Moscow – city of gold Rolls-Royces

There are more and more super-rich people in Russia, and they have expensive tastes. Last year they spent $2.5bn on imported, new luxury cars. They want the most exclusive cars – models that stand out in a traffic jam.

One foreign vehicle salesman says: "Russia is a place where the rich find it quite normal to buy two or three cars at once, even if they are just flashy, summer toys." In Russia, the most expensive cars sell best, and Russian big spenders do not ask for credit!

Alexandra Melnikova, an automobile analyst, says Russians' love of flashy cars is no different from that in other emerging economies such as China, where the way you look is very important. A luxury car has become absolutely necessary for Russian businessmen in a market where, she says: "it is important to compete on the same level."

If you drive an off-the-peg luxury car, not enough people will look at you. Nearly all of Rolls-Royce's Russian clients insist on something custom-made. The first gold Rolls-Royce is already in Moscow!

Ex. 1 Find the words or expressions in the text which mean the following:

1) what you like or don't like: _____

2) very expensive and usually of very high quality: _____

3) to be different from the rest: _____

4) a general name for cars, busses, trains etc.: _____

5) designed to attract attention: _____

6) somebody who doesn't count money when they go shopping: _____

7) countries which are still developing: _____

8) if you cannot live without it: _____

9) to try to be better than somebody else: _____

10) the same for everyone: _____

11) specially made for you: _____

Ex. 2 Match the expressions from the two columns into logical collocations:

1) automobile   taste

2) big   spender

3) emerging   salesman

4) expensive   people

5) luxury   jam

6) super-rich   economy

7) traffic   car

8) vehicle   analyst

Ex. 3 Provide English equivalents of these expressions:

1) gust	7) analityk
2) odstawać, wyróżniać się	8) wschodzące gospodarki
3) korek uliczny	9) konieczny
4) pojazd	10) konkurować
5) sprzedawca	11) gotowy, „z wieszaka"
6) na pokaz	12) na zamówienie

Grammar corner…

"If you drive an off-the-peg luxury car, not enough people will look at you."

This sentence informs us that there is a certain condition (*If you drive…*) which may bring certain results (… *not enough people will look at you*). The pattern which it follows can be describes like this:

If + present simple / will + infinitive

Ex. 4 Following the pattern above complete correctly these sentences:

1) If I (have) _____ time this afternoon, I (study) _____ English.

2) If I (get) _____ a big bonus, I (buy) _____ a new car.

3) If the weather (improve) _____, I (go) _____ away for the weekend.

4) I (tell) _____ you about it if you (promise) _____ not to tell anyone else.

5) I (be) _____ happy, if I (finish) _____ work earlier today.

GLOSSARY	
super-rich	bardzo bogaty
taste	gust
a luxury	luksusowy
to stand out	wyróżniać się
a vehicle	pojazd
a salesman	sprzedawca
flashy	na pokaz
a big spender	osoba szastająca pieniędzmi
an analyst	analityk
an emerging economy	wschodząca gospodarka
necessary	konieczny
to compete	konkurować
a level	poziom
off-the-peg	gotowy, "z wieszaka", taki sam dla wszystkich
to insist on sth	nalegać
custom-made	na zamówienie

ANSWER KEY:

Ex. 1

1) taste
2) luxury, exclusive
3) to stand out
4) vehicles
5) flashy
6) a big spender
7) emerging economies
8) necessary
9) to compete
10) off-the-peg
11) custom-made

Ex. 2

1) automobile analyst
2) big spender
3) emerging economy
4) expensive taste
5) luxury car
6) super-rich people
7) traffic jam
8) vehicle salesman

Ex. 3

1) taste
2) stand out
3) traffic jam
4) vehicle
5) salesman
6) flashy
7) analyst
8) emerging economies
9) necessary
10) compete
11) off-the-peg
12) custom-made

Ex. 4

1) If I have time this afternoon, I will study English.

2) If I get a big bonus, I will buy a new car.

3) If the weather improves, I will go away for the weekend.

4) I will tell you about it if you promise not to tell anyone else.

5) I will be happy, if I finish work earlier today.