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International Technical Communication

ENG 5314

Final Term Paper

Spring 2023

The Internationalization, Localization, and Customization of Renault's English-Speaking Website

This paper will analyze the localization and internationalization of the French car company Renault and there are English-speaking websites targeted toward New Zealand, Australia, Ireland, and South Africa. I will examine what internationalization is and what it means as well as localization and customization. There are many good things about this website that allow the reader to find information quickly.

It is a French corporation with many car dealerships and offices around the world. Its reaches are global, as well as its website. Renault's presence in the world is in Europe, Asia, the Americas, and Africa. There are good service links, corporate media links, and other websites within the website that discuss the company's foundation and safety and mobility as well as the eco-friendly aspects of car manufacturing and driving. This website has a business strategy plan which covers three pillars of sustainable development, carbon neutrality, safety, and inclusion.

Part of the website is about responsibility, green as a business, a caring company, and diversity. This is a strategy that is a strategy to discover renewable energy eco-friendly cars.

First, let's understand Hofstede's cultural dimensions. The first one is navigation and this involves movement through mental models, content, and tools. The second one is interaction, and this includes input-output techniques, status displays, and other feedback. The third cultural dimension is appearance, which includes all essential perceptual attributes, and visual auditory, and tactile characteristics. Fourth is power distance, which measures the extent to which people in a culture accept large or small distances of power and social hierarchies. Fifth is Individualism versus collectivism. This measures the orientation to individual or group achievements. Sixth is masculinity versus femininity, this

measures the degree to which a culture does or does not separate traditional gender roles. Seventh is uncertainty avoidance. This measures the degree to which a culture is uncomfortable with uncertainty and seeks to reduce uncertainty. Cultures that focus on explicit communication usually avoid uncertainty. Eighth is long-term orientation. This measures a culture's need to have long-term business relationships and outcomes. (Aykin, 2005)

Companies develop globalization, internationalization, localization, and customization strategies to expand into global markets and identify target markets so that they can sell and market their products. It can involve more than this also. Internationalization is the process of integrating all the elements of a business such as manufacturing, management, marketing, and personnel and bringing these all together to take a company or product to the world. (Aykin, 2005) Research, development, product design development, and customer support are also involved, as well as an element of localization.

Localization is dependent on locale which means a customer/user's environment that gets its meaning from the language being used, country, and cultural customs. Localization is the process of changing and modifying websites, products, and services to fit a target market, where a company is trying to do business. This also involves management, sales, and marketing. It involves creating good communication with everyone in the company. Adding a personal and localized touch for the customer is an example. Another example is changing z's to s's for a British website reader.

The term globalization means several different things. It is a recent idea. It involves companies, governments, and cultures and their interactions with each other. It can involve diplomatic relations/solutions or a company going global and setting up businesses around the world.

Aykin discusses several steps for globalization. He says that a company must find and use the right software and interface elements, and navigation structures. Secondly, he says that you must adjust core products for different locations and use proper interface design. This guarantees success. Nuray Aykin has 5 things that a company should do to have a successful globalization strategy. Management must have a type of "synergy" and excitement. This includes top-level managers and local in-country managers. The marketing department must know and select the target countries, create focus groups to conduct research with the local population and what they are looking for in a product, define business needs, and evaluate a return on investment. The marketing team also needs to do branding analyses. A branding analysis is a marketing function. It gives a company identification by sending messages to customers and then potential clients.

Project managers play a big role in the internationalization process. They create strategies and hire and lead software developers, translators, interpreters, technical writers, and interface designers. Project managers also facilitate and manage focus groups. (Aykin, 2005)

User interface designers play a vital role in what a final product (website) looks and feels like. They study and learn the target culture, its color preferences, icons, work practices, ethics, gender roles, religion, and basic societal characteristics.

Software engineers and developers oversee software and software design, infrastructure, and interoperability with all software and software systems.

Technical writers and translators write documents for an international audience. They translate and make text easy to read. They simplify language. This is done to customize/localize documents for the target language. Translators and technical writers work closely together and are mindful of time and money because translation is expensive with most agencies. (Accelingo) They create a common glossary for everyone, use consistent terminology, use spell checkers, and use culture-specific idioms, acronyms, and metaphors. (Aykin, 2005)

A localization kit is a plan that a project manager, technical writer, and user interface designer come up with. It includes a product overview, target audience, contact information of managers, project description-scope and metrics, project schedule, localization testing and formatting instructions, and directories needed to build localized versions and tools.

Singh defines and discusses internationalization, customization and localization, and cultural dimension scores. He also provides suggestions for visuals and aesthetics to be used on a site, and how different cultures need different visual elements to target their culture. (Singh, 2005)

