

# Case study



The automobile manufacturer Nissan, founded in 1933, has a presence in 160 countries and employs 183,000 people worldwide. In addition to its quest for sustained growth, Nissan contributes to the community through its many humanitarian activities.

## The challenge

Lexcelera and Nissan Europe have entered into a full-fledged partnership involving comprehensive management of translations. After a test in 2005 covering 6 of the main European languages, Nissan decided to entrust the essential components of its in-house communication to a skilled, fast-moving team of translators.

Lexcelera manages several communication tools for Nissan Europe:

- a 35-page magazine published quarterly (translated from English into French, German, Dutch, Spanish and Italian)
- a 12-page newsletter covering auto shows published 3 times a year (translated from English into Spanish)
- a 1,500-word text poster published 6 times a year (translated from English into Spanish and Dutch)
- the corporate Intranet, which requires fast reactions and adaptability on a daily basis to deal with all translation requests in all languages

## The solution

In 2006, Nissan Europe made this partnership a point of honour. To meet its commitments, Lexcelera formed a team organized in pairs consisting of a translator and an editor, both selected for their expertise in marketing and communication.

The partnership is under the responsibility of one of Lexcelera's project coordinators, who manages the team of translators as well as the proofreading of Nissan's page layouts.

*"This partnership with Lexcelera is a real asset for my job on a daily basis. I'm delighted to have found such a professional, responsive team."*

**Claire S.**

Internal Communication  
Officer, Nissan Europe



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