

Chapter 3 Transportation

第三单元 运 输



Part 1 Reading

Pre-reading Question

1. What is the significance of transportation system in logistics?
2. Can you think of two or three functions that transportation performs in logistic?

Transportation in Logistics



The transportation system is the physical link connecting a company's customers, raw material suppliers, plants, warehouses, and channel members—the fixed points in a logistics supply chain. The fixed point in the logistics system are where some activity temporarily halts the flow of goods in the logistic pipeline.

Then what are the functions of transportation in logistics?

Logistics system is quite closely related to transportation, as in logistics the movement of goods is a key part. Transportation plays a key role in the logistics system. The functions of transportation are stated as follows.

(1) Bridge over buyer-seller gap. A firm's logistics supply chain is a series of fixed points where the goods come to rest and transportation links. The transportation link makes it possible for goods to flow between the various fixed points and bridges the buyer-seller gap.

(2) Value added. Transportation adds value to the firm by creating time and place utility.

The value added is the physical movement of goods to the place desired and at the time desired.

(3) Global impact. As supply chains become increasingly longer in our global economy, the transportation function is connecting buyers and sellers that may be at the far end of the globe. This wide gap results in greater transportation costs. Besides, much more time is needed in international transportation. This results in higher inventories and higher storage cost.

(4) Importance in economy. The transportation has great impact on the nation's economy. The total expenditure involved in transportation of a country may be comparatively very high in its economy.

(5) Importance in company. In a company, the total expenditure includes warehousing and transportation. A company has to spend money on physical distribution (outbound only), customer service, warehousing, administration, inventory carrying, and so on.

(6) Cost-service trade-off. For example, if a company switches from rail to air transportation to move raw materials from a vendor to the plant, the air carrier's increased speed, or lower transit time, permits the company to hold lower inventories to meet demand during transit time and to use less warehousing space and less stringent product packaging; but the company realizes these advantages at the expense of higher transportation costs. Thus, a firm cannot make the transportation decision in a vacuum; applying the total cost or systems approach requires a company to consider how the transport decision will affect other elements of the logistics system.

Now we move on to the role and essentials of a transport system.

Transport is an essential facility for the development of economic resources on a national or international scale. Articles or materials are transported from areas of low utility to areas of high utility. In this way, value is added to the product. Transport makes it possible for the economic resources to develop to the full. It also makes possible specialization development no matter whether it may be mining, car manufacturing or farming. Transport is considered as a kind of product that is consumed the moment it is produced. Hence it is not possible to store it.

The essentials of a transport system include three elements: the way route, the vehicle (including motive power unit), and the terminal.

(1) The way route may be naturally occurring such as the sea or river, or artificially made by man such as the railway, canal or motorway. It is possible to have a combination of these two circumstances.

(2) The vehicle may either be of the integral type embracing the carrying and motive power unit, such as an aircraft or ship, or have an independent motive power unit, such as a railway locomotive.

(3) The terminal must be artificially made by man, and be well designed to ensure the most efficient operation/utilization of the transport unit using it. Basically, the terminal is the link in the transport chain and merges at an interchange point involving one or more forms of transport, to offer through transit such as airport or seaport.

The three essential elements must be so designed as to produce an efficient system.