Renault site home page
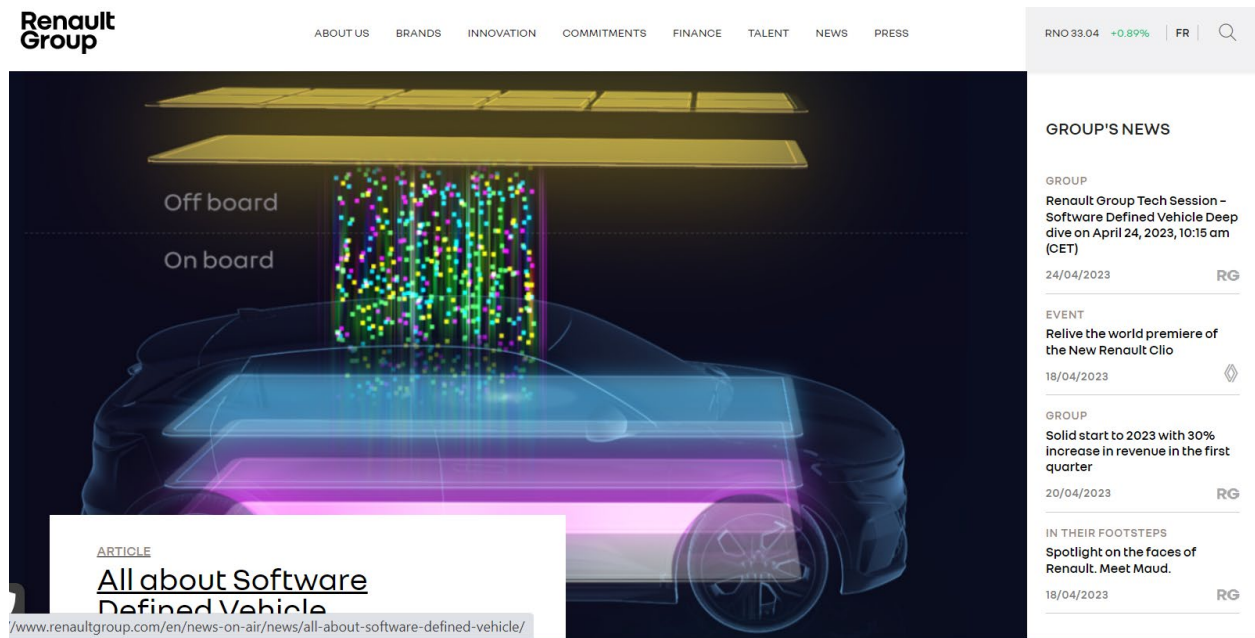
This is from the English-speaking site. The use of blue, clear, and well-defined image of a car and the image draws the eye in and makes the viewer think of technology and performance. But it is also confusing with the shapes and colors on top. To clarify the message from this graphic I suggest Renault should use pictures of a cloud, as in the software cloud, and zeros and ones which are software data, dropping down to the vehicle, and a drawing of a funnel that funnels the zeros and ones into the vehicle computer. The tan and purple planes and little round spheres don't send this message. The "Group's News" on the right offers direct, explicit financial information, dates, times, and a good navigation option in the looking glass. The financial information is about money, performance, masculinity, and individual autonomy. It lets the consumer know that this is a good investment and will be valuable in the future, possibly for resale. The use of the color purple could be considered feminine, but the ensemble of colors dovetails and points to the technological achievements of Renault and the AI and software features of the car. Renault has used short sentences, active prose, present tense, and succinct language. Many customers are interested in technology and software. This site promotes individual interest because of its emphasis on new software.

Source French Text Site
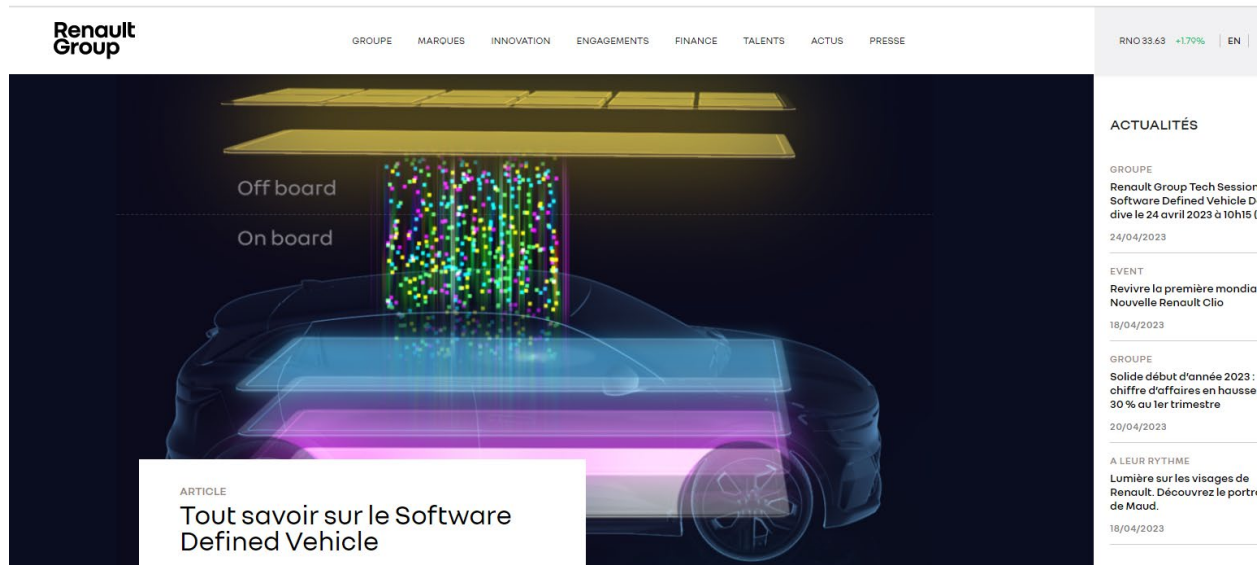
The English site was taken from this site, from source text to target text. The French site uses specific source words like Groupe, Marques, Innovation, Engagements, Finance, Talents, Actus, Presse, and Actualites. English has influenced this site because some of the source words are similar, words like finance and press. The observation written above should be applied to the French site.

