

CASE STUDY

KERN Global Language Services organises interpreting assignments for the international marketing implementation training for car manufacturer Audi.

<http://www.audi.de>



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Interpreters explain car models in 27 languages

The new Audi is here. When new vehicles are being launched, the international car manufacturer familiarises all the Audi dealers from more than 30 countries with the latest innovations. Because if you want to be able to market the latest of generation of car, you need to know all the details and be able to explain them clearly.

For the international marketing implementation training, Audi relies on KERN's interpreting services. In the run-up to its dealer training in Summer 2012, the car manufacturer tendered for an experienced translation and interpreting service through a private agency, which was once again awarded to KERN Global Language Services. With over 100 assignments, 30 simultaneous interpreters for 27 language combinations were needed for the international car event that took place in Autumn / Winter 2012 / 13 in the Audi training centre at Munich airport.

High demands for interpreters

The interpreters used had to be in a position to translate speeches and lectures during the product launch quickly and competently into the desired language. Since what was said had to be immediately available for dealers from all over the world, simultaneous interpreters were used who worked in an interpreting booth with all the necessary technical equipment. In the Audi training centre, each language combination has its own booth with the necessary technology. Whereas conference interpreters generally swap with a booth partner after 30 minutes at most, there was only one interpreter working at any one time per booth during the marketing implementation training. It was only possible for this particular requirement to run smoothly because there were long breaks between tasks, the duration of short lectures was restricted and extensive preparation material was available for the interpreters. The planning and choice of professional interpreters needed to be well thought out by KERN's project managers.

Project management for smooth execution

The project manager appointed by KERN coordinated the work schedule for all interpreters. They planned everything, right down to the last detail: picking out language experts with knowledge of the car industry from the KERN network; planning individual assignments for them; organising their accommodation and hiring experts for the marketing implementation training which lasted for four and a half months in total. In addition, the project manager provided the interpreters with orientation material from the client and also acted as a main contact person for any questions during the event. In doing this, the language service provider places great emphasis on the immediacy of information being conveyed between the customer and the interpreters.

In order to be able to act quickly and without unnecessary bureaucracy, additional KERN project managers were assigned to the project who were available during the course of the event. In this way, a fitting solution could be provided for the client when it came to short-term queries or changes concerning language requirements.

Further services provided by KERN:

- Renting and installation of conference technology
- Dubbing and synchronisation
- Interpreters on hand at factory tours and international conferences
- Translation of specialist texts from the technology, finance, medical and advertisement sectors among others
- Localisation of websites and software
- Multilingual desktop publishing and graphic design



Audi

About Audi

The brand with the four rings started the year 2013 with a positive sales value of 16.3%. In January, 111,750 cars were sold worldwide meaning that Audi is one of the leading car manufacturers in the premium automaker sector. Alongside its headquarters in Ingolstadt and its site in Neckarsulm, the company produces in Győr (Hungary) and Brussels (Belgium) as well as in the VW Corporate group in Bratislava (Slovakia), Martorell (Spain), Changchun (China) and in Aurangabad (India).

www.e-kern.com



KERN UK Ltd., Global Language Services

Pitt House · 120 Baker Street · **London** W1U 6TU · Phone: (020) 78 31 56 00 · kern.london@e-kern.com

Germany: Aachen · Augsburg · Berlin · Bielefeld · Bochum · Bonn · Braunschweig · Bremen · Darmstadt · Dortmund · Duisburg · Düsseldorf · Essen · Frankfurt am Main · Freiburg · Friedrichshafen · Hamburg · Hanover · Heilbronn · Karlsruhe · Kassel · Cologne · Leipzig · Mainz · Mannheim · Mönchengladbach · Munich · Münster · Nuremberg · Regensburg · Saarbrücken · Stuttgart · Ulm · Wiesbaden · Wuppertal · Würzburg · **Netherlands:** Amsterdam · Eindhoven · Rotterdam · Utrecht · **France:** Lyon · Marseille · Paris · **Austria:** Graz · Innsbruck · Linz · Vienna · **Poland:** Warsaw · **United States:** New York · San Francisco