



Ferrari Shares Dip Following Launch of First Full Electric Vehicle

Description

Ferrari's shares dropped significantly on Tuesday morning after the company unveiled its first fully electric vehicle, the Luce, in Rome. This launch is important because it represents a new direction for the luxury carmaker, traditionally known for its high-performance petrol cars.

The Luce, meaning "light" in Italian, marks a significant change in design and technology. Unlike other luxury brands like Porsche and Lamborghini, which have slowed down their electric vehicle plans, Ferrari is moving forward. However, the company's shares fell by 6.3% shortly after the announcement, reflecting a nearly 27% decline in the past year.

Benedetto Vigna, Ferrari's CEO, described the launch as a very important day, symbolising a "new chapter" in the company's history. He acknowledged the challenge of balancing the expectations of both new and traditional customers and stressed the importance of respecting the new technology in the car's design.

The Luce is Ferrari's first five-seater and can accelerate to 60 miles per hour in about 2.5 seconds, with a top speed of around 192 miles per hour. The vehicle is priced at approximately 550,000 euros, with deliveries set to begin in the fourth quarter of this year.

Analysts suggest that the falling share price is due to concerns about the vehicle's design and the costs involved in developing electric models. Some investors fear that this shift might weaken Ferrari's brand and profitability if the Luce fails to sell well.

Vocabulary List:

1. **unveiled** //ʌn'veɪld// (verb): showed something new for the first time
2. **luxury** //ˈlʌkʃəri// (adjective): of high price, quality, and comfort
3. **accelerate** //æk'seləreɪt// (verb): to go faster or increase speed
4. **analysts** //ˈænəlısts// (noun): people who study facts and give advice
5. **profitability** //ˌprɒfə'bɪləti// (noun): ability to make money or financial gain
6. **decline** //dɪ'klaɪn// (noun): a decrease or reduction in amount

Comprehension Questions



Multiple Choice

1. What is the name of Ferrari's first fully electric vehicle?

- Option: Luce
- Option: Elettra
- Option: Volt
- Option: Strada

2. What does 'Luce' mean in Italian?

- Option: Speed
- Option: Light
- Option: Luxury
- Option: Performance

3. How much did Ferrari's shares drop after the announcement of the Luce?

- Option: 4.2%
- Option: 6.3%
- Option: 5.0%
- Option: 7.5%

4. Who is the CEO of Ferrari?

- Option: Sergio Marchionne
- Option: Benedetto Vigna
- Option: Louis Camilleri
- Option: Martin Winterkorn

5. How many seats does the Luce have?

- Option: 2
- Option: 4
- Option: 5
- Option: 6

6. What is the top speed of the Luce?

- Option: 180 miles per hour
- Option: 192 miles per hour
- Option: 200 miles per hour
- Option: 210 miles per hour



True-False

7. The Luce is Ferrari's first electric vehicle.
8. Ferrari's shares increased by 6.3% after the launch of the Luce.
9. The Luce can accelerate to 60 miles per hour in about 3 seconds.
10. Benedetto Vigna sees the launch of the Luce as a new chapter in Ferrari's history.
11. Analysts are confident that the Luce will strengthen Ferrari's brand.
12. The Luce is expected to be delivered in the first quarter of next year.

Gap-Fill

13. Ferrari's shares fell by 6.3% shortly after the announcement of the Luce, reflecting a nearly 27% decline in the past _____.
14. The Luce is priced at approximately _____ euros.
15. Benedetto Vigna stressed the importance of respecting the new _____ in the car's design.
16. The Luce is Ferrari's first _____ five-seater.
17. The launch of the Luce represents a new _____ for Ferrari.
18. The vehicle can accelerate to 60 miles per hour in about _____ seconds.

Answer

Multiple Choice: 1. Luce 2. Light 3. 6.3% 4. Benedetto Vigna 5. 5 6. 192 miles per hour

True-False: 7. True 8. False 9. False 10. True 11. False 12. False

Gap-Fill: 13. year 14. 550,000 15. technology 16. fully electric 17. direction 18. 2.5



Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What term is often used to describe high-quality goods that are expensive?

- Option: Economy
- Option: Budget
- Option: Luxury
- Option: Standard

2. Which verb means to increase speed or rate?

- Option: Decelerate
- Option: Accelerate
- Option: Moderate
- Option: Sustain

3. What term refers to a reduction in quantity or quality?

- Option: Surge
- Option: Increase
- Option: Decline
- Option: Stagnation

4. What does it mean when a process is expedited?

- Option: Delayed
- Option: Speeded up
- Option: Cancelled
- Option: Ignored

5. What is it called when customers reserve a product before it is available?

- Option: Backorder
- Option: Preorder
- Option: Inventory
- Option: Blind sale

6. Which word best describes rules that are strict and demanding?

- Option: Loose
- Option: Stringent
- Option: Flexible
- Option: Lenient

7. What term is used to describe a situation where there is not enough of something?



- Option: Abundance
- Option: Surplus
- Option: Shortages
- Option: Availability

8. Which term refers to the ability to generate profit?

- Option: Loss
- Option: Profitability
- Option: Revenue
- Option: Expenditure

9. What is the term for selling something that was previously purchased?

- Option: Buying
- Option: Reselling
- Option: Trading
- Option: Bargaining

10. What do you call taxes imposed on imported goods?

- Option: Subsidies
- Option: Tariffs
- Option: Incentives
- Option: Levies

ESL-NEWS.COM

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

- 11. The _____ sector is crucial for the economy due to its role in creating goods.
- 12. To improve functionality, the team decided to _____ the original product design.
- 13. Market _____ forecast an increase in demand for eco-friendly products.
- 14. Recent research suggests that _____ computing may revolutionize data processing.
- 15. There was a sudden _____ in online sales during the holiday season.
- 16. The new government _____ aims to reduce carbon emissions significantly.
- 17. The art _____ proudly showcased his rarest pieces at the gallery.
- 18. Investors often try to _____ properties for a quick profit.



19. The _____ age of participants in the study was thirty years.
20. The nearby oil _____ was temporarily shut down for maintenance.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The company unveiled its latest gadget at the technology conference.
22. The study revealed significant implications for future research in genetics.
23. High-performance vehicles often require specific lubricants to function optimally.
24. After the incident, the machinery was left inoperable and needed extensive repairs.
25. The constant criticism could undermine the team's morale and productivity.
26. The success of the campaign was attributed to effective social media strategies.
27. The region has faced ongoing conflict that has disrupted local communities.
28. The university received grants to fund innovative research projects.
29. There is a growing demand for sustainable energy solutions worldwide.
30. The restaurant must adhere to stringent health and safety regulations.

Answer

Multiple Choice: 1. Luxury 2. Accelerate 3. Decline 4. Speeded up 5. Preorder 6. Stringent 7. Shortages
8. Profitability 9. Reselling 10. Tariffs

Gap-Fill: 11. manufacturing 12. redesign 13. analysts 14. quantum 15. surge 16. initiative 17. collector 18.
flip 19. average 20. refinery

Matching sentence: 1. unveiled 2. implications 3. lubricants 4. inoperable 5. undermine 6. attributed 7.
conflict 8. grants 9. demand 10. stringent

CATEGORY

1. Business - LEVEL4

POST TAG

1. B2



2. ESL learning
3. esl news
4. EV
5. Ferrari
6. Level 4
7. luxury car
8. shares

Tags

1. B2
2. ESL learning
3. esl news
4. EV
5. Ferrari
6. Level 4
7. luxury car
8. shares

Date Created

2026/05/26

Author

aimeeyoung99

ESL-NEWS.COM