Free and literal translation methods are used here, in the website text and articles above and below, from French to English. The translators have knowledge of English and French. Translators paid attention to word details and it is fluent and natural, meanings of original words have been kept and sentences were translated according to their original form and construction.
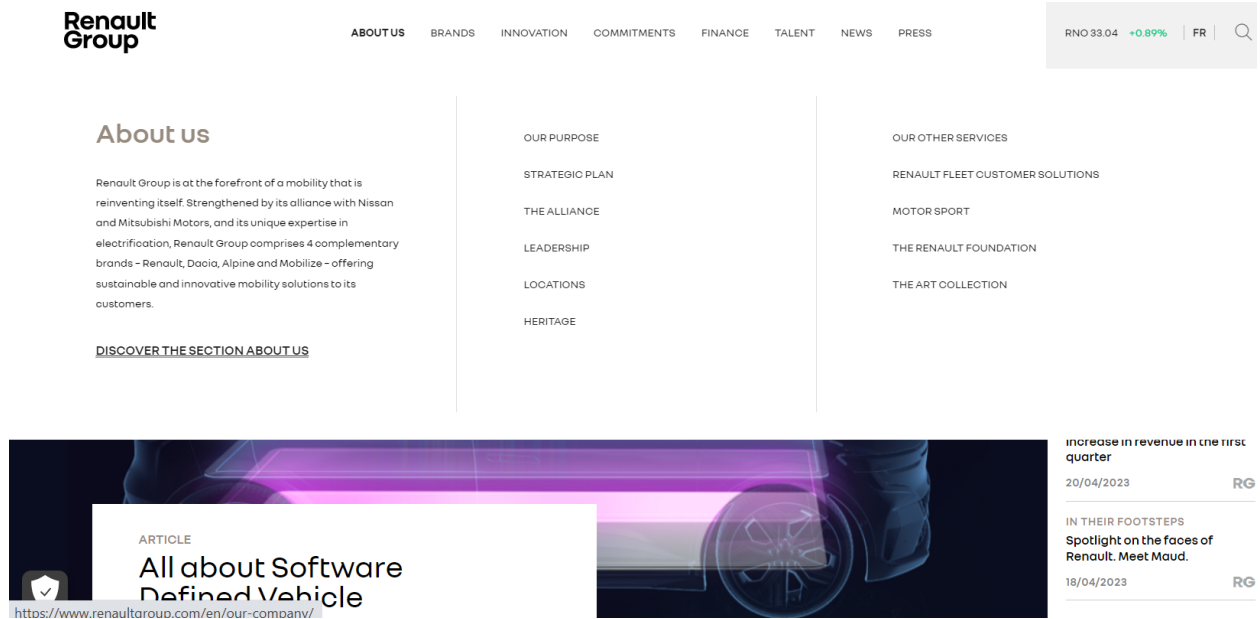
Toward the end of this page, there is an article about this new technology, what it is, and what it does. The "All About Software Defined Vehicle" can appeal to individualism, power, masculinity, and uncertainty avoidance because of all the details in the article. This site promotes individual interest because of its emphasis on new software. This site is high context, however.

The website article below discusses adding new features, real-time, and an appeal to someone's sense of time. It speaks of a User Experience which is an individual experience.

What are the benefits of the Software Defined Vehicle?

Access to new features in real time

The Software Defined Vehicle will continuously "upgrade" the vehicle by adding new features throughout its life cycle, in real time. The offers that will be proposed may be collective or differentiated, in line with the real customs and driving habits of each. This will improve the user experience.

Enhanced safety on board

Thanks to the massive uptake of data collected from the car, the power of calculations and artificial intelligence offered by the Software Defined Vehicle, safety on board will be enhanced. For example, the wear and tear of certain parts or faults can be identified in real time, which will help to anticipate repairs or directly correct failures. We are talking about predictive maintenance.

An improvement in the value of the car

Being able to remotely upgrade the car via the cloud with the Software Defined Vehicle will bring an advantage in terms of driving experience and life on board, but also in terms of the value of the vehicle itself. Concretely, this means that after 3 or 4 years, the vehicle will have lost less value since it will have been enriched with new functions. Here we are talking about an improvement in the residual value of the vehicle.

This online article appeals to a customer's sense of safety. It has been updated and it shares in detail this great new software Renault is using for safety, car value, maintenance, and technological appeal and efficiency. The language has been internationalized and localized for a general English-speaking audience. It mentions UI and UX by talking about the driver/user experience with the car. Talking about things like maintenance and predictive maintenance addresses uncertainty avoidance. This language is about performance, drive, and experience. It does not use the word "YOU" but it uses "it" "each" and "user experience". One line that is confusing is "Here we are talking about an improvement in the residual value of the vehicle." This statement refers to the induvial and masculinity and performance. The words residual value, which means what the car is worth after time use by the owner, gives an impression that the car is high performing and durable.

