

Price war over taxi apps

A price war has broken out across the world among taxi companies. There is increasing competition for passengers because of the different apps that can order taxis. Some taxi companies are cutting their fares by more than half to beat competitor companies. The world's biggest taxi-booking app is called Uber. It was founded in 2009 and now operates in over 200 cities across the globe. Many drivers of London's traditional black taxis are unhappy with taxi apps. They argue that drivers of app cabs are too inexperienced to drive taxis in London. Black cab drivers must pass a difficult test on their knowledge of London's streets to get their taxi-driving license. They have slashed some of their fares from \$45 to \$7.50.

The U.K. boss of Uber said the price war would benefit his company and result in higher profits, saying: "There's a lot of competition over the app makers and, to a certain degree, you need to think of things that you can do to stand out from the crowd." London black cab driver Anthony Street says business remains good despite the app companies. He said: "There are lots of technologies that are changing things for us, but it's up to drivers." One of New York's biggest taxi companies has called for Uber to have its license suspended. It says Uber is illegally using data collected from passengers. In Singapore, the government has just announced that it would start regulating taxi app companies.



Ex. 1 Find in the text words which mean:

1. konkurencja
2. opłata za przejazd
3. niedoświadczony
4. licencja
5. przynosić korzyści
6. zyski
7. dane

Ex. 2 Complete the phrases with words from the box:

competition / cut / get / license / order / pass / profits / war
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1. price _____
2. increasing _____
3. taxi-driving _____
4. higher _____
5. to _____ a taxi
6. to _____ fares
7. to _____ a test
8. to _____ a license

Ex. 3 Complete the phrases with missing particles:

across / from / in / out / over / to / up

1. a war has broken _____
2. it operates in _____ 200 cities _____ the globe
3. to slash fares _____ \$45 _____ \$7.50
4. to result _____ higher profits
5. _____ a certain degree
6. to stand _____ _____ the crowd
7. it's _____ _____ drivers

I know English idioms:

In this lesson's text we read about the price war in taxi business. English people say that business is war and that's why the English language has a good number of idiomatic expressions related to the topic of war. Let's study a few of them:

- to capture market share zdobyć (dosł. schwytać) udział w rynku
- to give up without a fight poddać się bez walki
- to join forces with somebody połączyć siły
- to reinforce your market position wzmocnić pozycję rynkową

Phrasals, phrasals...

Let's study these sentences from our reading text:

- "A price war has broken out across the world among taxi companies."
- "(...) you need to think of things that you can do to stand out from the crowd."

The underlined fragments are new phrasal verbs. As we can guess from the context of the sentence the first one means "wybuchnąć", the second: "odstawać".

- *Can you think of other things than war that can break out?*
- *Do you think that YOU stand out from the crowd in any way?*

Grammar corner...

Which word completes correctly the sentence taken out from the reading text: "A price war has broken out across the world among / between taxi companies."? The first one, of course. What's the difference then when we say "among" or "between" both of which can be translated as "pomiędzy"? The rule is very simple: between refers to TWO things, while among to MANY of them. So the correct way of translating the words should be "pomiędzy" for "between" and "pośród" for "among". As simple as that! 😊

GLOSSARY	
price war	wojna cenowa
app(lication)	aplikacja
to break out	wybuchnąć
increasing	wzrastający
competition	konkurencja
to order	zamówić
fare	opłata za przejazd
half	połowa
to beat	(po)bić
booking	rezerwowanie
to be founded	zostać założonym
to operate	działać
globe	glob, świat
to argue	tu: twierdzić
cab	taksówka (pot.)
inexperienced	niedoświadczony
to pass a test	zdać test
knowledge	wiedza, znajomość
license	licencja
to slash	obniżyć (drastycznie)
to benefit	przynosić korzyści
to result in	skutkować
profit	zysk
to a certain degree	w pewnym stopniu
to stand out	odstawać
crowd	tłum
to remain	pozostawać, nie zmieniać się
despite	mimo
to be up to (sb)	coś zależy od kogoś
to suspend	zawiesić
illegally	bezprawnie
data	dane
collected	zebrane
government	rząd
to announce	ogłosić
to regulate	regulować, kontrolować

ANSWER KEY:

Ex.1

1. competition
2. fare
3. inexperienced
4. license
5. to benefit
6. profits
7. data

Ex. 2

1. price war
2. increasing competition
3. taxi-driving license
4. higher profits
5. to order a taxi
6. to cut fares
7. to pass a test
8. to get a license

Ex. 3

1. a war has broken out
2. it operates in over 200 cities across the globe
3. to slash fares from \$45 to \$7.50
4. to result in higher profits
5. to a certain degree
6. to stand out from the crowd
7. it's up to drivers