



Former Ferrari Chief Warns Luce EV May Undermine Legacy

Description

Ferrari has unveiled its first electric vehicle (EV), named Luce, prompting significant commentary from industry figures. Luca di Montezemolo, the longest-serving chairman of Ferrari since the Enzo era, has expressed grave concerns regarding the new model's impact on the company's revered legacy.

In a recent interview, di Montezemolo, who guided Ferrari from 1991 to 2014, provided a critical assessment of Luce. He articulated his feelings of regret regarding what he perceives as a threat to the brand's legendary status. He stated, "We risk destroying a legend, and I'm truly sorry about that. I hope they at least remove the prancing horse from that car." His remarks highlight his deep attachment to the brand, suggesting that the EV's introduction may undermine Ferrari's well-established identity.

Ironically, Ferrari plans to offer the Luce with the trademark Prancing Horse emblem on the front doors and the Scuderia Ferrari shields on the front fenders, indicating the brand's intent to maintain its signature identity despite the radical design. Critics argue that the departure from conventional Ferrari aesthetics raises questions about the car's connection to its illustrious history.

Di Montezemolo remarked that Luce bears a unique design, asserting, "[Luce] is certainly a car that at least the Chinese won't copy." This statement draws attention to the distinctive nature of this model within an increasingly competitive market.

As Ferrari embarks on this new chapter, the critical response from industry veterans suggests a complex road ahead. The company must navigate the delicate balance between innovation and tradition as it introduces its first car devoid of a combustion engine. What remains to be seen is whether the Luce will resonate with the established customer base or redefine expectations within the luxury automotive sector.

Vocabulary List:

1. **unveiled** //ʌn'veɪld// (verb): showed or revealed something new publicly
2. **grave** //ɡreɪv// (adjective): very serious and causing much worry
3. **legacy** //'legəsi// (noun): ideas or things passed down from past
4. **undermine** //,ʌndə'maɪn// (verb): weaken or damage something slowly over time
5. **aesthetics** //es'θetɪks// (noun): ideas about what looks beautiful or good
6. **resonate** //'rezə,neɪt// (verb): make a strong positive feeling or connection

Comprehension Questions



Multiple Choice

1. What is the name of Ferrari's first electric vehicle?
Option: Luce
Option: Enzo
Option: F8
Option: LaFerrari
2. Who was the longest-serving chairman of Ferrari?
Option: Luca di Montezemolo
Option: Enzo Ferrari
Option: Sergio Marchionne
Option: John Elkann
3. In what years did di Montezemolo lead Ferrari?
Option: 1985 to 1991
Option: 1988 to 1996
Option: 1991 to 2014
Option: 2000 to 2013
4. What critical remark did di Montezemolo make about the new model?
Option: It will enhance Ferrari's legacy
Option: It risks destroying a legend
Option: It will not sell well
Option: It's just another car
5. What feature will the Luce have on its front doors?
Option: The Ferrari logo
Option: The Scuderia Ferrari shields
Option: The prancing horse emblem
Option: None of the above
6. Who expressed concerns over the impact of Luce on Ferrari's legacy?
Option: Luca di Montezemolo
Option: Elon Musk
Option: Jean Todt
Option: Sergio Marchionne



True-False

7. The Luce is Ferrari's first hybrid vehicle.
8. Luca di Montezemolo served as Ferrari's chairman until 2014.
9. The Luce design is said to be easier to copy by competitors.
10. Ferrari plans to remove the prancing horse emblem from Luce.
11. Ferrari is launching the Luce to appeal to a new customer base.
12. The Luce is equipped with a combustion engine.

Gap-Fill

13. Luca di Montezemolo was the chairman of Ferrari from 1991 to _____ .
14. Ferrari's first electric vehicle is named _____ .
15. Di Montezemolo stated that they risk _____ a legend.
16. The Luce will feature the trademark Prancing Horse _____ on the front doors.
17. It's uncertain if the Luce will resonate with the established customer _____ .
18. Ferrari plans to introduce its first car devoid of a _____ engine.

