

Quick Biz Reading

The story of Lamborghini

Ferruccio Lamborghini was a farmer who made tractors. His business was very successful. He was one of the richest people in Italy. He owned Ferraris and other super cars. The Ferraris always gave him trouble. Being a mechanic, he tried to



fix the problem. The problem was with the clutch – a part of the engine. He found out that his Ferrari had the same clutch as one of his farm tractors.

“All my Ferraris had clutch problems. When you drove normally, everything was fine. But when you were going fast, the clutch would slip; it just wasn’t up to the job.”

Ferruccio went to the Ferrari service guys regularly. He had to have a clutch rebuilt or change. Every time the car was taken away for several hours. He was not allowed to watch it being repaired. The problem with the clutch was never really fixed. Ferruccio decided to talk to Enzo Ferrari. He had to wait for him for a very long time.

‘Ferrari, your cars are useless!’ Ferruccio complained. Mr. Ferrari was very angry. “Lamborghini, you may be able to drive a tractor but you will never be able to drive a Ferrari properly.’



This was the point when he finally decided to make a perfect car. Yes, he made his first Lamborghini.

❶ Work with a partner. In Japanese, talk about this story. How much do you remember?

❷ With your partner, try to tell the same story in English.

❸ **Take it deeper.** Talk about a product you like, but what would change to make it better? How would you change it?

Simplified from “4 inspiring short stories of starting up world famous companies” Abhash Kumar. 2 March 2014

<https://yourstory.com/2014/03/inspiring-stories/>