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## Tips to Practice Your **Automotive** Language

A RESOURCE GUIDE FOR AUTOMOTIVE PROFESSIONALS





# WHY PRACTICE YOUR **AUTOMOTIVE** LANGUAGE

The automotive sector is a complex industry with a unique language that can be difficult to decipher without proper training. From technical terminology to acronyms, industry jargon can be overwhelming and confusing. Whether you're communicating with clients, colleagues, or partners, having a strong command of the English language is essential.

**Luckily, there are a variety of resources available to help you practice and enhance your automotive language skills. In this guide, we'll provide you with a range of practical resources that you can utilize to improve your proficiency. From articles to podcasts, we've got you covered.**





TIP

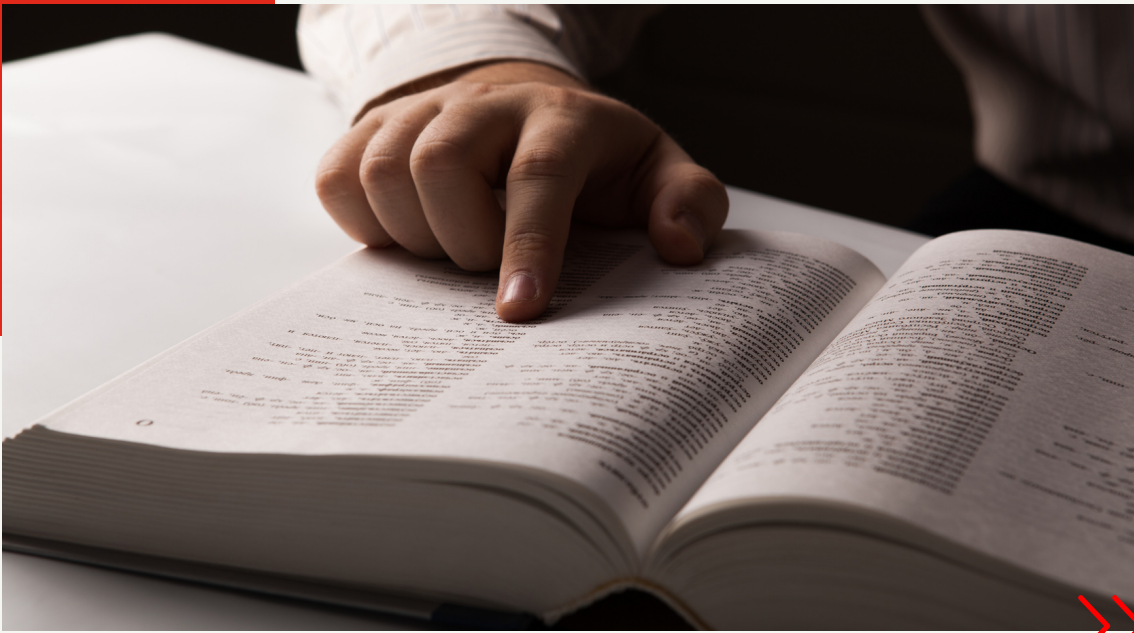
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## READ AUTOMOTIVE NEWS **ARTICLES** DAILY

Keeping up-to-date with the latest industry news and events is essential for any automotive professional, and reading automotive news is an effective way to do so. Not only does it help you stay informed, but it also helps you build up your vocabulary. As you read articles about the industry, you'll come across many new terms. Make note of the ones you're unfamiliar with and look them up later to expand your knowledge. To help you stay informed, we recommend checking out these world-class magazines:

- ✓ **McKinsey Automotive Insights:** <https://www.mckinsey.com/industries/>
- ✓ **Reuters Autos & Transportation:** <https://www.reuters.com/business/>
- ✓ **Wall Street Journal - Automotive:** <https://www.wsj.com/news/>
- ✓ **BBC - Car Industry:** <https://www.bbc.com/news/topics/>
- ✓ **NI Automotive Journal:** <https://www.ni.com/en/>
- ✓ **Automotive World:** <https://www.automotiveworld.com/>
- ✓ **Automotive News:** <https://www.autonews.com>





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## USE AN AUTOMOTIVE DICTIONARY

If you're looking to improve your proficiency in the language of automotive, a dictionary is an invaluable resource. Whenever you come across unfamiliar terms, simply **look them up** and **take note** of their definitions. This will not only help you understand conversations but also enable you to make informed decisions. Additionally, there are good free bilingual dictionaries available online that can be particularly useful.