Our Last Stories
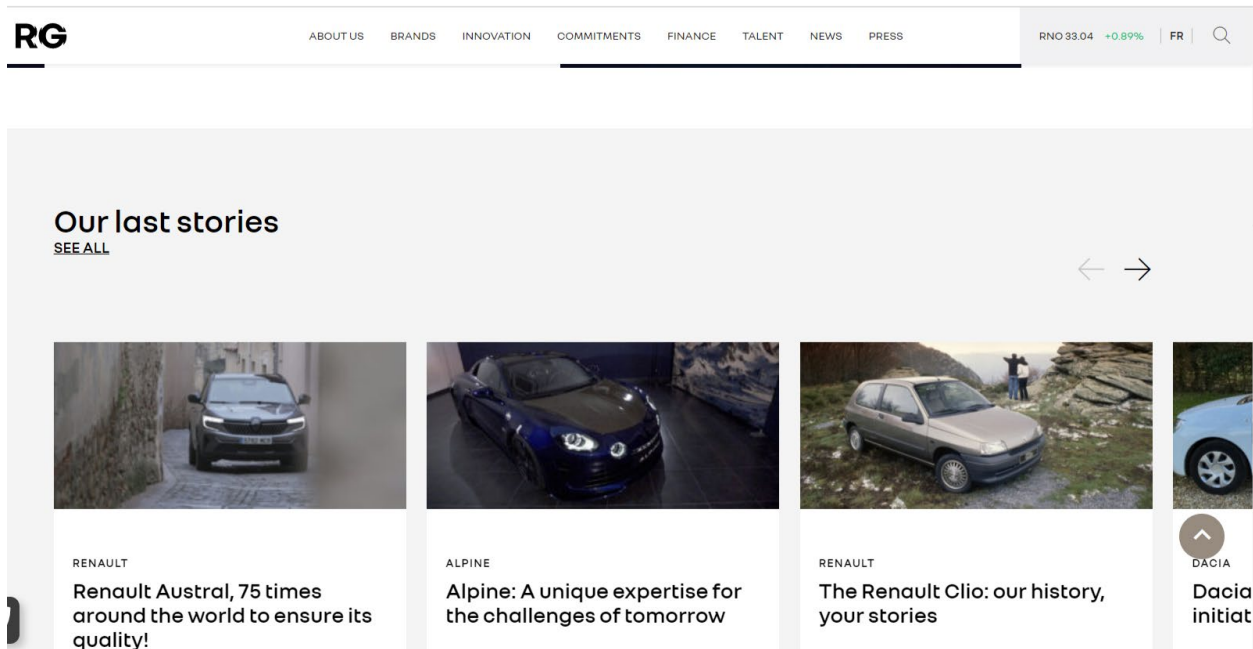
This is another part of the home page. This main English site has been internationalized, customized, localized, and globalized, English speakers can understand it. According to Singh and Aykin's descriptions and rubrics. This site is interesting because it links to a video where the CEO is speaking in English, but he is French himself. The captions are in French. I just found this interesting because Renault only targets South Africa, Australia, New Zealand, and Ireland. Renault might be driven in the UK but Renault has no offices in the UK, according to their directory.

This site has stories of satisfied customers on the English site https://www.renaultgroup.com/en/news-on-air/top-stories-2/the-renault-clio-our-history-your-stories/. Most of the pictures on Renault appear to be taken in France. The architecture of the buildings is old. The streets are very small. On the opening page, the car has an EU or French symbol on its license plate. All of these customers are French and they are all speaking French and the interviews are all filmed in France. It would be helpful and more convincing if some of these had been filmed in the US. Also, there are customer personal essay testimonials and pictures that can be submitted to the site.

This part of the page showcases 5 different cars, driver experiences, heritage, history, technological evolution, and interactions with rural country

spaces as well as small streets in urban areas. This part has testimonials from men and women.

Renault CEO
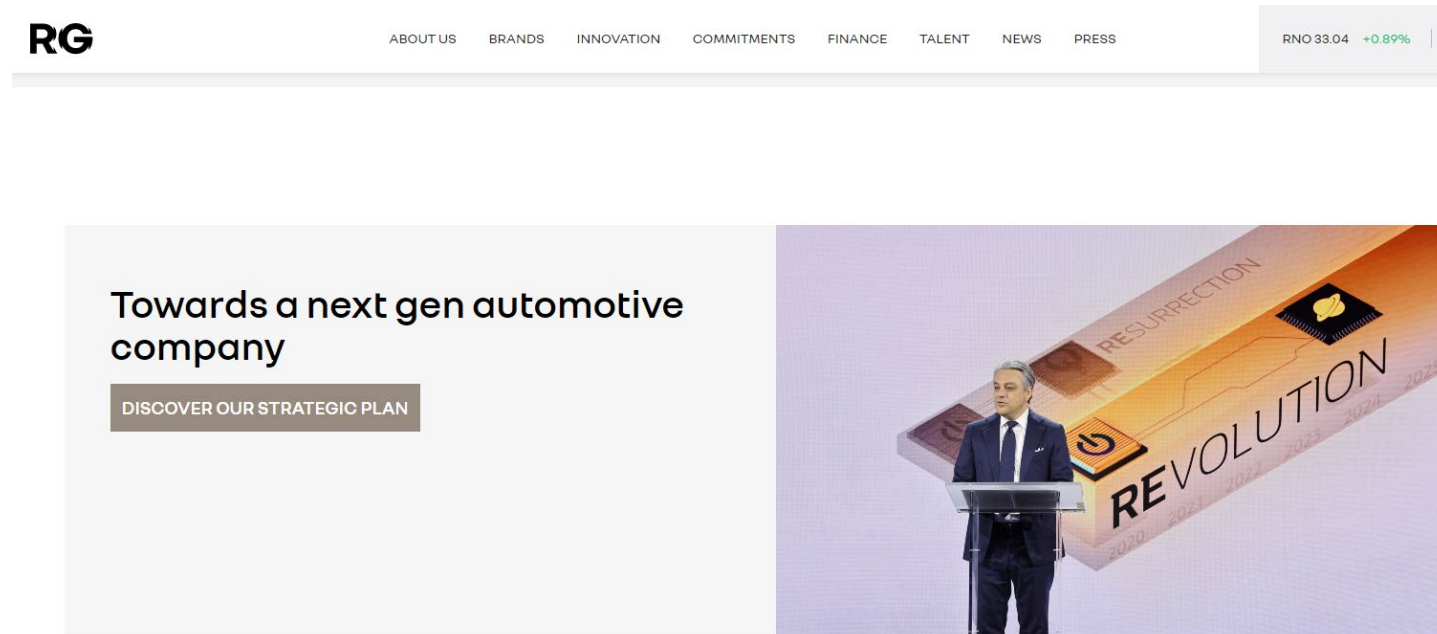
This section of the homepage has the CEO speaking to investors as well as employees. The video clearly displays a sense of masculinity and power distance ratio. The CEO is clearly masculine and in charge, but he is open to talking to workers. He comes across as very approachable. Luca De Meo also has a Linked-in post where employees and customers can read his thoughts and possibly reply back to him. He discusses the pillars of strategy, which are inclusion, eco-friendly policies, and new car software. The cultural methodologies used here are individualistic, power distance, and uncertainty avoidance. The most interesting thing about this image is the REVOLUTION image. This is interesting but confusing. It could appeal to English speakers if they understand electronics, astronomy and the idea of RESURRECTION because these terms and images appear in the photo. It would have been better to place a Renault car behind him or a logo.

