

2018년 8월 15일 키워드 스피킹 방송 / 주제: BMW 차량 화재

<광고>

	<p>『비즈니스 편』</p> <p>총 347 개의 고급 표현</p> <p>전략, 재무, 마케팅, 법무 등 비즈니스의 전 영역을 망라</p>		<p>『시사이슈 편』</p> <p>『키워드 스피킹』 팟캐스트 에서 다룬 표현들을 소개</p> <p>총 43개의 주제에 관한 유용한 문장들</p>
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전체	영어만
	

Summary

Due to its sophisticated image and high performance, BMW has been **one of the most coveted line of cars** in the Korean market. But recently, the German auto brand **is caught up in a scandal** that makes many Koreans suspect that it has hidden some of its problems from Korean customers.

Even before this year, **we heard sporadic news reports** about BMWs catching fire. But this year, as of mid-August, almost 40 BMW vehicles caught on fire **while driving or idling**. Most of the cases happened since the start of the summer, so during the past two months, people heard about BMW's fires almost every day.

Responding to the public's concern, the company announced that **after years of thorough investigation**, they found out that an auto part called EGR was the cause of the problem. Also, BMW says the vehicles sold in Korea use the same parts and software as used in the European market. But they failed to explain **why such fire cases occur overwhelmingly in Korea**. Some customers and experts suspect that BMW **might have installed different software for cars sold in Korea to meet the strict environmental regulations of the Korean government**, and this is responsible for the recent string of fires. **Some frustrated customers decided to file a criminal suit against BMW executives for covering up flaws of the vehicles and violating Korea's Automobile Maintenance Law.**

This is an ongoing issue. Before all the suspected vehicles are recalled and fixed, we are likely to hear more cases of BMWs catching fire. In the Korean market, BMW's brand image will be damaged, at least temporarily, and it will take time for the company to regain the public's trust.

해석

1. Due to its sophisticated image and high performance 세련된 이미지와 뛰어난 성능 때문에
2. one of the most coveted line of cars 가장 갖고 싶은 자동차 브랜드 중 하나
3. is caught up in a scandal 스캔들에 휘말리다
4. we heard sporadic news reports 간간히 뉴스를 들을 수 있었다
5. while driving or idling 운전 시에 혹은 공회전 중에

6. after years of thorough investigation 몇 년간 철저히 조사한 결과
7. why such fire cases occur overwhelmingly in Korea 왜 화재가 압도적으로 한국에서 많이 발생하는지
8. might have installed different software for cars sold in Korea to meet the strict environmental regulations of the Korean government 까다로운 한국의 환경 규정에 부합하기 위해 한국에서 판매되는 자동차에만 다른 소프트웨어를 장착했을지도 모른다
9. Some frustrated customers decided to file a criminal suit against BMW executives 실망한 소비자들이 BMW 임원들을 형사 고소했다
10. covering up flaws of the vehicles and violating Korea's Automobile Maintenance Law 차량의 결함을 은폐하고 자동차관리법을 위반하다
11. This is an ongoing issue. 현재진행형인 사안이다.

Keywords / Key Sentences

1. 이번 여름에 거의 매일 BMW 승용차에 불이 났다는 뉴스를 듣고 있다. This summer, we are hearing news reports about BMW cars catching fire almost every day. / There are daily news articles about BMW engine fires. / Fires from BMWs have been making front page news every day.
2. BMW 측은 재순환장치(EGR)가 문제이고 한국에서 판매한 차량에는 유럽과 동일한 부품 및 소프트웨어를 적용했다고 말했다. 하지만 왜 한국에서만 화재가 빈발하는지는 설명하지 못하고 있다. The company announced that an auto part called EGR was the cause of the problem and the vehicles sold in Korea use the same parts and software as those sold in the European market. But they fail to explain why such fire cases occur mostly in Korea. / It is still a mystery why BMWs are catching fire in Korea. BMW said there is a problem with the exhaust gas recirculatory system which is used in both in Korea and in the EU. / BMW claims that the defective EGR system is the same used in other markets and BMW does not know why Korean cars are catching fire.
3. BMW가 이미 2016년부터 문제를 알고 있으면서도 사실을 숨기거나 대책 수립을 미뤄 왔다고 의심하는 사람들이 많다. Many people are suspicious that BMW already knew about the problem since 2016 but tried to hide it and avoided taking care of the problems. / People are skeptical of BMW. They suspect that BMW tried to cover up the issue since 2016 rather than issue a recall. / Many people think BMW was well aware of the problem with its cars but decided to ignore the issue and keep selling defective cars.
4. 한국에서 BMW의 인기가 높았는데, 이미지에 타격을 입는 것이 불가피해 보인다. 이미지 회복에도 시간이 걸릴 것이다. BMW has been one of the most popular foreign auto brands in Korea. It looks unavoidable that their image will take a hit and it will be a long time before it is recovered. / BMW's brand image has been damaged by the fires, and it will take a long time to win back Koreans' brand loyalty. BMW has been a favored brand of foreign cars for a long time. / BMW has been a favorite brand of Koreans for a long time. Due to recent events, it will be years before BMW's brand can be trusted again.