



## Case Study Automobile

The automotive industry requires rigorous use of terminology and creative use of language as part of marketing parlance. Assignments often combine test drives with deep-dive workshops within a single global event. From BMW to Volvo, from SAAB to Ford, from Jaguar Land Rover to BYD, we have interpreted at several car events per year for more than a decade.



## High Performance

### BMW

Our interpreters had quite an adventure at BMW's grand launch of a new car model. Hundreds of Chinese car dealers attended the event. We interpreted at workshops that covered a wide range of topics including branding, design, marketing, technical 'deep dive' and accessories. Then we rode in cars at high speed on professional race tracks and interpreting through walkie-talkies. The tracks were undulating including very sharp turns. One of the other language interpreters felt sick and had to drop out of a test drive. None of our interpreters had cold feet. We all stood and fought to the last. This is how we guarantee the smooth running of our client's event, no matter what.



## Cool Delivery

### VOLVO

Interpreting for a big event with thousands of participants is definitely not an easy job, and even harder when it takes place at temperatures as low as -15°C. Contrasting to the crisp weather were the speakers' passion and enthusiasm when unveiling their new car. They spoke fast, in high register and using inspirational words. In contrast the technicians' speeches were filled with technical terms and jargon. Despite these challenges, our interpreters were able to faithfully deliver the message and project the emotion behind the speakers' words. It was clear the speeches were well-received as many of the audience members were seen to nod every time we finished interpreting.



## Cultural tight-rope

It was a meeting between a Chinese regulator and a leading UK manufacturer (the name has to be concealed for confidentiality). The focus was the manufacturer's overseas pricing strategy. To say the meeting was confrontational was an understatement. Precise understanding of what the speakers were saying, appropriate projection of their tone and a clear awareness of particular cultural conventions were all required. Our interpreters had to relay confrontational comments so they delivered the intended effect without unintentionally offending people for cultural reasons. This required solid linguistic skill and clear cultural judgement. When the meeting had finished, the UK company representative of China congratulated us on our sensitive handling of these heated exchanges.