



### **Notas Culturales**

- ❖ Talk about how language and culture are so related. Companies across the world need to be sensitive to language. A great example is the Chevy NOVA. This car was sold faster than Chevrolet could produce it - everywhere except in Mexico. Had the company realized that the name of the car meant "it doesn't go" (no va) in Spanish, they would have changed the name of the car before marketing it to Spanish speakers.
- ❖ Talk about the meaning of vámanos and how common this term is in the Spanish language. Also, explain the difference between vamos y vámanos.