Words and Expressions

1. **distribution** *n.* 分发, 经销; 销售, 推销; 分配
2. **embrace** *vt.* 包括, 包含(指物), 拥抱, 欣然接受或采取(意见等); *n.* 包括, 包含, 拥抱, 接受
3. **essential** *n.* 要素(可数, 常用复数), 要点, 必需品, 本质, 实质; *adj.* 本质的, 实质的, 必要的, 不可缺少的, 最重要的, 精制的, 提炼的
4. **expenditure** *n.* 花费, 开支, 支出; 用光(不可数); 支出额, 经费, 费用, 消耗额(可数, 不可数)
5. **halt** *vt.* 使停止, 止住, 制止, 防止, 阻挡; *vi.* 停止前进, 停止; *n.* 停止, 停住
6. **integral** *adj.* 构成整体所必需的; 完整的; 作为整体的一部分的
7. **interchange** *n.* 交换, 互换, 立体交叉道(如高速公路上的); *vt.* 交换, 互换: 交替变化
8. **merge** *vi.* 合并, 联合, 并入, 渐渐消失; *vt.* 使合并, 使并入, 吞并, 使渐渐消失
9. **motorway** *n.* 汽车高速公路
10. **stringent** *adj.* 严格的, 严厉的, 迫切的, 银根紧的
11. **terminal** *n.* 终点, 终点站, (城市中的)航空集散站, (水运)码, (电路的)接头, (计算机系统的)终端机
12. **utility** *n.* 有用, 实用, 效用, 功用

Notes

1. **transportation**: 运输。指将人与货物经由各种运输工具与通路, 从甲地运送至乙地, 所以运输包括物流与人流, 运输会制造时间和地点效用。在供应链中, 良好、快速的运输可以减少存货和货损, 所以运输是供应链成功的关键要素。

2. **supply chain**: 供应链。指货物从生产者到消费者的整个流通过程。供应链也称销售链(sales chain), 如果强调客户则称需求链(demand chain)。

3. **logistics pipeline**: 物流途径。**logistics** 原为军事用语, 指后勤补给, 从军事科学的观点看, 包括有关军用物资、设备、人员等的采购、生产、储存、维修、运送等活动。物流的范围包含物料管理和实体配送管理。广义的物流可定义为原料物流、生产物流、销售物流与废弃物物流; 狭义的物流可定义为销售物流(详见本书第一单元)。

4. **bridge the buyer-seller gap**: 缩短买卖双方的距离。**bridge a/the gap** 的一个意思是“缩短(悬殊的)距离”。例如: How can we bridge the gap between the rich and the poor? 怎样才能缩小贫富之间的差距?

另一个意思是“填补尴尬或空白的间隙”。例如: A snack in the afternoon bridges the gap between lunch and supper. 在午餐和晚餐之间, 下午吃些点心。

5. **value added**: 附加价值。指通过物流的活动增加产品的功能或价值。运输通过制造时间和地点效用给公司增加价值, 即通过把货物在客户所要求的时间运送到客户所要求的地点而增加价值。

6. **transportation cost:** 运输成本。运输成本包含固定成本和变动成本。固定成本有固定设施成本和车辆拥有成本。变动成本有车辆营运成本。固定设施可以是总公司和营业处的建筑设备。一般而言, 固定设施为沉没成本, 车辆拥有成本为非沉没成本。车辆拥有成本还包括工资和燃料费。

7. **inventory carrying:** 存货持有。持有存货需要一定的成本, 它包括资金成本、储存成本、损坏、过期、税捐、保险等。持有成本是决定存货量 and 经济订购量的重要考虑因素。存货越多, 持有成本越高, 为了降低持有成本, JIT 出现了。

8. **cost-service trade-off:** 成本与服务折中。一项成本的增加可能会使另一项成本减少, 反之亦然。例如, 以运输业而言, 托运人选择航空货运服务寄货, 航空货运运费比汽车货运或火车货运的运费高, 但它速度快, 运输时间短, 这样就可以节省仓储、存货的成本, 并可增加销售额。公司在利用航空货运服务的优势时必须付出更高的运输成本的代价, 所以公司应使用总体成本或系统的方法来全盘考虑运输模式的选择, 以及其对整个物流体系中其他因素的影响。

9. **the way route:** 运输路径。运输路径是运输系统中重要的一个因素, 它可以是天然形成的, 如大海或江河, 也可以是人工建成的, 如铁路、运河或汽车高速公路。对汽车货运配送业而言, 对某特定区域事先做车辆排程, 降低所有车辆总行驶里程, 降低配送次数频率, 增加车辆装卸率, 可减少对车辆的需求, 降低成本。如果收货人能接受非高峰时段配送, 运送业者就会有较好的配送时窗, 就可提高车辆使用率。

10. **motive power unit:** 动力单元。表示单辆动力车, 它可以独存也可以与其他动力车组合。一个运输单元可以使用诸如飞机或轮船的动力单元, 也可以使用诸如火车头的独立动力单元。

Part 2 Logistics Correspondence

Payment

Sample Letter 1

Urging Client to Make Payment

Dear Sirs,

We would like to direct your attention to the following freight bills that are unpaid beyond the credit period permitted by our agreement.

