

Case Study

Supporting a Global Car Manufacturer with Enhanced Translation Quality

The Challenge

A global car manufacturer expanding in Europe faced **translation issues** in the infotainment & instrument cluster, where accuracy, brevity, and clarity are critical.

Key issues:



Translations too long for display limits.



Grammar errors & typos.



Drivers feel that the content is not natural.



Lack of native specialist reviewers for the validation step.

Impact: Risks to both **driver experience** and **brand positioning**.



The Solution

Part 1 – Offsite Quality Checks

- Independent evaluation of translations (focus: infotainment & instrument cluster).
- Checks: terminology, fluency, character limits, user experience.
- Issue reporting + corrective & preventive actions.
- In-context reviews via emulator/screenshots.

Outcome: Clear report on terminology errors, abbreviations, and character-limit breaches — defined jointly with customer.

Part 2 – Onsite Validation

- Deployment onsite of **specialized automotive linguists** with technical expertise across 11 languages.
- Same team as offsite work to ensure continuity.
- 1–2 days: onsite driving to identify & report issues.
- +1 day: test of corrections were implemented.

Outcome:



Faster issue detection.



Context-driven validation.



Higher translation quality aligned with **real driver experience**.

Overall Result

Translation quality elevated beyond “error fixing” — delivering a superior **driver experience** and reinforcing **brand positioning** in European markets.



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