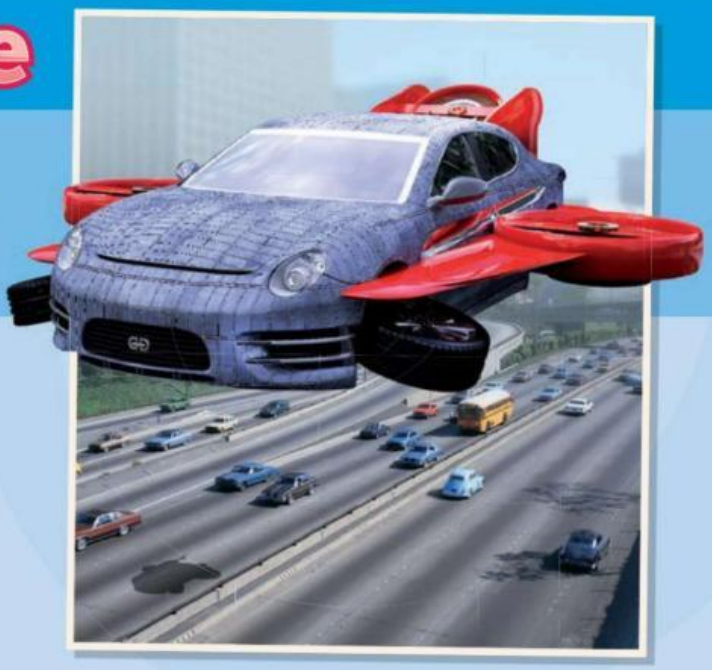
Reading: an advertisement

1 Read the advertisement and complete the table.

Drive the future



Do you need a new car? Yes, you do! We all need something new once in a while. And the newest thing on the planet is our beautiful flying car – yes, that's right, the world's first flying car.

You won't believe how good it feels to fly a car. We know – we've tried it. Buy a **Zipwing+** today and this will be your future:

- You will avoid traffic jams.
- You will look down on the busy roads and smile.
- You will see our towns and cities from above.
- You will have the sky to yourself.

The **Zipwing+** has a solar-panel covering and comes with two top-of-the-range parachutes. Floating 10 metres above the ground, the **Zipwing+** can reach a maximum speed of 40 kilometres per hour and it will only get faster as we work hard on the latest designs and engines.

What are you waiting for? Come and test-fly one today. If you like what you see, the **Zipwing+** can be yours for a very special price – all that technology for only £500,000, down from the usual price of £750,000!

To book a test flight visit www.zipwing-plus.com

Name of the car	The Zipwing+
What is different about the car	
How fast the car can go	
How much the car is	

LIVEWORKSHEETS

Writing 2

Help with Writing

Slogans are short phrases which usually go at the top of an advert. The job of a slogan is to sell a product to someone by making an idea stay in their mind. Slogans need to be short as well as interesting, funny or unusual.

1 **Match 1–5 with a–e to make slogans for car adverts.**

1 This is the	a to see this car	____
2 Will you	b drive the future?	____
3 You need to	c car of the future.	1
4 The future of the car is in	d the air.	____
5 We need you	e see this car to believe it.	____

2 **Write an advertisement for a car of the future. Include a slogan as well as the following information:**

- the name of the car
- what the car can do that is different
- how the buyer's life will be better with the car
- how much the car costs
- where you can buy the car.

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