

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: \_\_\_\_\_(1)
- Material costs had to be cut by: \_\_\_\_\_(2)
- BMW has been involved in several cooperation on developing:
  - \_\_\_\_\_(3) technology
  - 4-cylinder \_\_\_\_\_(4) with the Peugeot-group
- BMW and Daimler
  - were similar in terms of \_\_\_\_\_(5)
  - had difficulties in standardizing \_\_\_\_\_(6)
  - managed to \_\_\_\_\_(7) by € 100 million
  - did not want to endanger their technical secrets and \_\_\_\_\_(8)
- Car components involved in successful partnerships include \_\_\_\_\_(9) and seat-belt mechanism
- Benefit of partnership for customers:
  - faster \_\_\_\_\_(10) to new technology
  - \_\_\_\_\_(11)
- Possible drawback of such a cooperation: losing the \_\_\_\_\_(12) of the product
- Successful ongoing cooperation between: \_\_\_\_\_(13) (Give 1 example)
- Future partnerships will target \_\_\_\_\_(14) and Asian markets