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Level 2

Price war over taxi apps

25th November, 2014

<http://www.breakingnewsenglish.com/1411/141125-taxi-app-2.html>

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Please try Levels 0 and 1 (easier) and the 26–page Level 3 (harder).

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THE READING

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-2.html>

A price war has started across the world among taxi companies. There is more competition for passengers because of apps to order taxis. Some companies are cutting fares in half to beat competitor companies. The world's biggest taxi-booking app is called Uber. It started in 2009 and operates in over 200 cities worldwide. Drivers of London's black taxis are unhappy with apps. They say that drivers of app cabs are too inexperienced. They do not have enough knowledge of London's streets. London taxi drivers have cut some of their fares from \$45 to \$7.50.

The U.K. boss of Uber said the price war would mean higher profits for his company. He said: "There's a lot of competition over the app makers....You need to think of things that you can do to stand out from the crowd." A London black cab driver said business was good despite the app companies. He said: "There are lots of technologies that are changing things for us." One of New York's biggest taxi companies wants Uber's license to be suspended. In Singapore, the government has just announced that it would start regulating taxi app companies.

Sources: <http://www.klfm967.co.uk/news/uk-news/1460294/taxi-apps-price-war-sees-fares-slashed/>
<http://www.thedrum.com/news/2014/11/23/taxi-app-price-battle-intensifies-get-taxi-slashes-fares>
<http://fortune.com/2014/11/21/singapore-to-license-taxi-hailing-apps/>

MATCHING

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-2.html>

PARAGRAPH ONE:

- | | |
|--------------------------------|-------------------------|
| 1. A price war has started | a. London's streets |
| 2. more competition for | b. London's black taxis |
| 3. cutting fares | c. some of their fares |
| 4. operates in | d. in half |
| 5. Drivers of | e. across the world |
| 6. drivers of app cabs are too | f. over 200 cities |
| 7. knowledge of | g. passengers |
| 8. taxi drivers have cut | h. inexperienced |

PARAGRAPH TWO:

- | | |
|--|---------------------------|
| 1. the price war would mean | a. things |
| 2. There's a lot | b. biggest taxi companies |
| 3. You need to think of | c. was good |
| 4. stand out | d. app companies |
| 5. A London black cab driver said business | e. of competition |
| 6. technologies that are | f. higher profits |
| 7. One of New York's | g. changing things |
| 8. start regulating taxi | h. from the crowd |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-2.html>

A price (1) _____ across the world among taxi companies. There is (2) _____ passengers because of apps to order taxis. Some companies (3) _____ half to beat competitor companies. The world's biggest taxi-booking app is called Uber. It started in 2009 (4) _____ 200 cities worldwide. Drivers of London's black taxis are unhappy with apps. They say that drivers (5) _____ inexperienced. They do not have enough knowledge of London's streets. London taxi drivers (6) _____ their fares from \$45 to \$7.50.

The U.K. boss of Uber said the (7) _____ mean higher profits for his company. He said: "There's a lot of competition over the app makers....You need (8) _____ that you can do to (9) _____ the crowd." A London black cab driver said business (10) _____ the app companies. He said: "There are lots of technologies that are (11) _____." One of New York's biggest taxi companies wants Uber's license to be suspended. In Singapore, the government has just announced that it (12) _____ taxi app companies.

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1411/141125-taxi-app-2.html>

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a)

b)

c)

d)

e)

f)

g)

h)

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a)

b)

c)

d)

e)

f)

g)

h)
