


UNIT 4 ➤ Global markets

Lesson 4.1 One size fits all

VIDEO **A**  4.1.1 Match the sentence halves. Watch the video again and check your answers



- | | |
|---|--|
| 1 There's a strong appetite for | a the rear with luxury features. |
| 2 Volvo launched a new | b Western goods and brands. |
| 3 They have removed the front passenger seat to make | c more room in the back. |
| 4 They didn't go as far as removing a seat, but they packed | d the middle class and the wealthy. |
| 5 Starbucks has adapted the brand to specialise in selling | e a range of premium teas. |
| 6 ... multinational companies wishing to appeal to | f high-end sedan in Shanghai. |

B Find a word or short phrase in Exercise A which means the following.

- 1 things that come from Europe and the United States _____
- 2 variety _____
- 3 made a new product available for sale for the first time _____
- 4 car that has four doors and seats for at least four people _____
- 5 taking something away from, out of, or off the place where it is _____
- 6 space _____
- 7 filled completely _____
- 8 expensive parts of a product _____
- 9 people who have a lot of money, possessions, etc. _____
- 10 products that are more expensive and of better quality
(two adjectives) _____