



One of the world's largest automotive manufacturers had just two days to arrange a company-wide meeting requiring simultaneous and consecutive interpretation services in multiple languages. TransPerfect was able to assign a local point of contact to coordinate all of the resources required for the event, including three teams of expert interpreters and all the necessary equipment. Thanks to TransPerfect's comprehensive language support, event organizers were free to devote their time to other tasks associated with the presentation.

The Client

Honda is the world's largest motorcycle manufacturer and one of the world's leading automakers. With a global presence stretching across several continents, Honda develops, manufactures, and markets a wide variety of automotive products—ranging from small general-purpose engines and scooters to specialty sports cars.

Since first opening its doors in 1946, Honda has grown to encompass a worldwide network of over 500 subsidiaries and affiliates. Over the years, Honda has earned an outstanding reputation for world-class engineering and attention to detail in the quality of its materials, design, and construction.

The Challenge

As an international corporation based in Japan, Honda has a diverse employee demographic. Company-wide communications must convey information clearly and effectively, without the risk of misunderstandings. Materials for its major company meetings and presentations must be available in a variety of languages. As Honda's business has grown, so too have its international communications needs—most recently, for simultaneous and consecutive interpretation.

When a Honda manufacturing plant in Alabama was given two days to prepare for a company-wide presentation at its site, they needed a language services partner with the local presence and linguistic resources to provide accurate interpretation services for the event in Japanese, Spanish, and Thai.

The TransPerfect Solution

With the deadline for the presentation looming ahead, the plant's management turned to TransPerfect. Assigning a local point of contact, we were able to coordinate all of the support Honda would require for the event, including Thai, Japanese, and Spanish interpreters, and all the necessary equipment.

Leveraging our network of over 4,000 professional linguists, TransPerfect arranged for each language's needs to be covered by a team of two interpreters well versed in automotive industry terminology. Thanks to the support provided by TransPerfect, event organizers were able to devote their time to other important tasks associated with the presentation, ensuring that, despite the incredibly tight timeframe, the meeting was a complete success.