXERCISE 1: Match the verb (1-5) with a phrasal verb (a-e)

1. Read / check quickly	a. Shut down
2. Cancel (a meeting)	b. Look over
3. Propose	c. Find out
4. Close (a factory)	d. Put forward
5. Discover	e. Call off

EXERCISE 2: Put a phrasal verb from exercise 1 into the gaps.
1. When did they ..... about the takeover plan?
2. If we ..... the business for two weeks we will lose a lot of orders.
3. Did you get a chance to ..... the figures?
4. He ..... the meeting when he heard the news about the takeover.
5. The manager was very interested when a rescue plan was .....

READING: Why Ford negotiated the sale of Aston Martin.

EXERCISE: Read the text and fill the gaps with a suitable preposition. Explain the underlined phrases.



The problem .....Ford, one of the oldest carmakers in the world, was that it continued to lose money across its global businesses. In 2006, it lost $12 billion and had to look ..... ways of reducing its debt.

So, ... six months of **tough** negotiations ..... potential buyers, Ford agreed to sell Aston Martin to a **consortium** for $925 million. But is it good business for them?

The consortium was led ..... David Richards, founder and chairman of the motor-racing company, Prodrive. For the British businessman it is a dream move, because he has always been a passionate about Aston Martin cars, but to **clinch the deal** he needed to secure **backing** ..... the Kuwaiti firm, Dar and Adeem Investment.

Alan Mulally, Ford's CEO, said, "the deal is good ..... Ford Motor Company, good for Aston Martin and good for the UK. It is **win-win** for all parties."

However, some investors are more interest ..... the profit side of the deal. The Kuwaiti-based firm is now offering to sell its **stake** in the **niche** carmaker.

Investment Dar Co. paid $500 million ..... its 50% share of Aston Martin and the investment firm is now hoping ....._double its money.

In early 2018, Aston Martin became the world's fastest growing car brand. Profits increased ..... half a billion dollars when orders ..... cars reached 5,000.

In 2019, Aston Martin's revenues were over $100 million. The company has turned itself ..... a luxury brand selling speedboats, clothing and real estate.

In January 2020, the Canadian billionaire Lawrence Stroll invested £182 million ..... Aston Martin for a 20% stake ..... the company. Stroll is the new chairman.

Listening 2: Fill the gaps with the words you hear

David Richards recognized that the challenge was not the price but the ..... of the car brand. Why pay $175,000 for a product that has a similar performance to cars priced at .....? The answer is in the irrational appeal of the car: the emotion it generates, ...

"James Bond gave the car ....., and the branding team promoted this idea to the target market: rich consumers looking for traditional quality and .....

The next step involved refocusing the company. The strategy plan needed to be simple, clear, and understood by everyone from the ..... .

When marketing, advertising, engineering and dealer distribution are all ..... the simplicity of the strategy is very effective.