



In order to more effectively target their multilingual clientele, one of the world's leading automotive manufacturers wanted to localize their website into Spanish and Chinese for the US. Implementing our proprietary GlobalLink GMS technology and developing a series of style guides and glossaries, Translations.com was able to provide all the necessary translation, desktop publishing, and post-localization QA and testing. Both versions of the website were successfully released on time, and Translations.com continues to support the company in its ongoing multilingual initiatives.

The Client:

General Motors (GM) remains among the world's leading manufacturers of cars and trucks, having earned over 180 billion in revenues in 2007 under their many brands, including Buick, Cadillac, Chevrolet, GMC, Pontiac, Saab, and Saturn. Featuring such models as the Corvette, Malibu, Tahoe, and TrailBlazer, the Chevrolet brand boasts some of the best customer retention rates in the automobile industry.

The Challenge:

With an aim to better serve an increasingly multilingual client base in the US, Chevrolet sought to target the country's Hispanic and Chinese markets via the Internet. However, the localization process would be complicated by the fact that the company was already in the process of redesigning their English website. Not only would the Spanish and Chinese versions of the website need to maintain the brand voice of one of the biggest names in the automotive industry, but they would also need to be localized on a highly expedited basis in order to meet Chevrolet's aggressive launch deadlines.

All the content localized for the website would have to incorporate previously approved terminology and taglines developed by Chevy's multicultural advertising agencies. In addition, the project would require an array of other technical services, including desktop publishing, graphic editing, and thorough functional and linguistic testing and QA. Because of the time and budgetary constraints, Chevrolet sought to work with a single vendor who could provide all the necessary products and services for the initiative.

The Translations.com Solution:

Based on our impressive portfolio of clients in the automotive industry, as well as our experience with virtually all of the Fortune 500, Translations.com was selected as the vendor for Chevrolet's website globalization initiative. Backed by a team of localization experts and highly skilled linguists, Translations.com quickly developed a plan to meet all of Chevrolet's needs.

First, we installed GlobalLink – Translations.com's proprietary globalization management system – to seamlessly transfer files between sites, facilitating rapid localization and an easily monitored workflow. Our team of dedicated project managers and linguists then worked to incorporate Chevrolet's previously translated content into a number of glossaries and style guides that helped to maintain consistency throughout the project. Meanwhile, Translations.com coordinated with Chevy's design team and advertising agencies to complete the Spanish translations on a rolling basis as the English content was finalized. We then supplied all the necessary desktop publishing work for the new websites. Finally, we ran extensive linguistic and functional QA to ensure that the sites registered in a culturally appropriate fashion.

Through tremendous effort and considerable teamwork, both the Spanish and Chinese sites were successfully released by their respective deadlines, helping to drive recognition of the Chevrolet brand within two of the largest and fastest-growing consumer market segments in the United States. Since then, Translations.com has helped Chevy develop another version of their website in Spanish for Latin America, and we are currently working on developing a Master Glossary for use across all of GM's brands and languages.