

BENEVOX will translate for FIAT

Date: 06-27-2007 06:21 PM CET

Category: [Industry, Real Estate & Construction](#)

Press release from: [Benevox GmbH](#)

In April of 2007, BENEVOX launched a new project covering localization of the FIAT (Italy) repair and diagnosis software for the Russian market.

BENEVOX will translate into Russian the complete technical documentation package on the full range of FIAT cars represented in the Russian market. The project will last for approximately one year, and the team of professionals highly experienced in the field of car industry including translators, proofreaders and editors will be engaged.

Lately FIAT has accelerated the business activities in the territory of Russia. Presence of the Italian brand just for 9 months in the Russian market allowed the FIAT partners to deploy the distribution network consisting of 52 car sales centers located in 38 Russian cities, and enabled FIAT to increase sales by 43% relative to 2006. In the nearest future, FIAT is going to expand the line of car models including presentation of FIAT Bravo, FIAT 500 and other innovative models.

The Russian branch of BENEVOX was one of the players in the Russian translation market that took part in the project tender. Roman Magdalenko, Commercial Director of BENEVOX explained: "There was the toughest competition for the FIAT project among translation companies, and we are happy to find ourselves in the top three. We succeeded in becoming the exclusive FIAT suppliers in Russia certainly not due to the lowest price proposal, but just because of combination of the following factors: the considerable experience in car industry (AUDI AG, Volkswagen Group Rus, BMW, etc.) plus the innovative method of quotation based on the Translation Memory technique. This method implies calculating the translation price taking into account the number of repetitions and coincidences in the text; such a technique is particularly effective when translating partly intersecting big text segments that are typical for technical literature (e.g., technical manuals issued by one manufacturer). In future, we are going to continue the partnership with FIAT that will include translation of either technical or advertising materials."

Such projects allow the global companies to easily adapt their product to the local market and, therefore, to accelerate the promotion process. BENEVOX will successfully use this chance to get a new partner and perform localization at a high professional level.

BENEVOX GmbH. (www.benevox.com) is a technical translation agency rendering the whole range of services in the field of business localization in the target markets. The company is proud of the high professional experience focused on the following spheres of activities: car industry, mechanical engineering, development, architecture, power engineering, telecommunications, IT, etc. The BENEVOX head-office is located in St.Petersburg (Russia); the company has branches in Germany and China. This means the additional advantages in dealing with the global partners (AUDI AG, BMW, CleanGlobe, Xerox, Dupont, Dynapac, LIEBHERR, etc.).

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