

## Rover's new city car: made in India

MG Rover are one of the UK's most famous car manufacturers, and the plant at Longbridge, Birmingham has manufactured cars for nearly 100 years. Now, they plan to produce their new model, the CityRover, in Poona, India.

1 Look at the following features of a car. Work with a partner and decide which are the three most important ones for you.

engine power    easy to handle    comfortable interior    value for money  
safety features    CD-player    design    a spacious interior

2 Read the text about the new CityRover. Which of the above features are mentioned in the article?

### Made in India

MG Rover intends to launch a new car this autumn: the CityRover. The car will not, however, be made in the UK, but it will be built for Rover in Poona, India, by the giant Tata conglomerate. The design is based on the Tata Indica, a model which has been common in Asia for a long time. It will be a rival to small models like Ford's Ka and the Fiat Seicento.

The decision to build abroad may surprise many since Rover, one of the UK's most famous car firms, has always been thought of as a traditional manufacturer. This is a move designed to keep costs under control and to help profitability.

The CityRover will be the company's first small car since the discontinued Metro. It will be competitively-priced at around £6,500–£8,500 (€9,200–€12,000) in the UK, so should represent good value for money. It has a sales target of between 30,000 and 40,000 a year.

Among the car's many selling points are a 1.4 litre engine offering a high level of performance for a small car. For use in the city, the car is designed to be easy to manoeuvre. Five doors make it an attractive buy.

Management hope the new CityRover will help make the future more secure for the company in what is a fiercely competitive market.

3 Check that you can use the following words and phrases.

rival    profitability    discontinued    competitively-priced    sales target

4 Discuss the following points in small groups and report back on your findings.

**a** Do you think that companies should produce their products overseas and import them in order to increase profitability?

**b** Which car would you prefer: one produced nationally, or an imported car made by a foreign manufacturer?