Renault Australia Home Page Picture
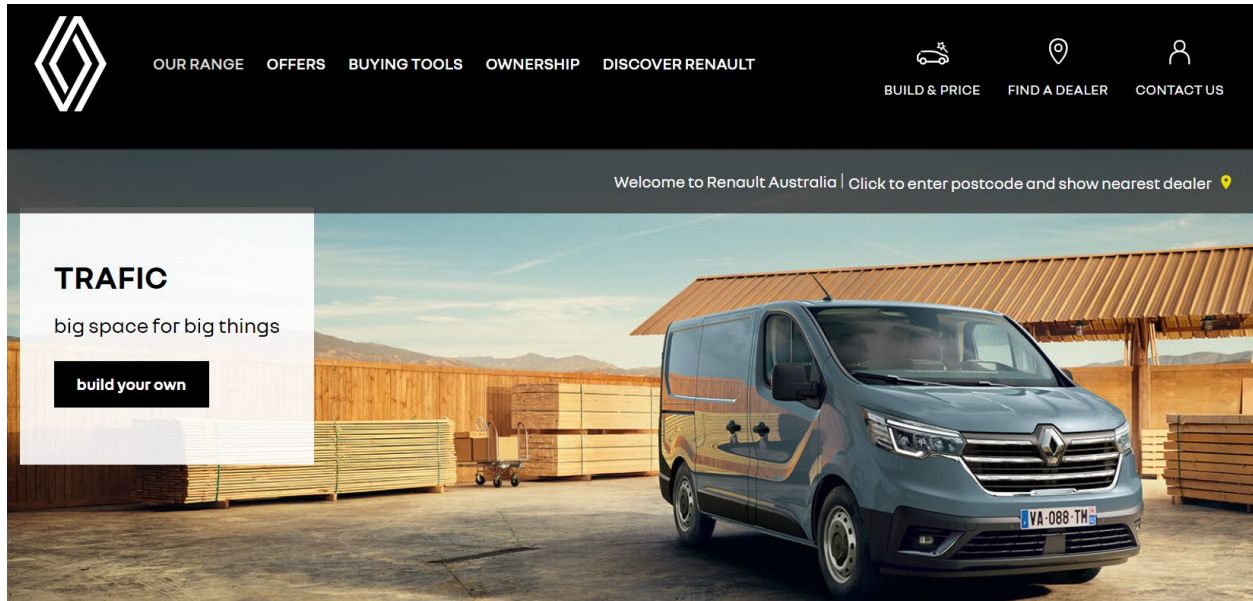
This Australian site has been internationalized, customized, localized and globalized, according to Singh and Aykin's descriptions and rubrics. The site is trying to sell space and size, and the fact that this car is big. There is a big sky, the text is uncluttered and there is a lot of space around the van. It is set in a lumber yard with pieces of lumber behind it, and this implies the van is roomy enough to haul large objects or payload or large family. This would appeal to someone with a family. The tabs are clear and well-defined.

The Link where it states, "click to enter the postcode and show the nearest dealer". Is a localization technique. This lets the consumer know that there are Renault dealerships in Australia. The image seems appropriate with the landscape in the background. The "Trafic" feature offers the consumer a chance to custom design their own truck. This Australian site has been internationalized, customized, localized, and globalized, according to Singh and Aykin's descriptions and rubric.