This amount should have been paid by March 3, so you can see it is quite old.

If you are not able to pay the balance in full at this time, please let us know and we will be glad to arrange an installment plan with you.

Thank you for your attention to this matter.

Yours faithfully,

×××

Sample Letter 2

Asking for Changing Mode of Payment

Dear Sirs,

We have received your letter of December 19 in which you ask for change of payment term from "freight prepaid" to "freight collect".

In view of the very pleasant business relationship we have had with your firm for more than 6 years, we have decided to agree to your suggestion. We shall, however, make an additional charge of 0.2% (total 0.5%) of the value of shipment for freight collect because of the inconvenience and risk incurred in this service, and trust this term will suit your requirements.

We hope that our arrangement will result in a considerable increase of your orders and assure you that we shall always endeavor to execute them to your complete satisfaction.

Yours faithfully,

×××

Notes

direct your attention to 提醒你注意

installment plan 分期付款方案

freight prepaid 运费预付

freight collect 运费到付

Part 3 Useful Sentences of Logistics English

1. Would you please quote me the freight from Shanghai to London?
请你将上海到伦敦的运价报给我好吗?
2. Please note that the freight quoted should include insurance.
请注意所报运价需包括保险费。
3. I would like to have your lowest freight quotation from here to Vancouver.
希望你能报从这里到温哥华的最低运价。
4. Will you please inform us of the freight by shipping?
你能告知我们贵方的海运价格吗?
5. If your freight quoted is reasonable, we may have a long-term business partnership with you.
若贵方价格合理, 我们可能和贵方会有一个长期的生意伙伴关系。
6. We would appreciate your letting us know what discount you can grant if we appoint you as our sole freight agency.

若我方指定你方为我方的独家货运代理，请告知能给予多少折扣，不胜感激。

7. Please keep us informed of the latest quotation for the freight by rail.

请告知我方铁路运输的最新运价。

8. Now that we have already made an inquiry on your intermodal service, will you please make a quotation in 3 days?

既然我们已经对你们的联运服务进行了询价，请在三天内报价。

9. Please quote us your freight for this consignment as soon as possible.

请尽快报给我们这批货的运价。

10. We have quoted this freight based on careful calculations.

这个运费的报价是我们在精打细算的基础上得出来的。

Notes

inform sb. of sth. 告知某人某事

business partnership 生意伙伴关系

appreciate 感激

discount 折扣

sole freight agency 独家货运代理



Part 4 Situational Dialogues

A: That price of ours, by the way, is for a minimum quantity of 1,000 saddles.

顺便说一下，我们的价格是针对最小量为 1000 个车座而言的。

B: Yes, I noticed that. To what extent would local assembly help sales, did you say?

是的。你说本地装配能在多大程度上促进销售呢？

A: 20%~30%. But we proposed the plan from the storage and delivery viewpoint. That is to say, less warehouse space and prompt delivery.

20%~30%。但我们是从贮存和运输的角度做出此计划的。就是说，更少的仓库空间和更快捷的运输。

B: Yes, of course. Assembly would be quite a simple matter. Cycle dealers could put them together in a very short time.

是的，当然。装配将是一件很简单的事。自行车商人能在很短的时间内将它们组装起来。

A: Sales have been exceptionally good during the past twelve months.

在过去的 12 个月中销售是特别好。

B: Yes, I've noticed that. Where have you been placing them?