Answer

Multiple Choice: 1. Luce 2. Luca di Montezemolo 3. 1991 to 2014 4. It risks destroying a legend 5. The prancing horse emblem

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

Gap-Fill: 13. 2014 14. Luce 15. destroying 16. emblem 17. base 18. combustion

Vocabulary quizzes



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

1. What term describes the ability of a system to handle a growing amount of work?
Option: Sustainability
Option: Scalability
Option: Reliability
Option: Efficiency
2. Which of the following best defines a company's ability to generate profit?
Option: Profitability
Option: Market Share
Option: Revenue
Option: Liquidity
3. What term is used for systems that can operate independently without human intervention?
Option: Automatic
Option: Autonomous
Option: Assisted
Option: Manual
4. Which word refers to significant developments or improvements, especially in technology?
Option: Setbacks
Option: Advancements
Option: Declines
Option: Diminishing
5. What is formed when two or more parties work together on a project?
Option: Contracts
Option: Collaborations
Option: Competitions
Option: Conflicts
6. Which word best describes a process that is strict, demanding, and thorough?
Option: Flexible
Option: Rigorous
Option: Lenient
Option: Casual
7. What term is used to describe something handed down by predecessors?
Option: Heritage
Option: Legacy
Option: Reputation



Option: Trend

8. What term means to improve or revise something significantly?

Option: Deteriorated

Option: Revamped

Option: Neglected

Option: Maintained

9. What term refers to the act of temporarily stopping something?

Option: Termination

Option: Suspension

Option: Continuation

Option: Acceleration

10. What adjective describes processes that renew or restore something?

Option: Destructive

Option: Regenerative

Option: Complacent

Option: Stagnant

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

11. The new car model features _____ driving capabilities that allow it to navigate without human input.

12. The startup plans to enhance its platform's _____ to accommodate more users as demand grows.

13. Improving operational efficiency is crucial for increasing the company's _____ in the next fiscal year.

14. Her contributions to science left a lasting _____ that continues to inspire future generations.

15. The research study underwent a _____ review process to ensure its validity and accuracy.

16. The restaurant has been _____ with a new menu and modern decor to attract more



customers.

17. Strategic _____ with tech firms have helped advance our project significantly.

18. Recent _____ in AI technology have transformed the way industries operate.

19. The athlete faced a temporary _____ from competition due to a doping violation.

20. This new treatment is known for its _____ properties that help repair damaged

tissues.

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

21. The design of the building was praised for its unique aesthetics, blending modern and traditional styles.
22. The renovations will commence next month and are expected to last for six weeks.
23. The new system includes advanced monitors that track performance metrics in real-time.
24. The solar energy setup includes high-efficiency inverters to convert sunlight into usable electricity.
25. The engine generates high torque, providing exceptional acceleration and performance on the road.
26. His actions were seen as an attempt to undermine the team's efforts, creating division among members.
27. The consequences of ignoring climate change can be quite grave for future generations.
28. The company unveiled its latest product at the annual tech expo, attracting considerable attention.
29. After several discussions, the team concluded that the new project was not feasible within the given timeframe.
30. The author subsequently retracted the controversial statement made in their earlier publication.

Answer

Multiple Choice: 1. Scalability 2. Profitability 3. Autonomous 4. Advancements 5. Collaborations 6. Rigorous
7. Legacy 8. Revamped 9. Suspension 10. Regenerative

Gap-Fill: 11. autonomous



12. scalability 13. profitability 14. legacy 15. rigorous 16. revamped 17. collaborations 18. advancements
19. suspension 20. regenerative

Matching sentence: 1. aesthetics 2. commence 3. monitors 4. inverters 5. torque 6. undermine 7. grave
8. unveiled 9. feasible 10. retracted

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