

## Client-specific translation processes for the automotive sector



New strategies at the process and production level and their increasing complexity, as well as the growing interaction between companies from different technical fields, raise the bar for translations and other related foreign-language services in the automotive area.

At KERN Global Language Services, we have faced these challenging developments for four decades now, and have efficiently adapted and implemented procedures to match the work processes of each individual client.

Our client base includes companies active in every imaginable area of the automotive sector: from car manufacturers and Tier 1 and 2 suppliers, through OEM and aftermarket dealers, to advertising and communication agencies and other service providers active in the automotive industry.

## Terminology Management

All of our translators have access to relevant terminology databases, specialist dictionaries (such as Wyhlidal databases) and glossaries to help them effectively communicate the message of the source document to the target audience.

In addition to these cross-client terminology resources, we can also work with you to compile company-specific terminology databases to help establish your company's know-how as well as to set it apart from the competition.

Using state-of-the-art software solutions, we can offer you a comprehensive service portfolio:

- Build-up of client-specific terminology databases through terminology extraction and/or the compilation of existing terminology lists
- Effective creation, maintenance, supplementation and revision of terminology
- Release of the terminology

## Optimizing work processes

Translation memory systems are indispensable as a translation resource in view of the scale on which documentation is produced in the automotive sector. Commonly, the translation memory systems are employed to identify similar text segments and extracts and to process regular updates of the requested documents effectively.

We frequently work very closely with departments and/or branch offices to co-ordinate the processes whilst maintaining a clear focus on costs and overall expenditure. Our aim is to standardize and automate the translation process as far as possible for each individual client.

## Quality management

Project management adapted to the automotive sector, selection of the most appropriate translators and proof-readers, and correct implementation of databases allow us to produce high quality, targeted translations. We ensure that the content of the source text is completely and correctly transferred into the target language and that the translation is structured in a comprehensible way. We verify that documents do not contain spelling or grammatical errors and that they are terminologically accurate and consistent.

Moreover, content is adapted to the linguistic and cultural environment of the target market. We then check the translation for consistency with earlier or parallel translated projects and we are able to finalize the DTP and layout of the translation.

In this context, we may use the standard for measuring translation quality, SAE J2450, which was developed specifically for the automotive sector. Based on fixed error categories and their evaluation, a quotient can be obtained for each translation.

KERN Global Language Services' activities are not restricted to editing specific documents. We provide comprehensive support for foreignlanguage communication in the automotive sector:

- Management and optimization of the foreignlanguage review and editing process, development of client-specific workflows
- Conception, maintenance and management of terminology, administration and maintenance of translation memory databases
- Adaptation of foreign language texts according to the target group and their cultural background

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