

In 1957 Ford produced one of the largest and most luxurious cars ever made – the Edsel. It was a big failure.

The luxury car was built at a time when people were turning to more economical cars. As *Time* magazine said: „It was a classic case of the wrong car for the wrong market at the wrong time.“



- failure:** Misserfolg
- case:** Fall
- hubcap:** Radkappe
- to fail:** versagen
- to peel:** abblättern
- button:** Knopf
- sales graph:** Verkaufsgrafik
- ski-slope:** Skihang
- to keep clear:** fernbleiben
- collector:** Sammler
- veteran car:** Oldtimer
- convertible:** Cabrio
- to leak:** auslaufen, Leck sein
- disaster:** Katastrophe

In addition to this, more than half the models sold were found to have some or all of the following defects: doors that wouldn't open, batteries that went flat, horns that wouldn't work, hubcaps that dropped off, brakes that failed, paint that peeled and push buttons which were impossible to push.

No wonder that the Edsel's sales graph was compared by a journalist to an extremely dangerous ski-slope. It was one of the biggest commercial failures in the history of American business. Even car thieves seemed to keep clear. As far as it is known, there was just one case reported of an Edsel being stolen.

Fifty years after its failure, the Edsel has become an object for collectors of veteran cars. Edsels are sold for \$ 100 000, rare convertibles bring up to \$ 200 000.

Edsel was the Christian name of Henry Ford's son. But soon the people said: EDSEL means: Every Day Something Else Leaks.

For American people the word Edsel is still today a synonym for failure, bad luck or disaster.

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| GLEICHHEIT (bejahend) | A Toyota is as good as a Mazda. |
| | London is as interesting as New York. |
| GLEICHHEIT (verneint) | June isn't as hot as July. |
| VERGLEICH (bejahend) | A Range Rover is stronger than a Ford. |
| | It's more expensive than a Ford. |
| VERGLEICH (verneint) | My car isn't faster than a Ford. |
| VERGLEICH VON NOMEN | His house looks like a castle. |
| | It's like a dream. |

Einsilbige Adjektive und zweisilbige, die auf -y oder -le enden, werden wie im Deutschen gesteigert: cheap, cheaper cheapest – simple, simpler, simplest. Die andern Adjektive werden wie in den lateinischen Sprachen gesteigert: expensive, more expensive, most expensive (plus cher... piu caro... más caro)
Unregelmäßig: bad, worse, worst – good, better best

Translate:

- Ein Lincoln ist teurer als ein Pontiac.
- Ein Corvette ist schneller als ein Ford Pinto.
- Der Edsel war das schlechteste Auto.
- Das war der größte Misserfolg.
- Ein Jeep ist wirtschaftlicher als ein Chevrolet.
- Es war das luxuriöseste Auto, das je gebaut wurde.
- Oldtimers sind gleich teuer wie moderne Autos.
- Bremsen, die versagen, sind gefährlicher als Farbe, die abblättert.
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