Three Pillars
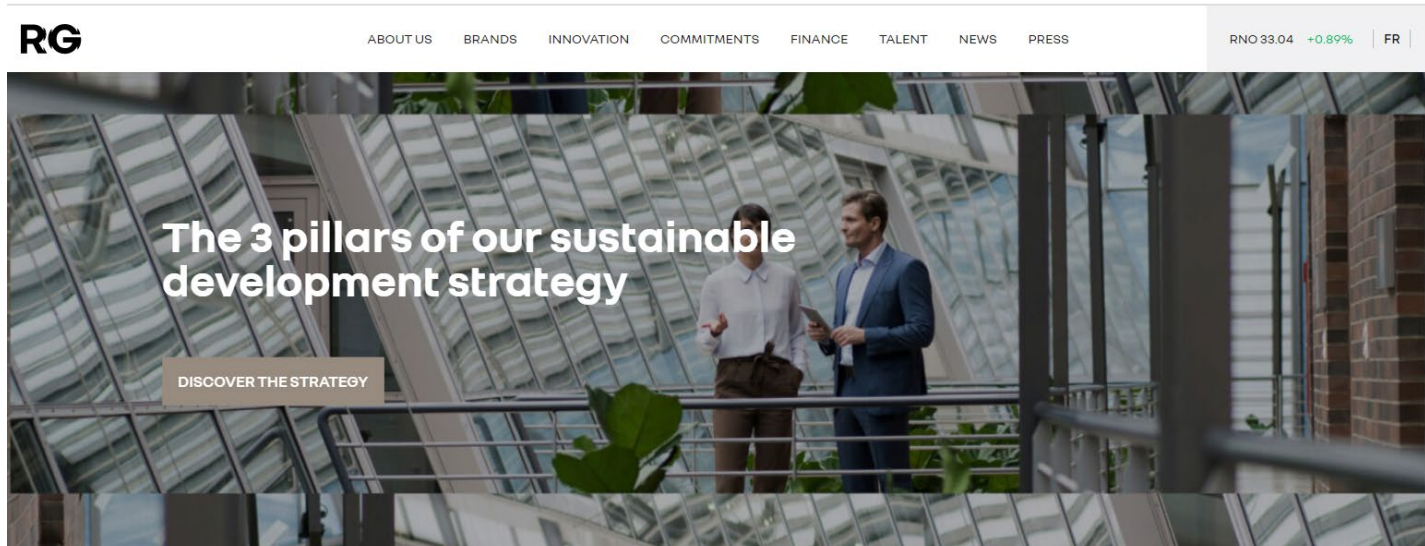
This part of the website addresses environmental concerns and lays out a strategy for management and for the future of the company. The 'discover the strategy' link gets into specific plans through written articles. This image addresses the CEO's strategy for growth, expansion, competition, technological innovation, and commitment to eco-friendly products. The About US, Brand, and Innovation links across the top offer consumer information about company strategies and general consumer information.

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Renault's English Website and Language

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This section will apply syntactical and semantic, cohesion and coherence skills to analyze a few pieces of English text on Renault's translated English website. The content was originally written in French and there are a couple of videos with English captions that are not accurate. The French speakers and the English translators have missed the mark in the English captions. This section will examine the videos and the captions using semantic and syntactical analysis as well has using methods of coherence and cohesion to point out problems in the translation and captions and how the Renault translator and French speakers could have done better to reach an English Speaking audience. All terms will be defined,

suggestions for Renault's English translators will be provided and I will examine many French source words to target English words-trying to show there are many Source French words and concepts that are of great importance to curious English-speaking audiences and what their expectations would be if they visited the site.. I focus on American English-speaking audiences.

In linguistics, semantics means how language is worded and the meanings of words. It also understands syntactic sentence structures. This analysis examines the levels of clauses, paragraphs, phrases, and sentences. Then it considers the level of the written text. It looks at each part of the text, as a whole, then it examines language-independent meanings. This analysis looks at the big picture and the meanings of the words and then it breaks it down into small chunks and examines how the different parts relate to each other. (Baker)

Regarding the English-Speaking site, it is geared toward localization. There are elements of internationalization for English-speaking countries, but the language is not exactly aimed at the US. This seems like it was challenging, writing/translating for different English-speaking audiences the world over.

There are some cultural dimensions that should be taken into consideration. Even though Renault is international it has French roots and heritage. Hofstede ranks France as follows:

	Power Distance	Individualism Collectivism	Masculinity	Uncertainty Avoidance
Australia	36	90	61	51
Canada	39	80	52	48
UK	35	89	66	35
France	68	71	43	86
Ireland	28	70	68	35

These are the primary English-speaking countries where Renault has a presence. It's important to keep these scores in mind.

Semantics, Syntactics, Cohesion, and Coherence

Semantic analysis is the process of extracting meaning from a text. It looks at the grammatical structure of a text while also looking at patterns and relationships between words in a specific text, sentence, or paragraph. Syntactic analysis includes hyponyms, homonyms, polysemy, synonyms, antonyms, and meronomy. This analysis also has collocations which are words that are written close together for a contrasting effect. Collocation means the tendency of certain words to co-occur regularly in a given language. (Baker)

Syntax is the arrangement of words and phrases to create sentences that are written well in a language. In linguistics, syntax is the study of how words and morphemes combine to form larger units such as phrases and sentences. (Wikipedia) A syntactical analysis focuses on understanding the logical meaning of sentences or parts of sentences. (engati.com) A writer/reader has to understand the relationship between words in a sentence and the grammatical structure of a sentence. From here, a reader can understand the real meaning of the sentence.

Cohesion provides connections between different parts of a text, sentence, or paragraph. It is a network of lexical and grammatical parts of a text. Coherence analyzes the words, phrases, and sentences that are connected, including grammatical, lexical, semantic, metrical, and alliterative. Coherence means something makes sense and it means that relationships deal with text as a whole. (Google)

I will apply these linguistic principles to my analysis of Renault's English-translated website. Every foreign automaker has challenges when translating. I will explore pitfalls and solutions.

This is an ad from the Renault English site. It is written well and achieves its purpose.

The All-new Espace VI, the new large SUV

"Keeping up with the times, the sixth generation of the Espace is a large family SUV that is available as a 5- or a 7-seater. It opens a new chapter in the Espace story, reflecting the transformation of the Renault brand, while offering comfort, innovation, and top-of-the-range equipment just like its predecessors. The vehicle's interior bears all the hallmarks associated with the name "Espace". The All-new Espace is a yet another perfect choice for long journeys."

