

Ford Motor Company has a ¹ _____ ' team called the International ² _____. The team has ³ _____ members and is made up of British ⁴ _____ and others from ⁵ _____ European countries. Their purpose is to visit dealers to check that ⁶ _____ take women's views and experiences seriously because women buy ⁷ _____ out of every ⁸ _____ cars in Britain. The team write ⁹ _____ for ¹⁰ _____ so that they can make recommendations for the future.

3 Work in pairs and do a SWOT analysis for Ford.

Vocabulary

Synonyms

1 Look at these phrases from the article on Ford. All three refer to the same thing, in other words they are *synonyms*.

car giant Ford car maker

Match a phrase on the left with a synonym phrase on the right.

PHRASE	SYNONYM
1 women's marketing panel	a to visit dealerships
2 women car buyers	b to ensure
3 to tour dealers	c female 'spy' team
4 to make sure	d female customers

Word building

2 Complete the table with words from the text.

NOUN	VERB
1	to buy
2 an increase	
3	to produce
4 participation	
5 a visit	
6	to recommend

3 Choose five words from exercise 2 and write a sentence using each.