对，我看到了。你们把它们都投放在哪些市场了？

A: All in the local market. One or two suggestions that came in from the distribution might interest you.

都在本地市场上。你可能会想听取经销商分布的一些建议。

B: Yes. What were they? Anything that will help sales?

当然。是什么建议？是关于促销的吗？

A: Perhaps. General opinion is that the rear carrier should be offered as an extra.

可能吧。大家都认为后面的行李架应该额外提供。

B: That's to keep the price down, I suppose. I'll take it up with our overseas department and listen to what they've got to say about this.

我想那会把价格降下来。我会把这个建议反映到我们的海外部，听取一下他们的建议。

A: Thanks.

谢谢。

Notes

minimum 最小值，最低限度；最小的，最低的

saddle 鞍，车座，拖具；承受，使负担，装以马鞍

assembly 装配；集会，集合；汇编，编译

propose 建议；打算，计划；求婚

exceptionally 异常地，特殊地，例外地

distribution 分布，分配

perhaps 也许，可能；假定，猜想，未定之事

department 部，部门，系，科，局

that is to say 就是，即，换言之

take it up with 同……处理，以……采取，与……商量



Part 5 Logistics Documents

Billing of Lading 提单

Shipper		B/L No. CHINA NATIONAL FOREIGN TRADE TRANSPORTATION CORP.	
Consignee or order		COMBINED TRANSPORT BILL OF LADING. Received the goods in apparent good	
Notify address		order and condition as specified below unless otherwise stated herein:1)Undertakes to	
Pre-carriage by	Place of Receipt	perform of procure the performance of the entire transport from the place at which the	
Ocean vessel	Port of loading	goods are taken in charge to the place designated for delivery in this document, and	
Port of discharge	Place of delivery	2) Assumes liability as prescribed in this document for such transport, One of the Bills of	
		Freight payable at	Number of original Bs/L
Mark and Nos.	Number and Kind of package		
Description of goods	Gross weight (kg)	Measurement (m ³)	
Freight and charges		IN WITNESS where of the number of original Bills of	
		Lading stated above have been signed, one of which being	
		accomplished, the other (s) to be void.	
		Place and date of issue	
		Signed for or on behalf of the carrier	

SUBJECT TO THE TERMS AND CONDITIONS ON BACK AS AGENT.

New Words

1. shipper *n.* 托运人, 发货人
2. notify *v.* 通知, 通告
3. vessel *n.* 船, 容器
4. discharge *n.* 卸货
5. loading *n.* 装载, 装填
6. delivery *n.* 交货, 交付
7. freight *n.* 运费, 货运
8. apparent *adj.* 外观上的
9. herein *adv.* 于此, 在这里
10. undertake *v.* 承担, 保证
11. perform *v.* 执行, 履行
performance *n.* 执行, 履行
12. procure *v.* 获得, 取得
13. entire 完整的, 全部的
14. designate *v.* 指定, 指明
15. assume *v.* 承担, 接受
16. liability *n.* 责任, 义务
17. prescribe *v.* 规定指示
18. surrender *n.* 交出, 出示
19. duly *adv.* 正式地
20. indorse *v.* 认可, 签名于票据等的背面
21. exchange *v./n.* 交换, 兑换, 交易
22. measurement *n.* 尺码, 尺寸, 度量单位制
23. prepaid *adj.* 先付(的), 运费预付
24. charge *n.* 费用, 附加费
25. witness *v.* 表明, 显示, 证明
26. whereof *adv.* 关于什么, 以什么的
27. accomplish *v.* 完成, 实现
28. void *adj.* 空的, 无效的

Notes

1. Consignee or order: 收货人或提示。
2. Notify address: 通知地址。
3. Pre-carriage by: 前段运输。
4. Port of loading: 收货地点, 装货港。
5. Ocean vessel: 船名。

6. Port of discharge: 卸货港。
7. Place of delivery: 交货地点。
8. China National Foreign Trade Transportation Corp.: 中国外运公司。
9. Combined Transport Bill of Lading: 联运提单。
10. Received the goods in apparent good order and condition as specified below unless otherwise stated herein:

(1) Undertakes to perform or procure the performance of the entire transport from the place at which the goods are taken in charge to the place designated for delivery in this document, and

(2) Assumes liability as prescribed in this document for such transport, One of the Bills of Lading must be surrendered duly indorsed in exchange for the goods or delivery order.

