

## STAR Servicios Lingüísticos and BMW on the shores of Valencia

Date: 04.04.2008 - 12:28

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [STAR Servicios Lingüísticos](#)

STAR Servicios Lingüísticos, the Spanish branch of the STAR Group, provides interpreting services during the BMW Dealer Drive Event 2007 in Valencia.

This year, BMW chose to host its traditional Dealer Drive Event at the venue of the 32nd America's Cup. At the event, BMW presented the brand new X5 flagship to its worldwide network of dealerships. In workshops, exhibitions and driving experience events at various locations in Valencia, more than 6.000 dealers had the opportunity to learn about the brand new SAV and other models, to experience technological breakthroughs like xDrive, Active Steering and Adaptive Drive and to find out about new marketing ideas.

This star-quality meeting turned out to be a huge success. Because of STAR's experience at events of this kind, BMW selected STAR to provide the vital interpreting services. Over a period of 30 days, the Spanish company coordinated more than 60 interpreters to enable communication across 16 language combinations. In addition to the major European combinations, Czech, Bulgarian, Russian, Turkish, Croatian, Polish, Hungarian, Korean, Japanese and Chinese were spoken. Depending on locations and situations, different interpreting techniques were used: from consecutive and simultaneous, to liaison and chuchotage.

“Our interpreters helped overcome the language barriers and thus contributed to the success of an international event where communication is the key to achievement. We supported our client in all the different phases from conceptual planning to coordinating the interpreters on the ground”, explains Michael Scholand, the German CEO of STAR Servicios Lingüísticos. “Our experience in Interpreting Management for big events was definitely an advantage, but our long-standing specialisation in technical documentation was equally important to meet the client's demanding requirements. With our multilingual technical glossaries we provided our interpreters with not only the right terminology to translate complex technical concepts adequately, but, additionally they were comfortably able to use the specialist language in daily business use by BMW dealers all around the world...”

STAR Servicios Lingüísticos was established in 1999 in Barcelona, Spain, as part of the STAR group, one of the three most important organizations in the world in the fields of translation services and linguistic technology. This group, which was founded in Switzerland in 1984, has 36 offices in 28 countries, and employs over 850 people. Since its inception, the Spanish office has grown year on year. The list of clients includes prestigious names such as Airbus, BMW, BSH, Bulgari, Cartier, Leica, Roche, Toshiba, Toyota and Xerox. The key to the success of the Spanish branch lies in its ability to provide clients with a high quality and cost-effective solution to global communication.

STAR Servicios Lingüísticos

C. Ali Bei 67

08013 Barcelona

+34 93 244 0880

[www.star-spain.com](http://www.star-spain.com)

[info@star-spain.com](mailto:info@star-spain.com)

[You can find this press release here](#)