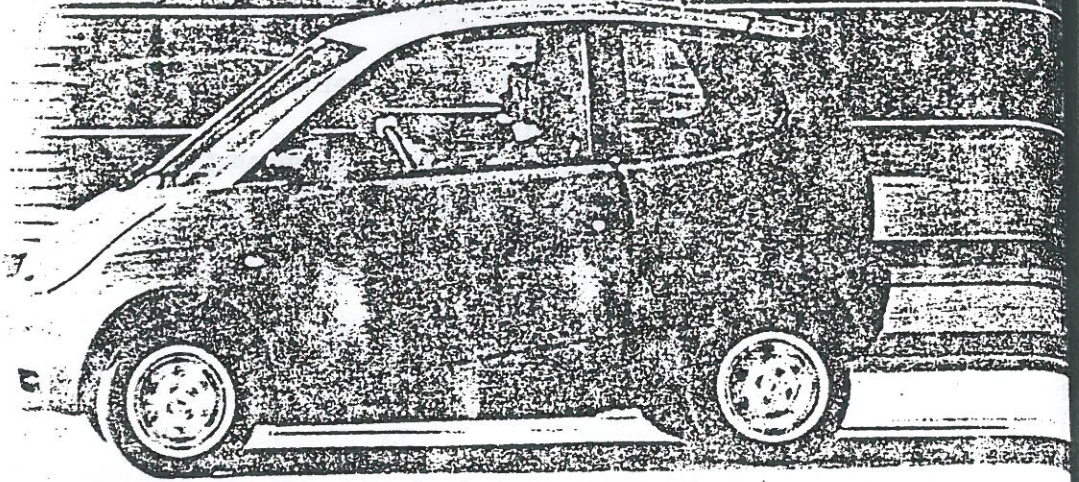


Reading



1 The text is about Ford, the car manufacturer. In the Language Focus, Belinda and Anna made the following points:

- a An increasing number of women buy cars nowadays.
- b Car manufacturers should aim their advertisements at male and female buyers.
- c Car manufacturers and car dealers should take women buyers seriously and think about the different needs of male and female buyers.

Read the first paragraph only and say which of these points the writer makes.

2 Read the text and complete the summary on page 41.

Car giant sends in the spy girls

Hit squad to check on deals for women

by DAVID BENSON Motoring Editor

- 1 FORD has set up a female 'spy' team to visit dealers and make sure they treat women car buyers seriously and with respect.
- 2 The company says women now buy four out of every 10 new cars sold in Britain.
- 3 This is the highest proportion in Europe where the women buyers' share averages three in ten.
- 4 And Ford says the proportion of women buyers will continue to increase in the next decade.
- 5 The company's International Women's Marketing Panel will ensure that its products and service meet the needs of female customers and that they get a fair deal.
- 6 It claims to be the only European car maker to have such a panel.
- 7 The team is made up of British women Ford workers and others from nine European countries. It has 16 permanent members supported by a sub-committee of 40. "It's views are keenly sought* in research and vehicle appraisal programmes.**" said a Ford spokesman.
- 8 "The panel's members also participate in advertising clinics* and go on 'mystery shops' during which they visit dealerships posing as* prospective buyers."
- 9 "Reports are then fed back to senior management so that recommendations can be considered in future plans."



* *keenly sought*: [the panel's opinions] are taken very seriously
 * *appraisal programmes*: a series of tests
 * *advertising clinic*: a place to brainstorm or discuss ideas about advertising
 * *to pose as*: to pretend or make believe