

Electric Announcements⁶⁴

At a time when the manufacturer⁶⁵ sees sales rise, despite⁶⁶ the economic slump⁶⁷, it has also announced its plans to start producing 80 percent of its cars either electric or⁶⁸ hybrid⁶⁹ by the year 2030. It's a move which has shocked many within⁷⁰ the industry.

"I believe the internal combustion engine⁷¹ has a lot to give," Benedetto Vigna stated recently. "On one side, we have to cope with⁷² emissions regulations⁷³, but most importantly we see electrification⁷⁴ as a way, as a technology, that can enhance⁷⁵ the performance of what we do."

The announcement has both shocked and intrigued many insiders⁷⁶ who would not have predicted⁷⁷ such a move.

"It's certainly something of a shock, but also something which is to be commended⁷⁸," states Samuel Dawson. "With many major⁷⁹ manufacturers now offering EVs⁸⁰ or hybrids onto the market, it stands to reason⁸¹ that Ferrari are now following in their footsteps⁸². Quite what it will do for longterm sales is another matter, but there will be many eyes watching over the next few years as to what unfolds⁸³."

Positive Predictions

Looking to the future⁸⁴, CEO Benedetto Vigna is extremely optimistic, already stating that the firm is on track to break records and exceed expectations. "We are also very positive for the next year. This is thanks to the order book⁸⁵ that we have, that is spanning⁸⁶ all the products we have as well as all the regions," he says. "With the exception of⁸⁷ a few models, our entire range⁸⁸ is sold out."

Just how well Ferrari will do in the next 12 months, compared to⁸⁹ the last remains to be seen⁹⁰. But if predictions are to be believed, then there is no reason why things couldn't go to plan. "There's no point in denying⁹¹ that the market is booming⁹² and Ferrari is zooming ahead⁹³," states Samuel Dawson.

⁶⁴ announcement ˈəˌnəʊnsmənt ogłoszenie, obwieszczenie

⁶⁵ manufacturer ˈmænjʊˈfæktʃərə(r) producent

Looking to the Future...

Quite what the future holds⁹⁴ for Ferrari and other high-end car brands is anybody's guess⁹⁵... But if the last year is anything to go by, sales are not about to drop anytime soon.

"Ask anyone in the industry and they wouldn't have predicted what has happened over the last year," says Samuel Dawson. "It's been something of a shock quite frankly⁹⁶ given the economic climate. But it just goes to show you can't put your cards on anything⁹⁷ these days."

"I wouldn't be surprised if the next few years sees an even bigger rise in sales and orders⁹⁸, what with the announcement of the new line⁹⁹ of electric cars. It might sound absurd, but this may well be the best thing that has happened to Ferrari in years."

Time will tell¹⁰⁰. ■

⁶⁶ despite sth dɪˈspɑɪt 'samθɪŋ po/mimo czegoś

⁶⁷ slump slʌmp krach, kryzys

⁶⁸ either... or... 'aɪðə(r)... ɔː(r)... albo... albo...

⁶⁹ hybrid 'haɪbrɪd samochód hybrydowy

⁷⁰ within X wɪˈðɪn eks w obrębie X

⁷¹ internal combustion engine ɪnˈtɜːnl kəmˈbʌstʃən ˈendʒɪn silnik o spalaniu wewnętrznym

⁷² to cope with sth tə kəʊp wɪð 'samθɪŋ poradzić sobie z czymś

⁷³ emissions regulations ɪˈmɪʃnz, ˌreɡjʊˈleɪʃnz przepisy dotyczące emisji

⁷⁴ electrification ɪˌlektʁɪˈkeɪʃn elektryfikacja

⁷⁵ to enhance sth tu ɪnˈhɑːns 'samθɪŋ poprawiać coś

⁷⁶ insiders ɪnˈsaɪdə(r)z osoby dobrze poinformowane, często z wewnątrz organizacji

⁷⁷ to predict sth tə prɪˈdɪkt 'samθɪŋ przewidzieć coś

⁷⁸ commended kəmˈmendɪd po/chwalony, zyskujący uznanie

⁷⁹ major ˈmeɪdʒə(r) główny, ważny

⁸⁰ EVs = electric vehicle ɪˌlektʁɪk ˈviːəkl/ pojazd elektryczny

⁸¹ to stand to reason tə stænd tə ˈrɪzn brzmieć logicznie

⁸² to follow in one's footsteps tə ˈfɒləʊ ɪn wʌnz ˈfʊtstɛps pójść w czyjeś ślady

⁸³ to unfold tu ʌnˈfəʊld rozwijać się, toczyć się (np. o akcji)



Benedetto Vigna



⁸⁴ to look to the future tə lʊk tə ðə ˈfjuːtʃə(r) planować przyszłość

⁸⁵ order book ˈɔːdə(r) bʊk rejestr zamówień

⁸⁶ to span sth tə spæn 'samθɪŋ obejmować coś

⁸⁷ with the exception of sth wɪð ðə ɪkˈsepʃən əv 'samθɪŋ z wyjątkiem czegoś

⁸⁸ range ˌreɪndʒ tu: zakres asortymentu

⁸⁹ compared to sth kəmˈpeəd tə ðə 'samθɪŋ w porównaniu do czegoś

⁹⁰ remains to be seen rɪˈmeɪnz tə bi sɪn to się okaże

⁹¹ there's no point in denying ðeəz nəʊ pɔɪnt ɪn dɪˈnaɪ ɪnzəprɛtʃəlnɪe

⁹² to boom tə buːm przeżywać dobrą koniunkturę, kwitnąć

⁹³ to zoom ahead tə zʊm əˈhed śmigać naprzód

⁹⁴ what the future holds wɒt ðə ˈfjuːtʃə(r) həʊldz co przyniesie przyszłość

⁹⁵ anybody's guess ˈenɪbədɪ ɡes wielka niewiadoma

⁹⁶ quite frankly kwaɪt ˈfræŋkli całkiem szczerze

⁹⁷ can't put your cards on anything kɑːnt pʊt jɔː(r) kɑːd ɒn ˈenɪθɪŋ nie można być niczego pewnym

⁹⁸ order ˈɔːdə(r)/ zamówienie

⁹⁹ new line njuː laɪn tu: nowa linia (np. produktu), nowa generacja

¹⁰⁰ time will tell taɪm wɪl tel czas pokaże