



SMG[®]
LANGUAGES

SMG TRANSPORT

SMG Transport is the brand of translation services for the **transport sector** by Studio Moretto Group, a multinational language services and content management company dedicated to excellence and continuous research.

Since 1996, we have supported companies and institutions by providing **innovative services in translation, editing and communication across all languages**, guaranteed by the SMG Languages quality seal.

SMG Transport offers native speaker expert translators in offices around the world, cutting-edge technology and the strong desire to invest in your success.

A single solution to communicate with foreign audiences, promote your **international business** and manage multilingual content in real time via a **platform created especially for you**, in addition to the ongoing support of our consultants.

LANGUAGE SERVICES

- ◆ Specialist translation
- ◆ Interpreting
- ◆ Terminology research
- ◆ Text localisation
- ◆ Page-setting
- ◆ Subtitling
- ◆ Conference and simultaneous interpreting systems



CERTIFIED SERVICES



ISO 17100 certification attests to the quality of our language and translation services



UNI 10574 certification attests to compliance with the 'Definition of services and activities of translation and interpreting companies'



The certification of compliance with the UNI 15038 Standard 'Translation Services' attests to the quality of our translation services



Studio Moretto Group is certified by URS Italia, a company accredited by the Accreditation Body UKAS



SMG was a selected partner for Expo 2015

SMG provided its professional translation, interpreting and event planning services for the agri-food sector as an official partner of Expo 2015.



MAIN CLIENTS IN THE SECTOR

- Hitachi Rail STS S.p.A (formerly Ansaldo STS S.p.A.) (JP- IT)
- Eurasia Motor Company Srl (IT)
- FIAT (IT)
- Ford (USA)
- General Motors (USA)
- Brenner Base Tunnel (IT- AT)
- Gorissen Gronsveld BV (NL)
- IMS Logistics Srl (IT)
- Ingeniería y Economía del Transporte SA (ES)
- Iveco Defence Vehicles S.p.A. (IT)
- Leonardo-Finmeccanica S.p.A. (IT)
- OMR S.p.A. (IT)
- Pezzaioli Rimorchi Srl (IT)
- Regione Lombardia (IT)
- Swiss Air (CH)
- John Deere Italiana Srl (IT)
- Deere & Company (USA)
- Società Italiana Autoservizi S.p.A. (IT)
- UFI Filters S.p.A. (IT)
- UPS Italia Srl (Italy)
- AENA SA (ES)
- Mercedes Benz Group (DE)
- Avio S.p.A. (IT)
- Autostrade per l'Italia S.p.A. (IT)
- Cembre S.p.A. (IT)
- Movimoda One Srl (IT)
- Elettronica S.p.A. (IT)
- Italian Navy (IT)
- Belgian Navy (BE)
- ENAC - National Civil Aviation Authority (IT)
- Interfly Srl (IT)
- Port Authority of Valencia (ES)
- Port Authority of Venice (IT)
- Port Authority of Taranto (IT)
- COMSUBIN - Italian Navy Special Forces (IT)
- Gorissen Gronsveld Transport (BE)

CASE STUDY

HITACHI RAIL STS / ANSALDO STS: TRANSLATIONS FOR HIGH TECH INDUSTRY

Since 2017, we have been providing language services for the high-tech sector of the **rail and underground transport** division of Hitachi Rail STS S.p.A., formerly Ansaldo STS S.p.A. A respected lead contractor, the company operates in around 30 countries in the design, construction and management of signalling and supervision systems and services for rail and underground traffic.

Our services for Ansaldo STS included major projects of translation, revision and terminology management in Italian, English, French, German, Czech, Chinese, Spanish, Japanese, Danish and Hebrew. The client was very satisfied with the delivered translations, drafted in compliance with the specificities of specialist technical language and in accordance with the **UNI EN ISO 17.100 standard**, for a finished product adhering to the highest criteria of quality and terminological rigour.



HITACHI
Inspire the Next



Projects of translation, revision and terminology management in Italian, English, French, German, Czech, Chinese, Spanish, Japanese, Danish and Hebrew.



With constant focus on ensuring an efficient price-quality ratio as required by the client, the main challenge for our translators was the complexity of the **terminology research** required for the subject areas covered by the translations.

We have translated technical documentation for numerous international tenders, including System Integration Plans, accurate descriptions of supervision systems applicable to automatic train control (ATC), and calculation summaries for rail transport simulations for the purpose of analysing travel time, minimum distance and minimum speed. We have also translated a number of commercial and promotional texts, communication materials, partnership contracts and development plans, which complete the range of services provided over many years of fruitful collaboration with Hitachi.

• 20 languages required

• Specialist vocabulary

• Cost savings: 38%



CASE STUDY

EURASIA MOTOR COMPANY: CONTENT LOCALISATION FOR THE EUROPEAN MARKET

Since 2008, the SMG Transport brand of Studio Moretto Group has provided specialist automotive **translation** and text **localisation services** to **Eurasia Motor Company Srl**, an Italian company that started out importing vehicles produced by the Chinese Great Wall Company and, in 2022, decided to enter the European market with its own model: the Wave 3 SUV.