上列外表情况完好的货物已装在船上，另有说明的除外：

- (1) 承担执行全程运输将货物运至本提单指定之交货点；
- (2) 运输中接受本提单所述之规定责任，并凭正式签名的其中一份提单提取货物或换取提货单。

11. Freight payable at: 运费支付地。

12. Number of Original Bs/L.: 正本提单份数。

13. Marks and Nos.: 标记与号码。

14. Gross weight (kg): 毛重(千克)。

15. Freight and charges: 运费和费用。

16. In Witness where of the number of original Bills of Lading stated above have been signed, one of which being accomplished, the other(s) to be void.

为证明以上各节，已签署提单一式两份，其中一份完成提货手续后，其余各份失效。

17. Place and date of issue: 签单地点和日期。

18. Signed for or on behalf of the Carrier: 代表承运人签字。

19. Subject to the terms and conditions on back: 按照背面所载条款。

20. as agent: 代理。



Part 6 Case Study

Internet of Things in Logistics

Amid the hype surrounding IoT (Internet of Things) today, one thing is clear: the logistics industry is a key player poised to benefit from the IoT revolution.

With millions of shipments being moved, tracked, and stowed by a variety of machines, vehicles and people each day, it is no surprise that logistics and IoT are a perfect match. In logistics, IoT can connect different assets along a supply chain in a meaningful way, and then analyze the data generated from these connections to capture new insights. By doing so, IoT

enables logistics providers to unlock higher levels of operational efficiency, while creating customized, dynamic, and automated services for their customers. Falling prices of device components (sensors, actuators and semiconductors), faster wireless networks, and increasing data crunching capabilities only compound the business benefits, ensuring that IoT becomes a disruptive trend in the logistics industry over the next decade.

But just how nascent is IoT in logistics? Many of the technologies behind IoT — including sensors, microprocessors and wireless connectivity — have been in use in various logistics applications for a number of years already. Indeed, the logistics industry was among the first adopters of IoT technologies in operations, from the introduction of handheld scanners that digitized the delivery process to the multiple sensors that monitor cargo integrity and delivery truck performance. But even early adopters are just at the tip of the iceberg of fully exploiting IoT potential in the logistics industry.

Use Cases – Freight Transportation

With hundreds of thousands of ocean, air, and road assets, freight transportation presents great potential for IoT networks. IoT in freight transportation will move beyond track and trace. Today it is already possible to track and monitor a container in a freighter in the middle of the Pacific, and shipments in a cargo plane mid-flight. So, what else can IoT do for freight transportation in the future?

We expect IoT to provide the next generation of track and trace: faster, more accurate and predictive, and more secure. Freight Watch recorded 946 cargo theft incidents across the United States in 2012 and 689 in Europe, with organized crime targeting ports and rest areas. Theft costs shippers and logistics providers billions of dollars each year, from the impact of inventory delays as well as the cost of stolen goods. Through IoT, logistics providers will gain clear visibility on the movement of goods — meter by meter and second by second — as well as item-level condition monitoring to ensure that goods arrive in time, at the right place, and intact.

As we have seen, location and condition monitoring through IoT will provide a new level of transport visibility and security. Telematics sensors in trucks and multi-sensor tags on items transmit data on location, condition (whether any thresholds have been crossed), and if a package has been opened (to detect possible theft).

