

Success Story: Aston Martin

Helping Aston Martin promote their range of luxury cars to international audiences with expertly translated print and digital content

Luxury car brand Aston Martin recognises the importance of making a strong first impression when marketing their products overseas. Working closely with the global marketing team at Aston Martin, Comtec handles localisation of their company website and luxury brand literature for all key international markets.

Key steps to ensure we create translated materials that fully reflect the luxury nature of the Aston Martin brand include:

Combining creative and technical translation skills to deliver the perfect copy

We hand-pick experienced teams of native-speaking translators with years of experience translating for the automotive industry, as well as the necessary creative flair to develop beautifully written and effective marketing copy.

Collaborating with local markets to capture industry expertise and preferential terminology

We work closely with the local market reviewers to ensure all content is in line with their preferred terminology and style. Local market reviewers are able to use Comtec's cutting-edge Online Review Tool to provide final approval of all artworked brochures.

Advanced translation memory software to ensure cost savings and consistency

With our innovative translation memory software, we are able to access all previously translated content to ensure consistency of style, reduce project costs and improve turnaround times.



Comtec

Your translation partner

Fast Facts

- ISO 9001:2015 certifications guarantee the highest quality standards
- Local teams help capture market-specific expertise and preferred terminology
- Detailed style guidelines followed in order to perfectly meet Aston Martin's requirements
- Languages include French, German, Italian, Simplified Chinese, Japanese and Arabic

30 years of translation experience

An award-winning translation agency, Comtec provides fast, accurate and high-quality translations in over 200 languages. We're the trusted language partner for many leading companies who call on our expert knowledge of international business and languages to help them expand into new markets overseas.