The translators at Studio Moretto Group that specialise in the transport sector worked on **user manuals** and handbooks for vehicles manufactured in China, adapting the texts to Western target audiences and to the features of Italian and European contexts. Vehicles produced in China are designed to meet the specific needs and demands of South East Asian consumers, who differ greatly in their expectations and requirements compared to European consumers.

For this reason, in conjunction with the technical modifications made by the Italian company on the imported vehicles, SMG Transport carried out a complex and meticulous **localisation and cultural adaptation of all the language content**.

We also **translated and adapted promotional and advertising material** for Eurasia Motor Company Srl relating to vehicles by Great Wall, Haval, WEY and Ora Cat **from Chinese** into Italian, English and French.

The language adaptations by **SMG Transport** were carried out in conjunction with the product modifications made by EMC Srl, in order to **bring the product in line with European market requirements**.



- Translation and cultural adaptation of content
- South East Asian languages



CASE STUDY

JOHN DEERE ITALIANA: COLLABORATION BETWEEN SPECIALISTS TO CREATE VALUE FOR THE CUSTOMER

Since 2012, Studio Moretto Group has been a service provider for **John Deere Italiana Srl**, the Italian subsidiary of the major US group Deere & Company, leading designer and manufacturer of agricultural machinery.

The experience of SMG Transport's translators in the automotive field was crucial in meeting the selection criteria outlined by the Italian subsidiary, which needed **technical translations** specifically adapted to the context of the Italian market. The successful **collaboration among our specialists** in different fields enabled us to meet the needs of this high-profile client, providing **translations specifically adapted to the context of the Italian market**. SMG Transport has been listed by John Deere Italiana Srl as a local partner of reference for additional and urgent specialist services; we have translated **technical texts, manuals and promotional and advertising content**, for which the Italian subsidiary had greater autonomy than for the translations provided internally by the US parent company. The main translation languages requested were Italian, English and Spanish.



- Teamwork makes the difference
- Translations adapted to the Italian market



BRENNER BASE TUNNEL: INNOVATION, EFFICIENCY AND PUNCTUALITY

In **2009**, Studio Moretto Group began providing language services under SMG Transport to the **Brenner Base Tunnel - Brenner Basistunnel BBT SE**, a European joint-stock company established for the construction of the Italy-Austria rail tunnel.

We completed over **300 translation projects** for the Brenner Base Tunnel, whose operations involved a wide variety of material: from legal texts to technical documents, with accurate research of terms in the areas of geology and civil engineering. In particular, the texts translated involved surveyor reports on environmental compatibility, technical documentation concerning railways, financial material, analysis of the environmental impact of construction projects, permits and **legal opinions on railway law**. The main working languages were Italian, English and German.

Supporting such a dynamic company required the utmost **punctuality and precision**, which are the guiding values for our project management, which successfully coordinates all the translators needed to cope with translation peaks of up to **275 pages a day**, using a **team of dedicated language experts** and the innovative solutions provided by SMG. With efficient integrated management of CAT Tools such as Across and Trados and proprietary IT technologies, SMG was able to meet the client's demands, delivering large volumes of work with 48-hour delivery times.

Terminology research has been a cornerstone of our quality system, to the extent that we worked together with the client to **draft the BBT SE railway terminology glossary**, which is still a milestone in the sector today.



- Translation peaks of **275 pages a day**
- **Over 300 translation projects completed**
- **Cost savings: 23%**



LEONARDO-FINMECCANICA: URGENT DELIVERY AND EXCELLENCE COMBINED

Thanks to CAT Tools and our SMG Desk platform, we were able to speed up the translation process, **deliver translated documents within 15 minutes** and optimise prices for the client with cost savings of up to **34%**.



When Studio Moretto Group was first awarded the contract for the provision of translation services under SMG Transport, **Leonardo S.p.A.**, formerly Finmeccanica, was among the world's leading operators in the aerospace and defence industries, with over 47,000 employees worldwide and revenues exceeding €14.6 billion in **2015**.

Working alongside such a giant also requires the ability to deliver urgent services. To overcome this challenge, we implemented a certified work process that, by integrating the efficiency of CAT Tools with the practicality of our SMGDesk platform, enabled us to develop extensive terminology databases and translation memories, which accelerated workflows and enabled us to **deliver translated documents within 15 minutes of the time of order**, all while **optimising processes and delivering customer cost savings of up to 34%**.

This world-class organisation represents another important step in SMG Transport's growth in translating for the aerospace and defence technology industries.

- **Cost savings: 34%**
- **Delivery within 15 min. of the time of order**
- **Special multilingual glossaries**
- **Certified quality**





TRANSLATING YOUR **WORDS**
INTO A BETTER **FUTURE**



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STUDIO MORETTO GROUP



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