One challenge that the logistic industry is facing is that many of the existing solutions are proprietary, stand-alone solutions that are not connected to each other. New platforms need to

be created that combine various existing hardware and software solutions for end-to-end integrity control of supply chains. A real time tracking solution provider, has developed an open platform for connecting various telematics and sensor hardware devices to consolidate data across different applications and modes. The platform merges multiple assets such as a



connected swap body or truck into one easy-to-use portal with worldwide accessibility, allowing logistics providers and customers to track all assets and their various devices at once.

Another key area of IoT opportunity is fleet and asset management. For example, sensors can monitor how often a truck, container or ULD (Unit Load Device) is in use or idle. They then transmit this data for analysis on optimal utilization. As noted earlier in this section, many logistics vehicles today are already brimming with sensors, embedded processors, and wireless connectivities. Sensors that measure the capacity of each load can provide additional insights concerning spare capacities in vehicles on certain routes. IoT could then enable a central dashboard that focuses on identifying spare capacity along fixed routes across all business units. From there, it could recommend suggestions for consolidating and optimizing the route. This would create fleet efficiencies, improve fuel economy, and reduce deadhead miles, which account for up to 10 percent of truck miles.

Similar to optimal asset utilization in warehousing operations, a connected fleet could also pave the way for predictive asset lifecycle management. This solution leverages analytics to predict asset failures and automatically schedule maintenance checks. One example is MoDe (Maintenance on Demand). This 2012 EU-backed research project between Volvo, DHL, and other partners sought to create a commercially viable truck that autonomously decides when and how it requires maintenance. The latest sensor technology was embedded in key areas such as oil and damper systems to identify material degradation or damages. Data was then transmitted firstly to a central unit in the truck via a wireless network, then to a maintenance platform for analysis. The driver or maintenance crews were then alerted to potential problems. The system was found to increase vehicle uptime by up to 30 percent and decrease potential danger to truck drivers through constant condition monitoring of vehicles.

IoT can also play an additional role in health and safety, preventing potential collisions and alerting drivers when they need to take a break. Long-distance truck drivers are often on the road for days in hazardous conditions. Cameras in the vehicle can monitor driver fatigue by tracking key indicators such as pupil size and blink frequency. This is already being applied by Caterpillar, the world's largest manufacturer of construction and mining equipment, which is using this technology to keep sleepy truck drivers from getting into accidents. If the solution senses the driver is losing attention on the road, it activates audio alarms and seat vibrations. An infrared camera is capable of analyzing a driver's eyes through glasses and in the dark.

Any disruptions on a global scale are checked for their effects on key trade lanes; if they pose a strong risk, appropriate mitigation strategies are triggered automatically. In the future, Resilience360 could integrate all the data transmitted from assets and respond when a truck carrying urgent cargo is about to break down or when a warehouse has been flooded from a storm. It could also move a shipment from air freight to road freight to compensate for an airline strike. Managing threats such as port strikes, airport closures, and highway closures may not seem like an obvious IoT application at first glance, but analytical capabilities are becoming sophisticated enough not only to predict them, but increasingly to respond.



