

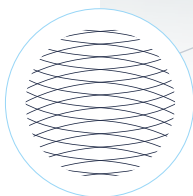
# Real-Time Translation for Global Motorsport Event

## Case Study

### Objective

Supporting the client's global communications during the Grand Prix Canada F1 races by delivering fast and precise multilingual translations of press releases, ensuring accuracy, consistency, and brand integrity. With race results needing to be shared immediately, the seamless translation process allowed the client to engage international audiences without delays.

Translation | Interpreting | Intellectual Property



UNITED  
BY WORDS

### Challenge

- The client needed to publish real-time press releases in multiple languages immediately after race results were available.
- Time zone differences between the client's offices and the event location created logistical hurdles.
- The translation process had to be completed within two hours each night for three consecutive nights.
- Maintaining consistency in terminology and formatting across multiple releases was critical to brand integrity.

### Implementation

Seprotec developed a customized solution to meet the client's needs:

- **Dedicated Account Management:** A specialized team coordinated the process to streamline workflow and ensure timely delivery.
- **Expert Linguists & 24/7 Availability:** Native-speaking translators worked around the clock to meet the project's time-sensitive demands.
- **Advanced Translation Technology:** A platform utilizing translation memory and terminology databases helped accelerate the process while ensuring consistency.
- **Rapid Review & Formatting:** Each translation underwent a quality check before being finalized in the designated press release format.

### Results at a glance

- **Express Translation Services:** Press releases were translated, reviewed, and formatted within two hours.
- **Consistent Brand Messaging:** Seamless multilingual communication across all publications.
- **Cost-Effective Solutions:** By leveraging specialized translators and technology, costs and turnaround time were optimized.
- **Successful Project Execution:** The client maintained a strong global presence during the high-profile event.



### Our client

A globally renowned tire manufacturer, ranked among the top ten in the industry, recognized for its extensive industrial heritage that spans over a century. The company is celebrated for its relentless commitment to innovation, delivering premium-quality products that combine cutting-edge technology with superior performance. Known for its strong brand identity, the manufacturer has a commercial presence in 160 countries, catering to diverse markets and maintaining a prominent presence in the automotive and motorsports industries.