

UNIT 7 – ECONOMICS

The Car for the Masses

The Tata company is one of the most successful companies in the world. They own over 90 other companies, including the luxury car brands Jaguar and Range Rover. They own cell phone, hotel, and tea companies, which make millions of dollars a year in profit. So, why would this same company want to make the “cheapest car in the world”?

Why did they care about helping lower-income drivers?

It started a long way back. In 1991, Ratan Tata took control of the Tata enterprise, becoming the new CEO. This was long after 1870, when his great-grandfather founded the Tata company. One day, Ratan was on the roads of Mumbai, India, and he witnessed firsthand a family of four in a motorcycle accident. He was dismayed, and he thought about a way to solve the problem. So, in 2003, he told the world that he would make a cheap family car that would be safer for families than a motorcycle.

In 2008, Ratan Tata presented the first prototype of “the cheapest car for the masses.” He wanted a car that low-income families could afford. However, many people were doubtful. They didn’t believe that the car would ever be successful. In 2009, the first car “for the masses” was sold—it was called

1. Which word is closest in meaning to "dismayed"?

- ☐ tired
- ☐ shocked
- ☐ lonely

2. The first Nano was sold in ____.

- ☐ 2003
- ☐ 2008
- ☐ 2009

3. Why did Tata call the Nano "the people's car"?

- ☐ Because it was for families only.
- ☐ Because anyone could buy it.
- ☐ Because everyone liked it.

4. Which of the following statements is true about the Nano?

- ☐ It can fit a family of four.
- ☐ It doesn't have a trunk.
- ☐ It has two side view mirrors.

5. In 2010, the public was concerned because ____.

- ☐ the Nano was not selling well
- ☐ several Nanos caught on fire
- ☐ the Nano was too small

6. How many Nanos did Tata want to produce in 2011?

- ☐ more than 500
- ☐ less than 500
- ☐ about 500

7. What might happen to the Nano in the future?

the “Nano.” Tata called it “the people’s car.” It only cost 100,000 Indian rupees, or about \$2,500. The car was very simple. It had a weak engine. It had only one windshield wiper and one side view mirror. You couldn’t access the trunk from the outside—only from the backseat. There was no airbag, radio, or air conditioning. However, it had four seats and was very affordable. Therefore, Tata hoped that millions of lower-income families would buy it and be safer on the roads.

Unfortunately, in 2010, the Nano experienced a problem. Several Nano vehicles caught on fire. It was a massive story in the news, and people were concerned. Tata fixed the problem, but in 2011, the company only produced about 500 Nanos per year, well below the number it wanted to produce. People started to worry that the Nano was a failure, and not a success.

Today, the future of the Nano is uncertain. Tata still makes the car, but for how long? No matter what happens, the Nano shows the kind of person Ratan Tata is. Even though he is very rich, he still has a desire to make a difference in the lives of people less fortunate than himself.

- It might become too expensive.
- It might not be produced anymore.
- It might catch on fire.

8. What is the main idea of the article?

- The Nano was the first cheap car that Tata made, but it had a very basic design.
- Ratan Tata made the Nano so low-income drivers had a safe car they could afford.
- The Tata company is a family business that is one of the richest companies in India.

Từ vựng mới trong bài đọc về Nano car

Từ vựng	Phiên âm	Nghĩa tiếng Việt	Ví dụ câu tiếng Anh
prototype	/ˈprəʊtətaɪp/	nguyên mẫu	The company showed a prototype of the new car at the expo.
afford	/əˈfɔːd/	có khả năng chi trả	Many low-income families couldn't afford a regular car.
doubtful	/ˈdaʊtfl/	hoài nghi	People were doubtful that the car would succeed.
successful	/səkˈsesfl/	thành công	The product was not as successful as they had hoped.
massive	/ˈmæsɪv/	to lớn, nghiêm trọng	The fire caused massive damage.
concerned	/kənˈsɜːnd/	lo lắng, quan ngại	The public was concerned about the safety of the car.
produce	/prəˈdjuːs/	sản xuất	They planned to produce 10,000 units a year.
uncertain	/ʌnˈsɜːtn/	không chắc chắn	The future of the project is still uncertain .
fortunate	/ˈfɔːtʃənət/	may mắn	He is fortunate to have a good education.
dismayed	/dɪsˈmeɪd/	lo lắng, thất vọng	I was dismayed by the news of the accident.
witnessed	/ˈwɪtnəst/	chứng kiến	She witnessed a car crash on her way to work.
accident	/ˈæksɪdənt/	tai nạn	The accident happened on a busy road.
safe	/seɪf/	an toàn	The Nano was designed to be safer than motorcycles.
cheap	/tʃiːp/	rẻ	This is the cheapest car in the world.
luxury	/ˈlʌkʃəri/	xa xỉ	Tata also owns luxury car brands like Jaguar.
cell phone	/sel ˈfəʊn/	điện thoại di động	They also sell cell phones under different brand names.
trunk	/trʌŋk/	cốp xe	You can't open the trunk from outside in the Nano.
airbag	/ˈeəbæg/	túi khí	The Nano did not come with airbags .
side view mirror	/saɪd vjuː ˈmɪrər/	gương chiếu hậu bên	The car only had one side view mirror .
desire	/dɪˈzaɪə(r)/	mong muốn, khát khao	He had a strong desire to help poor families.