This is a well-written and translated text, French to English. It "accommodates 5-7 passengers" would be the only suggestion. "Seater" is not a word and is informal. This web copy makes sense syntactically and semantically.

Translated Text

This is a transcript from https://www.renaultgroup.com/en/news-on-air/top-stories-2/there-once-was-a-vehicle-named-espace-an-iconic-name-going-back-40-years/.

*"What I particularly like about this job is the scientific approach- it involves taking **measurements**. What is original is that **we use people as a measuring tool** (?) Marla, I'm 44 years old, I am a **sensory materials specialist** and **head of the touch panel** ??? at Renault. As you can imagine the **sense of touch** is one of the senses that drivers use most. My job is to take measurements so customers continue to get the best **tactile experience** in their car. (?) **We validated the new material on All-new Austral's steering wheel**. We are very proud of that. **We conducted tactile surveys to replace the leather, for eco-responsibility reasons**. We also validated the other components in AUSTRAL's passenger compartment: the dashboard, and the **fabric** covering the seats, the central armrest, the door armrests and the door beam. We use **customer surveys** to understand expectations for*

*each part we analyzed. The parts are reviewed by our sensory panel using the **sensory reference set at Renault: The Sensotact**. We also work with the **Perceived Quality Department**, which is the customer's voice in- house. Renault started using the Sensotact in 2004, And regularly updates and upgrades it. It contains 12 'descriptors'. Each **descriptor corresponds to a simple feeling**, such as hardness, memory effect and stickiness. Each descriptor is graded from zero to 100, In 25- point increments. It includes a definition, **the protocol and manipulations to perform to obtain reliable and precise test results**. The **panelists** are all volunteers who work at Renault. I trained them. I trust them as much as a measuring instrument I **calibrated** myself. **What is original is that I can also chat, joke can and have coffee with my "measuring instrument"**. The assessment involves measuring slipperiness and **dryness/ oiliness** on these two **steering wheels**. **I only want to assess the 10- past-10 area on the rim**. To **measure slipperiness** on a **steering wheel** rim, the only option is to run **tests** <u>**with a human panel**</u> To know exactly what customers will feel when they hold their steering wheel."*

This text, which is translated and appears on a video, is confusing. It has punctuation and grammar errors. The speaker calls her employees "measuring instrument". This would cause some confusion for an English speaker. This should say "my human measuring instrument". "We use people as a measuring tool" does not make sense. "Human panel" is confusing and could give the wrong impression to an English speaker. If an American read this, they would be confused by the 10 past 10. For a US audience, this should be 10 am and 2 pm on an analog clock for a hand position. On the fifth and sixth line, it should say "validated" instead of "tested". Validate means to confirm. The last phrase is a subtle reference to climate change and corporate responsibility because they use the term 'eco-responsibility'. The sentence with the term "perceived quality department" is incoherent in its current location. It says it is the customer's in-house voice but does not explain how. On a semantic level these suggestions can help this make more sense, the semantic level of language. "Words are the basic language units we use for communication, so we need to first control errors that appear at this level." (Zhu, 180) Paying attention to keywords help writers more accurately reflect cultural values, beliefs, and customs. (Zhu)

These are important words that appear in the above transcript. An effort should be made by Renault to emphasize these keywords. This could lead to higher sales if the consumer understood the words. The above text is all about creating a sensory experience for the driver.

Source Word   **Target Word**

Sensorial	Sensory
Mesurage	Measurements
Volant	Steering wheel
Tactile	Tactile
Arpenter	Surveys
Cuir	Leather
Tableau	Dashboard
Percevoir qualite ministere	Perceived Quality department
Comite	Panelist
Mesurur instrument	Measuring instruments

If Renault were to try and establish a business in America, they would need to use automotive language as Americans do. Terms like horsepower, power steering, leather interior, off-road capability, 0-60 mph, and even "kick the tires".

The following is another translated video clip from https://www.renaultgroup.com/en/news-on-air/top-stories-2/there-once-was-a-vehicle-named-espace-an-iconic-name-going-back-40-years/. It has several problems.

"Renault ES PACE are—drive saga ES PACE, already 40 years we have just revealed the name of our future high end 5 to 7 cedar family car: new Renault capital Espace   espace/40 years of car to live
Espace is an iconic Name, rooted in the history of the Renault names   **moreover**, in November 2023, it will be 40 years since Renault presented the first ESPACE from its initial marketing in 1984 ESPACE was the perfect name to embody the slogan "**cars for life and living**"   **indeed**, Renault launched the first large MPV on the market, a comfortable, generous vehicle since then, five generations have followed one another with Espace II in 1991, Espace III in 1996,Espace IV in 2002   in 2015, Espace V moved away from the MPV Silhouette, and the vehicle became a highly **status-enhancing** crossover, **the high end of the brand**   over the generations, the vehicle has remained consistent and been able to adapt to trends and customer expectations today, the 6th generation Espace will be in the tradition of the previous ones: a large, generous, comfortable, ultra-technological family vehicle, Perfect for long journeys   from a **semantic point of view, the word 'Espace' is very interesting, because this translation is close in several languages, which makes it easy to understand for most people   its sound is general, it's phonetics are harmonious, which clearly reflects the premium experience of our future vehicle   moreover, the word ' espace' immediately evokes ideas of Comfort, enhanced on- board life and technology and these values are typical of Renault**   this is also the size in the 1997 slogan "what is genuine luxury was space?" Espace is a name that lives, one that knows how to modernize and reinvent itself with each new generation   you could say that ESPACE is a timeless name we have the perfect **alchemy** between the name Espace, our future vehicle and the Renault brand   finally, our saga continues by maintaining the name Espace"

This video voice-over caption has no grammar or punctuation. It is just words being read aloud in French and crossing the screen in English. There are a few coherence and cohesion problems here. The reader does not know where one idea, sentence, or statement begins and ends. The bolded words are confusing. Statements like "cars for life and living", "indeed", "status-enhancing", "the high end of the brand", and "its phonetics are harmonious, which clearly reflects the

premium experience of our future vehicle". Espace's phonetics may be harmonious, but this is confusing to an English speaker.

