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Good morning everybody. And welcome to the launch of our new L50, and to this presentation. In a way, launch is no longer the correct word. Many of you have already had a chance to get to know the new car in your test drive this morning. So, I will not dwell on the technical capabilities of this car. What I would like to do is to share with you the thoughts that have gone into developing this new model so that you'll have a better idea of why it's such an exciting car to drive. 早上好。欢迎参加L50的推出仪式，欢迎参加这场推介会。从某种意义上说，“推出”这个词已经不合适了。你们很多人今天早上在试车时，都已经对新车有了了解。所以，我不会喋喋不休地谈论这款车的技术性能。我是想与大家一起分享一下这款新车设计过程中的一些思路。这样你们就能更加清楚地知道，为什么这款车开起来是如此令人兴奋了。 I will also talk a bit about what has been happening in our company--the direction we are heading, our strategy, and our ambitions. After that, I'll talk about some of the major stages in our design and development of this model. After this presentation, we'll have lunch, which is served in the main conference hall. Our chef has promised a few surprises. I'm as curious as you are about what these might be. But, back to the presentation. 我还要谈谈我们公司内的

发展：我们的前进方向，我们的战略，我们的雄心。然后，我要谈谈这款新车设计与开发过程中的一些主要阶段。推介会之后，我们吃午饭，午饭在大会厅内。我们的厨师跟我拍胸脯，说准备了一些你们想不到的东西。我和你们一样好奇，不知这些东西会是什么。好，继续我们的推介会。 Our new L50 is the first in a family of new cars to be launched this year and in the next couple of years. It is the result of the most ambitious investment in our companys history-- £ 125 million, in design and development, in production capabilities, in sales network and in our own people. The investment is based on our understanding of the market and our goal for the future. So what are they then? 我们的新款L50只是个开端，今年以及今后一两年中，我们还将陆续推出一整个系列的新车。这是我们有史以来最大的一个投资项目的成果。我们把1.25亿英镑投资于设计和开发、生产能力、销售网络和我们的员工。投资的基础是我们对市场的了解，以及我们今年的目标。那么，这些目标是什么呢？ We want to sell 800,000 cars a year for the next 5 years. So far this year, weve already sold 560,000, and congratulations to those of you that have contributed to this success. This represents nearly 20% increase over the previous year at a time when the market has declined by nearly 10%. Much of the increased sales have come from the commitment and dedication of our dealers and our staff. Thank you and well done. 我们今后五年的销售目标是每年80万辆车。今年到目前为止，我们已经销售了56万辆。祝贺你们为这项成就所作的贡献。这个数字相当于比去年增加了将近20%。而同期市场下跌了将近10%。销售增长中的大部分来自于代销商和我们

员工的全心投入和勤奋。感谢大家，干得真漂亮。相关推荐：
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