Grammar: Tenses
Vocabulary: Mixed business
Skill(s): Reading comprehension
Activities: Matching / Multiple choice

Business
English - General

Level: Business (Adult)

Notes:

1. Circle the best **verb form** to complete the text.

ED WHITACRE, a former head of AT&T who took over / has taken over the reins at General Motors last December and who yesterday has announced / announced his own imminent departure, deserves a small round of applause for what he achieved / has achieved. Just over a year ago, GM had been taking / was taking its first faltering steps on the road to recovery, as it emerged / has emerged from its government-orchestrated "quick-rinse" bankruptcy. But despite shedding debt, dropping several brands, shrinking its bloated dealer network, cutting jobs and securing concessions from those workers who remained, there were still plenty of sceptics.

Could a company that **lost** / **had lost** \$88 billion in the four years to 2009, and which **had become** / **had been becoming** known as "Government Motors" really shuffle off its culture of failure so easily? However, after reporting net earnings of \$1.3 billion for the three months to the end of June yesterday—the carmaker's second profitable quarter in a row and its best since 2004—the evidence that "New GM", as it likes to call itself, is a different business **is mounting** / **mounts**. So much so that later today or early next week, the company is expected **filing** / **to file** an S-1 registration document with the Securities and Exchange Commission, paving the way for an initial public offering before the end of the year.

Mr Whitacre sensibly decided that given his 68 years, questions about succession will be / would be a drag on the IPO's potential success. To that end, he has picked / picks a fellow GM board member, Dan Akerson, to take over from him as chief executive next month and as chairman by December. Mr Akerson, 61, is another former telecoms executive who worked / has worked in recent years for Carlyle, a big New York-based private-equity group. That Mr Akerson has / is having no prior knowledge of the car industry is not necessarily a disadvantage: Alan Mulally, who came to Ford from Boeing in 2006, is given credit for turning round GM's cross-town rival. But Mr Mulally was having / had wide experience of running a highly complex manufacturing organisation, something Mr Akerson lacks.

## Obstacles on the road ahead

And although the purgative effects of bankruptcy and the shake-up that Mr Whitacre administered to GM's ponderously bureaucratic culture—he replaced or shifted 12 of the firm's top 13 executives—has left it a much leaner, faster-moving organisation, there is still much work to be done. There are some signs of a product-led revival at GM, but the competition is unrelenting. According to the latest North American consumer surveys, GM models' quality still lags the best, while that Government Motors tag contributes to GM's need to discount more heavily than the industry average. Having decided to hang on to Opel/Vauxhall and restructure it without government loan guarantees, it is still racking up big losses in Europe (\$160m in the last quarter). Even in China, the jewel in GM's crown in recent years, there are concerns. Although sales are still growing, market share is down and pricing is softening as the hectic pace of growth slackens and new capacity comes on stream.

The IPO, which will probably be the first of several, is expected to raise around \$16 billion. For GM, it will be a signal to car buyers that the stigma of government

ownership should soon be lifted and for the White House it will be claimed as vindication of its highly controversial decision to ride to Detroit's rescue last year. But despite the support of banks that were also bailed out by the government, it will not be a walk in the park. In particular, the shabby treatment of GM's bondholders has left a bitter residue. More fundamental will be whether investors can be persuaded that GM's recovery is real and lasting. The signs are encouraging, but with the economy teetering on the brink of a second dip and with GM having a lot still to prove, a degree of wariness may be the order of the day.

(article taken and slightly adapted from The Economist online – <a href="https://www.economist.com">www.economist.com</a>)

## 2 Find the words or expressions in the text which mean the same as these expressions:

- a) close in time; about to happen; impending
- b) taking over an office or position
- c) with the aim of achieving a certain result
- d) praised; treated with respect
- e) changing from a bad situation to a good one
- f) the process of making changes to an organization to make it more effective
- g) moved from one place or position to another
- h) collect money
- i) a decrease

## **USEFUL EXPRESSIONS:**

- shedding getting rid of
- in a row happening a number of times in exactly the same way or with the same result
- paving the way for making a later event or development possible by producing the right conditions
- ponderous very big and heavy; hard manage, handle, or deal with, as because of large size or weight
- lean using only as much money and as many people as it needs, so that nothing is wasted
- revival a process of something becoming active or strong again
- unrelenting an unpleasant situation that is unrelenting continues for a long time without stopping
- rack up make the amount or level of something go up
- slacken gradually make slower, weaker, or less active
- come on stream go into operation; start producing something
- IPO initial public offering or flotation; the process of launching a public company for the first time by inviting the public to subscribe in its shares; after an IPO the shares can be traded on a stock exchange
- vindication justification
- bail out to provide money to get someone or something out of financial trouble
- teeter on the brink of to be close to an extreme or dangerous situation
- wariness being caoutios and watchful because something might be dangerous or harmful
- faltering unsteady