Here's an example of a free English-English dictionary:

✔ **Automotive Dictionary:** [take a look](#)





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## LISTEN TO AUTOMOTIVE PODCASTS

There are many great automotive podcasts that can help you learn new terms and concepts. Here are some links:

- ✔ **Autoline After Hours** - This show is for those passionate about the automotive industry. The hosts talk with top designers, chief engineers, and product planners about the latest vehicles: [listen now](#)
- ✔ **The Smoking Tire** - Two seasoned hosts sit down with a variety of guests from the automotive world, including industry icons, professional drivers, and even comedians, to discuss the latest industry news, racing, projects, and anything else that piques their interest: [listen now](#)
- ✔ **InsideEVs - Electric Vehicle News** - EV enthusiasts to talk about the biggest electric vehicle stories around: [listen now](#)
- ✔ **Past Gas by Donut Media** - Donut Media presents some of the wildest and most fascinating stories from the history of the automotive industry: [listen now](#)
- ✔ **CarCast** - a twice-weekly automotive podcast that covers all aspects of the industry, from the performance aftermarket to new car buying and the future of the automotive world: [listen now](#)





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## FOLLOW AUTOMOTIVE-RELATED **HASHTAGS**

Following automotive-relating hashtags on social media will help you see how the terms are used in real-world situations and also give you a chance to engage with other automotive professionals. This is also a great way to expose yourself to the automotive language in a casual way. By following hashtags, you'll see automotive-related content pop up in your feed. Skimming through this content can help you get a feel for the language.

Here are the most popular hashtags to follow:

- ✔ **#autoindustry**
- ✔ **#automotiveindustry**
- ✔ **#automotive**
- ✔ **#autoenthusiast**
- ✔ **#carculture**





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## WATCH AUTOMOTIVE-RELATED **VIDEOS**

YouTube can be an excellent resource for learning new automotive terms. You can also consider TED, the free online conference series featuring expert speakers: [TedTalks](#).

Automotive documentaries are also an excellent way to gain knowledge. Here are good examples:

- ✔ [Love The Beast \(2009\)](#)
- ✔ [Apex: The Story of the Hypercar \(2016\)](#)
- ✔ [A Faster Horse \(2015\)](#)
- ✔ [The 24-Hour War \(2016\)](#)
- ✔ [The Amazing World of Automobiles \(2014\)](#)





## ADDITIONAL TIPS:

**6. Make a list of the terms you don't know** and look them up. Keep a running list of the terms you come across that you don't know, and look them up when you have a chance. This will help you learn the terms more quickly and effectively.

**7. Try to use the terms in conversation.** Once you've learned a new term, try to use it in conversation with others. This will help you to remember the term and how to use it correctly.

**8. Use flashcards.** A great way to memorize new terms is to create flashcards with the term on one side and the definition on the other. You can test yourself regularly to see how well you remember the terms.

**9. Join or attend automotive-related events and conferences.** There are often industry-specific events that you can attend, which will help you network and learn new automotive terms in a real-world setting.







# GET TRAINED IN AUTOMOTIVE ENGLISH

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If you're having trouble understanding certain automotive concepts or terms in English, finding a language course can be a great way to get one-on-one help. There are many general courses available, both free and paid, but very few are automotive-focused and address the issues specific to the industry like an assembly line, manufacturing process, or technical reports.

Learnship offers a range of impactful courses for language learners who want to master department- and industry-specific dialects. Our courses include easily deployable e-learning modules, group sessions, one-on-one coaching, industry-specific content, intercultural sensitivity workshops, and tailor-made content development.

At Learnship, we provide only highly tailored language learning programs through our state-of-the-art platform. **Get in touch with us and let Learnship kickstart your global journey.**





# CONTACT US

At Learnship we are trying to make the world more inclusive. We believe that communication and collaboration are key to effectively operating globally and together, we can help make the world a more equal place, for every culture and nationality.

**We'd be excited to work with you to find the right learning format for your company, its challenges, and its goals.**

**FREE CONSULTATION**



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