Renault and America

Renaults are only sold in Ireland, Australia, New Zealand, South Africa, and other English-speaking areas. Renault's history in the US is complicated. This existing English text is written to English speakers outside the US. Renaults are driven in America, but not officially sold or manufactured in America. This section of my analysis will show how Renault could market cars in the US market again. They were somewhat popular until the early 1980s, but they could not handle the mileage, wear, and tear Americans put on their cars, long commutes, distance, and road trips. Changes in American management, being sold to Chrysler then AMC complicated things for Renault. They were never able to be a strong presence in the US after the 1980s. They could not compete with the Volkswagon. AMC was looking for a business partner in the early 1980s and joined Renault. They bailed AMC out and it became half-owned by the French. Renault also did not understand American taste in cars. They were once the 2nd major automaker to make cars in the US. Fuel efficiency and their light build were what they were known for. (My Old Car site) To re-enter the US market Renault should improve engineering to improve reliability and wear and tear Americans give their cars while maintaining high fuel efficiency. Considering the push for fuel-efficient cars and electronic cars it might be interesting to see Renault create EVs for the American market, a quick, safe, efficient, and nimble car that can handle the wear and tear Americans put on their cars. Since the US energy market is volatile energy prices become more uncertain, a re-entry to the US market with a fuel-efficient car would be wise.

How I would improve the sit and help Renault get back into the US auto market

Renault is a fuel-efficient, quick, safe, eco-friendly car that is future-focused. It has been developing EVs for many years and is ahead of its time. Renault cars need to be built a little larger, but considering the times we live in and the cost of gas, and the threat of climate change Renault could be a great alternative to large, heavy, inefficient American cars and trucks. In this final section of the paper, I will use Hofstede's cultural dimensions, concepts, and methodologies to explain what Renault could do to get back into the US

automotive scene, starting with creating the ideal website. The American Renault website will need a contact page, online terms, and conditions, pricing options, e-mail, phone contact, chat box, direct information, shopping tools, explicit visuals (not too many ornate pictures) explicit mentions of car performance, car rankings, use of superlative language, prestige, and car history. This should be written in a direct and rhetorical style. The writers must use individualistic words and consider this a rhetorical situation and keep in mind the skepticism of the target audience. The site needs a fast search engine or navigation bar, information about the company stock value, location, aggressive promotions, dealership shows and displays, clearly written financing options, mention of any media attention or accolades and press releases, open and direct comparisons to other cars, images of men driving, the use of realism, adventure and entertainment, durability, speed, product attribute information, tips, and tricks and guided navigation and displays of power on the site.

   The process of making a Renault website for the US should be creative. The same methods mentioned above should be used. The site needs a US location on its directory page with contact information, pictures, images, and sounds of America, American highways, and Americans on the website. Text and video testimonials from satisfied customers should be displayed on the site in American English, with customers standing next to their Renaults. The videos need to show that the car is a part of their everyday routines, life, and personality. The videos need to have closed caption English text while customers are talking. This will be a counterpart to the French site, so it will mirror the French site in some ways. Video ads that display Renaults driving, navigating, and holding the road sufficiently on a highway and a large urban street need to be shown. This will provide an opportunity for a voice-over to mention safety, performance, efficiency, and eco-friendly cars. If an EV Renault is seen by potential customers handling an urban street safely, this can make the target customer consider Renault. A video shot of a Renault driving through a school zone would be appropriate. This would communicate that the car is safe, child and community-friendly. Additionally, a shot of the car being filled with groceries by the owners of the car would be great. This would communicate that the car is spacious enough for everyday chores and essential needs, and the needs of a family. Descriptions of raw materials used to make the car, the manufacturing process, and the inspection process would be next. Americans like to drive in the mountains and deserts and rugged untamed wilderness. It would be great for an American consumer to see a Renault driving down a mountain experiencing good breaks, shocks, and pistons. Imagine a Renault driving off-road. This scene would get people's attention. All of these

shots and scenes can be achieved with the Internationalization, Globalization, and Localization techniques appropriately designed, translated, written, and culturally customized Renault US website.

Conclusion

As the world becomes more connected, the global population continues to rise and fuel-efficient cars and EVs begin to take over it will be important for more and more international companies to internationalize, localize and customize their websites for English-speaking audiences as well as other world languages. Considering the threat of climate change, US automakers will have to adapt to new laws and make EVs and fuel-efficient vehicles. All of this information needs to be easy to find in a navigation bar on a website. Because of Renault's use of layout, design, cultural dimensions, and internationalization and localization techniques, they have created a good website that communicates facts efficiently, though they can make improvements. Renault has also educated the consumer about their Software Defined Vehicle and how important new software is to their goals of inclusion and eco-friendliness. These websites must be created by designers, translators, and writers that can create appeals to logic, ethics and emotion, pathos, ethos, and logos.

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