New Words

1. amid *prep.* (表示位置)在…中间, (表示环境)处于……环境中; 由于存在……情况, (表示让步)尽管有……的情况
2. hype *n.* 天花乱坠的广告宣传; *vt.* 大肆宣传, 夸张地宣传(某人或某事物)
3. actuator *n.* [机]促动器, 激励者; [计算机]执行机构; [电](电磁铁)螺线管
4. semiconductor *n.* [物]半导体
5. crunching *v.* (快速大量地)处理信息, 捣弄数字, 嘎吱作响
6. disruptive *adj.* 分裂性的, 破坏的, 扰乱的, 颠覆性的
7. nascent *adj.* 初期的, 初生的, 开始形成的; 发生中的
8. microprocessor *n.* [计算机]微处理器
9. integrity *n.* 完整; 正直, 诚实; [计算机]保存; 健全
10. iceberg *n.* 冰山, (事物全貌的)一小部分; 冷若冰霜的人
11. freighter *n.* 货船; 租船人, 装货人, 货主, 承运人;
12. Mid-flight 飞行中
13. predictive *adj.* 预言性的, 成为前兆的
14. telematics *n.* 信息技术
15. threshold *n.* [物理学]阈值; 临界值; 门槛, 入口, 开始, 阈
16. proprietary *adj.* 专有的, 专利的, 所有(人)的, (商品)专卖的; *n.* 所有权, 所有物, 所有人, 专卖药品, 独家制造(及销售)的产品
17. stand-alone *adj.* 独立的; (计算机)独立运行的
18. merge *v.* (使)混合, 相融, 融入; 渐渐消失在某物中
19. portal *n.* 门户(网站), 正门, 宏伟的大门
20. fleet *n.* 舰队, 船队, 车队, 港湾、小河; *adj.* 快速的, 敏捷的, 转瞬即逝的
21. idle *adj.* 空闲的, 无意义的, 懒惰的, 无根据的
22. brimming *adj.* 满溢的, 横溢的
23. pave *vt.* 铺设, 为…铺平道路, 安排
24. leverage *v.* 利用, 举债经营, 发挥杠杆作用, 施加影响; *n.* 杠杆作用, 优势, 力量, 影响力
25. viable *adj.* 切实可行的, 能养活的, 能自行生产发育的, 有望实现的

26. autonomously *adv.* 自治地, 独立自主地
27. damper *n.* 减震器; (火炉等的) 风门; 使人扫兴的人(事)
28. degradation *n.* 堕落, 潦倒, 毁坏, 恶化
29. uptime *n.* (计算机等的) 正常运行时间
30. collision *n.* 碰撞, 冲突; (意见, 看法) 的抵触; (政党等的) 倾轧
31. hazardous *adj.* 冒险的, 有危险的; 碰运气的
32. pupil *n.* [解]瞳孔; 学生, 未成年人, [法]被监护人
33. vibration *n.* 摆动, 震动, 感受, (偏离平衡位置的) 一次性往复振动
34. mitigation *n.* 缓解, 减轻, 平静
35. trigger *vt.* 引发, 触发; 扣……的扳机; 发射或使爆炸(武器或爆炸性弹药)
36. compensate *v.* 补偿, 赔偿; 报酬; 抵销
37. strike *n.* 罢工[课, 市], 发现, 攻击; *v.* 罢(工、课等), 撞, 攻击, 来到
38. closure *n.* 关闭; (永久的) 停业, 结束; [电] 闭合; [数] 闭包

Notes

1. key player: 关键人物, 关键因素。
2. be poised to: 随时准备着, 信誓旦旦, 准备就绪。
3. ULD (Unit Load Device): 航空运输中用来装载货物的集装设备, 可以是集装箱, 也可以是集装板和集装网组合。
4. embedded processor: 嵌入式处理器。
5. Volvo: 沃尔沃, 瑞典著名豪华汽车品牌, 曾译为富豪。该品牌于 1927 年在瑞典哥德堡创建。1999 年, 沃尔沃集团将旗下的沃尔沃轿车业务出售给美国福特汽车公司。2010 年, 中国汽车企业浙江吉利控股集团从福特手中购得沃尔沃轿车业务, 并获得沃尔沃轿车品牌的拥有权。
6. be embedded in: 被嵌入。
7. Caterpillar: 卡特彼勒公司 (Caterpillar, CAT), 成立于 1925 年, 总部位于美国伊利诺伊州, 是世界上最大的工程机械和矿山设备生产厂家、燃气发动机和工业用燃气轮机生产厂家之一, 也是世界上最大的柴油机厂家之一。
8. infrared camera: 红外摄像机。
9. at first glance: 乍一看, 初看; 第一眼就……



Part 7 Exercises

I. Answer the following questions.

1. What is the transportation system according to Text 1?
2. What kind of a role does transportation play in the logistics system?
3. What kind of consignments is air carriage normally used for?
4. What are the disadvantages of air transport besides all of its advantages?

