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Janus is a trusted partner of BMW, a leading provider of premium products and premium services for individual mobility. Janus has been working with BMW for more than 10 years, fulfilling translations of technical, legal and marketing documentation from English and German to European languages.

In 2008, the Janus team started its cooperation with BMW from a complete localization of technical documentation: technical service bulletins, user manuals, operating instructions, etc.

The translation was done with an expert knowledge of BMW terminology and within tight schedules.

Janus linguists have conducted intensive and thorough research when compiling a BMW materials glossary. This work was highly appreciated by the client.

Janus provides translation of marketing materials for special events and marketing initiatives of the company.

Challenges

- Translation into several languages: Polish, Romanian, Bulgarian, Slovenian, and Hungarian in accordance with the specific requirements of BMW
- Use of specific translation software and the BMW Transit portal
- Very tight deadlines and managed review process

Solutions

- Analysis of all documentation, translation and review process
- Terminology management process
- Specialist marketing translators engaged

Solution elements

- Translation process adaptation to include review process as well as providing fast turnaround of translations
- Appointment and coordination of language leads in the fields of translation and proofreading

In the global automotive industry, success is determined by customer experience and satisfaction. To drive a competitive advantage, you must prioritize the connected customer. That requires providing global, personalized experiences across all product and brand interactions.

At Janus, we offer scalable solutions for all aspects of the global automotive industry optimizing operations with our language, technical, and global marketing services for the complete product lifecycle.