

GLOBAL LINGO

Fluent Communications

HONDA

The Power of Dreams



CASE STUDY

Outstanding language services in the automotive sector for **HONDA**



About the company

HONDA is a Japanese multinational and publicly listed corporation, primarily known for the manufacture of automobiles, aircraft, motorcycles, and power equipment. The world's largest motorcycle manufacturer since 1959, as well as the world's largest manufacturer of internal combustion engines measured by volume, HONDA are producing more than 14 million internal combustion engines each year.

The challenge

The HONDA internal communications team distributes communications about recent business activity, products and related marketing activity to their teams across the globe. To allow for in-language communications, the localisation of these are required in 28 languages.

Other requirements

- ▶ Regular localised emails sent out in HTML format and across multiple languages
- ▶ A mailing platform was needed to manage this alongside the content translation
- ▶ Translations of press releases, focused on a consumer audience relating to new product launches and general new
- ▶ Translation support for the HONDA UK Head Office

Benefit

- ▶ With the mailing platform and HTML requirements combined, Global Lingo delivers added value for HONDA
- ▶ With all linguistic requirements handled by Global Lingo, we ensure a consistent tone and style across all communications and audiences.

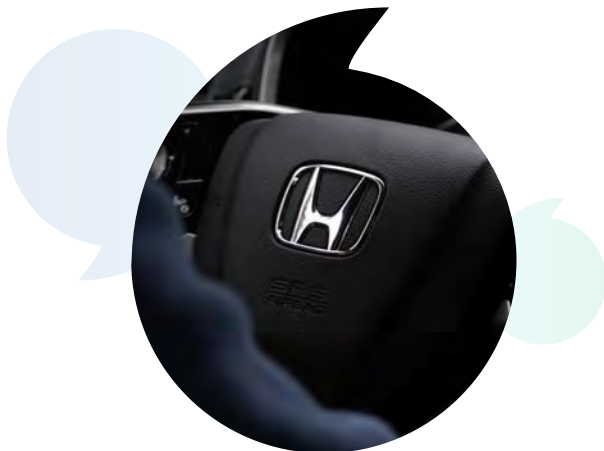
The solution

- ▶ Subject matter experts for the automotive sector were sourced as key linguists who form the pool of talent used across all HONDA projects
- ▶ Translation and proofreading coordination by our skilled Project Management team, overseeing every step of the process
- ▶ Global Lingo supplies the mailing platform used by HONDA
- ▶ Support for this includes the preparation of HTML files and reporting on key metrics, such as open rate and click-throughs.

Here's what HONDA have to say about our services:

"Global Lingo translate into 28 languages for us. They provide us with a fast, consistent service and their translators quickly become familiar with the terminology and tone that we use. We also receive great customer service from our Account Manager."

Corporate Communications Manager, HONDA



World-leading languages services for automotive

Industry expertise

Our linguists are not just linguists, they are experts in their field. Global Lingo covers many business sectors, with qualified translators who operate best industry practices. Our insights ensure your next project expands beyond your expectations, taking your business to the next level in your international markets.

Personal service

From your initial point of contact, we provide you with a dedicated account manager who is devoted to guiding you through your next translation or localisation project. We work with industry-leading linguists, abide by internationally recognised quality and security standards, and ensure rigid quality assurance processes. Catering to your bespoke needs, your team at Global Lingo can take on as much or as little as you need, from tightly controlled tasks to a complete project takeover.

Leading technology

Global Lingo is adept at incorporating emerging technologies and defining new standards in the language services industry. With our GloZone client portal, you can easily oversee and administer your project all in one place. We understand that a synthesis of human touch and technology is what drives success in modern business practices. That's why we always find the right balance, and in doing so guarantee quality content and user experience.

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