5. With which countries is road transport mostly used in China in the transactions?
6. What are the two advantages of rail transport?

II. Tell whether the following statements are true or false.

1. Transportation adds value to the company and the value added is the physical movement of products to the place desired.
2. A transport system includes three essential elements: the way route, the vehicle (including motive power unit), and the company.
3. There are generally three modes of air transport: scheduled airline, chartered carrier, and air express service.
4. In air transport, the air waybill is the key document.
5. Documentation of both road transport and rail transport is simple, but road transport can offer door-to-door service without intermediate handling.
6. Rail transport has the largest transportation capacity in China.

III. Match the terms with the following definitions.

pilferage the transportation system consignee the way route transport

air express service the air waybill scheduled airline consignments

the consignment noted rail transport road transport transportation air transport

1. the physical link connecting a company's customers, raw material suppliers, plants, warehouses, and channel members—the fixed points in a logistics supply chain.
2. the physical movement of goods to the place desired and at the time desired.
3. a kind of product that is consumed the moment it is produced.
4. It may be naturally occurring such as the sea or river, or artificially made by man such as the railway, canal or motorway.
5. one of the youngest forms of transport and the amount of cargo carried by this form of transport is very small, but it is still significant.
6. goods carried from one place to another.
7. the key document in air transport.
8. person or firm to whom the goods are carried and sent.
9. a mode of air transport with which aircrafts fly regularly between fixed airports.
10. It is known as “door-to-door” service and goods of emergency are normally delivered in this way.
11. The vehicle of this transport form has low capacity but it is a very versatile unit of transport with most flexible operation.
12. the document used in road transport.
13. a form of transport that is second to maritime transport in China in terms of.
14. loss caused by stealing, especially during transport or storage of goods.

IV. Fill in the blanks with the most appropriate form of the words given below.

impact interchange at the expense of Entitle halt convey result from

presume correspond forward embrace retain merge none the less
to the full

1. The man collapsed under the full _____ of the blow.
2. Mr. Jackson _____ that his business travel goes _____ the company.
3. The managers _____ views at the meeting and came up with a business report which _____ many important points.
4. The truck _____ the supplies to the factory; otherwise the lack of raw material may _____ the production.
5. The price of our product went up much this month, _____ the heavy demand.
6. The sales manager may find it hard to _____ his position, if the two companies _____.

V. Translate the following passage into Chinese.

Transport is an essential facility for the development of economic resources on a national or international scale. Articles or materials are transported from areas of low utility to areas of high utility. In this way, value is added to the product. Transport makes it possible for the economic resources to develop to the full. It also makes possible specialization development no matter whether it may be mining, car manufacturing or farming. Transport is considered as a kind of product that is consumed the moment it is produced. Hence it is not possible to store it.

VI. Translate the following sentences into English.

1. 在国际物流中，货物的运动是一个关键部分。也就是说，物流系统与运输是密切相关的。
2. 在我们的全球经济中，供应链变得越来越长，运输功能将相距数千英里的买家和卖家连接起来，但这大大增加了运输成本。
3. 国际航空运输具有运输速度快、单证系统简单、服务可靠、质量高、几乎不需要包装费用、能降低物流成本等优点。
4. 航空运输中的关键文件是航空运单。在大多数情况下，航空运输是由代理人安排的，而不是由航空公司安排的。
5. 在我国，公路运输在对外贸易运输中占有特殊的地位。道路车辆虽然运力低，但操作灵活方便。

VII. Writing task.

Suppose you are currently working as marketing manager for Sinolink Cargo based in Shanghai and your company is getting in touch with XYZ Freight Ltd (an freight agent in Italy) to co-develop Sino-Italy air cargo market. Write a business proposal to XYZ further introduce your company, to express the desire of appointing XYZ Co., as your handling agent in Italy (and vice verse) and your rough ideas on how to develop freight biz, settle accounts, and how to coordinate operation and communication etc.