

Translation specialists in your world

Keeping translations on track!

Construction equipment case study

Challenge

Moxy has 30 years' history in the Articulated Dump Truck (ADT) business and has established itself as one of the most innovative and progressive manufacturers in the construction sector.

When Moxy set about launching the MT36-41 into new European markets, all user documentation had to be made available in the local languages.

The operating and maintenance manual written in InDesign, comprising some 242 pages, had to be translated into French, German, Italian, Norwegian, Polish, Portuguese, Spanish, Swedish and Ukrainian.

A forthcoming major exhibition highlighted the importance and urgency of the project. The translated manuals had to be delivered within a very short turnaround time.

Approach and solution

Having researched the marketplace Moxy chose Lloyd International Translations (LIT) as their partner to manage and deliver this project as efficiently as possible.

Drawing on its extensive experience in managing urgent multilingual projects and using the latest translation software and processes, LIT:

- Created a new Translation Memory database for each language pair, to benefit all future Moxy translations.
- Used a team of highly experienced mother-tongue translators with specialist knowledge of the heavy plant sector.
- Provided Moxy with localized InDesign and print-ready PDF files.

Results and benefits

Adopting a flexible approach the LIT team worked hand-in-hand with Moxy and the project was completed on-time.

Following the success of the manual LIT has completed further technical and marketing projects in nine languages and been appointed as preferred supplier.

"We are extremely pleased with the decision we made in selecting LIT as our translation service provider. After a short period of time LIT has quickly become a partner that we value and can trust to deliver our urgent and challenging technical translation projects on-time and within budget. I am very impressed with their levels of customer service, professionalism and attention to detail."

Jim Usher - Moxy's Procurement Manager

Moxy and Lloyd International - a translation partnership built to last!



Research and development of the first Moxy dump truck began in 1969. The first unit, finalised in 1970, was a Ford 5000 tractor with hydraulic driven rear chassis. The world's first 6-wheel drive articulated dump truck, the Viking D15, was produced in 1972.

Moxy has always been a pioneer in the industry and the strategy of creative product development has led to many technological innovations. The Moxy concept is unique and has given Moxy's customers comfort, stability, power, reliability and productivity.

With their new generation of Moxy articulated dump trucks, the original features have been refined and developed even further to meet the tough demands of tomorrow. Their philosophy is to stay one step ahead of the competition and to always deliver a full range of high-performing articulated dump trucks to the market.

Moxy's mission is to be pioneers in the fields of development and performance.

