

This is how Language Experts Group
translates the manuals for Suzuki S-Cross cars into
19 different languages

LANGUAGE
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The customer

Magyar Suzuki Zrt., a subsidiary of Suzuki Motor Corporation, is a major European automotive manufacturer and one of Hungary's leading industrial companies. It contributes to the livelihood of approximately 10,000 employees through its partners, suppliers and a nationwide dealer network. The company was Hungary's 12th largest company by sales revenue in 2020.

In addition to manufacturing vehicles delivered to 123 countries, the company also distributes imported Suzuki vehicles, motorcycles and boat engines. Language Experts Group has been a translation partner of Magyar Suzuki Zrt. since 2005.

Magyar Suzuki Zrt.'s regular translation needs include marketing catalogues for Suzuki's car, motorcycle and boat engine models, software, service documents and user guides. Of these, the 700-page Suzuki S-Cross soft hybrid manual stands out due to its volume and complexity. The 150,000-word document was translated into 19 languages in one-and-a-half months.

The challenge

What also sets the Suzuki S-Cross model apart is that Magyar Suzuki Zrt. does not import it, but produces it itself at its plant in Esztergom. The owner's manual is considered part of the car, so before a new model can be launched on the market, a translated, printed manual must be produced in the language of each country where the Suzuki model in question is available.

Once Language Experts Group had received the source material in English, it had a month and a half to translate the manual (into 19 language pairs). It had to work with a strict deadline as the printing house was also waiting for the material, which was translated and prepared by them.

A tight deadline, a large number of words and 19 language pairs - that was a challenge that had to be resolved at the highest level of professional quality, as the document contains information that is extremely important for the end user, the driver, and is essential for safe driving and avoiding damage and accidents.

The solution

Due to the regularity of translation orders from Magyar Suzuki Zrt., Language Experts Group has a dedicated team of project managers, desktop publishers and experienced freelance translators working on a continuous basis; they oversee and translate documents from Magyar Suzuki Zrt., including the S-Cross manual, according to a [12-step workflow](#) designed for premium projects.

All the professionals involved in the project used a regularly updated style guide containing precise rules, specifically designed for the translation of Suzuki car manuals. The style guide must be used with server-based translation memory and a terminology database specific to Suzuki, to ensure that translators follow consistent rules and that translations are produced with consistent quality in all languages.

The most important tool for consistency is the terminology database, which has been developed and is constantly updated by the terminologists of Language Experts Group in close cooperation with Suzuki engineers and service trainers. Thanks to the use of this database, the same component cannot be translated differently in the marketing catalogue than in the owner's manual, regardless of the genre and use of the text published by Suzuki, in any of the 19 languages currently managed by Language Experts Group.

Additionally, the layout and final form are also highly important. The desktop publishing design team was involved at several points in the translation process, yet their work was also of great importance prior to delivery. As the translated manuals were sent from the translation office to the printing house, the Desktop Publishing team had to use publishing software to deliver a print-quality document, with the same look and layout as the original source material, to the senior project manager, who finally delivered the finalised files on time.

Language Experts Group translated the S-Cross manual into 19 different languages:

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|------------|-------------|------------------------|
| ■ Croatian | ■ Hungarian | ■ Spanish |
| ■ Czech | ■ Italian | ■ Mexican Spanish |
| ■ Danish | ■ Romanian | ■ Brazilian Portuguese |
| ■ Dutch | ■ Russian | ■ Swedish |
| ■ Finnish | ■ Serbian | ■ Arabic |
| ■ French | ■ Slovak | |
| ■ German | ■ Slovenian | |



dedicated team



ongoing
terminology work



tested translators



customer specific
style guide



self-owned translation
memory



12-step
workflow adapted to
premium projects

The result

"Working with Language Experts Group is synonymous with reliability, punctuality, precision and strict adherence to deadlines. The working relationship we have established saves us time and effort, as they know our terminology, our processes and our expectations of the translation work. I am very happy that we chose them 17 years ago. This cooperation has been uninterrupted ever since and I hope it will continue for a long time to come."

Róbert Orosz, Senior Publication Specialist



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