

Listen to the radio programme about cooperation in the automobile industry and complete the notes. (0) is an example for you.

### Notes on cooperation within the Auto-industry

- German car-maker, which started cooperating with others: \_\_\_\_\_ **BMW** \_\_\_\_\_ (0)
- Reason for developing technology quickly at BMW: \_\_\_ **remain competitive** \_\_\_ (1)
- Material costs had to be cut by: \_\_\_\_\_ **4 billion euros** \_\_\_\_\_ (2)
- BMW has been involved in several cooperation on developing:
  - \_\_\_ **hybrid** \_\_\_ (3) technology
  - 4-cylinder \_\_\_ **engines** \_\_\_ (4) with the Peugeot-group
- BMW and Daimler
  - were similar in terms of \_\_\_ **quality** \_\_\_ (5)
  - had difficulties in standardizing \_\_\_ **design** \_\_\_ (6)
  - managed to \_\_\_ **cut material costs** \_\_\_ (7) by € 100 million
  - did not want to endanger their technical secrets and \_\_\_ **brand image** \_\_\_ (8)
- Car components involved in successful partnerships include \_\_\_ **air-conditioning** \_\_\_ (9) and seat-belt mechanism
- Benefit of partnership for customers:
  - faster \_\_\_ **access** \_\_\_ (10) to new technology
  - \_\_\_\_\_ **reasonable price** \_\_\_\_\_ (11)
- Possible drawback of such a cooperation: losing the \_\_\_ **exclusivity** \_\_\_ (12) of the product
- Successful ongoing cooperation between: \_\_\_ **VW and Daimler / Toyota and PSA / Peugeot and Citroen** \_\_\_ (13) (Give 1 example)
- Future partnerships will target \_\_\_\_\_ **green technology** \_\_\_ (14) and Asian markets.