

Renault urged to scrap car name Zoe

Taken from BBC News online 21.05.2010

<http://news.bbc.co.uk/1/hi/world/europe/10135873.stm> by Zoe Murphy



Renault ZOE ZE concept car

French carmaker Renault is facing a backlash over plans to christen a new model Zoe.

- 1 Parisian Zoe Renault, 23, has hired lawyers to insist that Renault **scrap**
- 2 its **branding**. 'I could not bear to hear 'Zoe's broken down' or 'We need
- 3 to get Zoe **overhauled**', she told Le Parisien newspaper.
- 4 Renault is facing other **petitions** from women called Zoe. A Renault
- 5 spokesman said Zoe was not a 'definitive choice'.
- 6 The all-electric Renault Zoe ZE (zero emission) is set for launch in
- 7 2012. Zoe- which means 'life' in Greek- was apparently chosen to
- 8 underline the car's environmental **credentials**.
- 9 Zoe Renault- who has no apparent family link to the company- said in
- 10 an interview with Le Parisien that she could not bear to be associated
- 11 with a car for the rest of her life, and all the **inevitable** sarcastic
- 12 gibes.
- 13 Her lawyer David Koubbi, who specialises in the protection of first
- 14 names and is representing other Zoes, said he had sent a letter to
- 15 Renault's chief executive arguing that the plans were an attack on
- 16 the rights of his clients. If the company does not change its plans
- 17 , Mr Koubbi said he would take the case to court.
- 18 A spokesman for Renault told the newspaper that naming cars after
- 19 women was nothing new, but said that Zoe was the name of the
- 20 **concept** car and not a definitive choice.
- 21 Zoe is an increasingly **fashionable** name in France, and was ranked the
- 22 sixth most popular girls name in 2009, according to the list compiled
- 23 by prenom.com.

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Section 1

These 8 questions require you to choose an alternative to replace the given word. Choose the most suitable word with the correct meaning for the context.

1 branding (in line 2)

- a) name b) product c) trademark

2 scrap (in line 1)

- a) fight b) abandon c) particle

3 overhauled (in line 3)

- a) passed b) serviced c) carried

4 petitions (in line 4)

- a) ask b) beg c) request

5 credentials (in line 8)

- a) certificate b) testimonial c) qualification

6 inevitable (in line 10)

- a) expected b) certain c) usual

7 concept (in line 19)

- a) view b) idea c) impression

8 fashionable (in line 20)

- a) cool b) popular c) stylish

Score / 8

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Section 2

Identify 12 spelling mistakes in the text. Using the table list the mistakes, the line numbers they are on and put the correct spellings next to each one.

Line number	Incorrect spelling	Correct spelling

Score / 12

Section 3

The following statements from the text are either true or false. Circle the T or F against each statement to indicate whether it is true or false.

- 1 Zoe Renault's family are part of the Renault company. T / F
- 2 Zoe, Renault claims stands for zero emissions. T / F
- 3 In Greek Zoe means life. T / F
- 4 David Koubbi is taking Renault to court. T / F
- 5 Le Parisien interviewed Zoe Renault. T / F
- 6 The new Renault car will be definitely be called Zoe. T / F
- 7 Zoe is the most popular girl's name in France. T / F
- 8 David Koubbi specialises in protecting famous names. T / F

Score / 8

