Sector: Sports

Project: High Profile Event Interpreting

Languages: Chinese (Mandarin)

Client: Mercedes AMG Petronas F1 Team

Client Overview

Mercedes AMG Petronas F1 Team required high-quality interpreting services at the 2025 Chinese Grand Prix in Shanghai. The event hosted hundreds of VIP guests, partners, and executives, requiring professional and culturally nuanced interpretation for various experiences, including garage tours, driver meet & greets, and live commentary sessions.

The Challenge

With over 600 guests attending throughout the race weekend, Mercedes AMG Petronas F1 Team needed interpreters who could:

- Facilitate seamless communication between English-speaking team members and Mandarin-speaking guests.

- Deliver clear, high-energy live translations during fast-paced commentary and interviews.

- Support guest interactions across multiple locations while maintaining the highest professional standards

- Adapt to technical F1 terminology and provide culturally appropriate translations.

The dynamic nature of an F1 race weekend meant interpreters needed to work under tight schedules while maintaining professionalism and accuracy in a high-pressure environment.

Our Solution

- We provided four professional interpreters with expertise in sports and live event translation, ensuring smooth communication between Mercedes AMG Petronas F1 Team and their Mandarin-speaking guests.

Pre-Event Preparation:

- We translated key guest-facing materials, including guest registration documents, waivers, event portal content, and feedback surveys to create a seamless experience before guests even arrived.

- Our interpreters reviewed team briefings and technical glossaries to ensure familiarity with F1 terminology and team operations.

- A pre-event rehearsal on Thursday allowed our interpreters to practice with presenters and ensure a smooth delivery.

On-Site Interpretation Services:

- **Paddock & Garage Tours:** Two interpreters guided VIP guests through behind-the-scenes experiences, explaining technical details of car assembly and team strategy in real time.

- **Meet & Greets:** Interpreters facilitated engaging conversations between guests and F1 drivers George Russell and Kimi Antonelli, ensuring smooth interactions despite time constraints.

- **Live Commentary & Driver Interviews:** Interpreters worked alongside presenters to provide real-time translations during practice and qualifying sessions. To maintain audience engagement, driver interviews were first conducted in English, followed by a summarized interpretation on stage.

- **Reception & Hospitality Support:** Two interpreters assisted guests in the exclusive Silver Arrows Lounge, explaining F1 technology, providing concierge-style support, and enhancing guest experiences.

Results & Impact

Seamless Communication:
The interpreters successfully bridged language barriers, ensuring all guests felt welcomed and informed.

Enhanced Guest Experience:
VIPs and partners were able to fully engage with the F1 experience, leading to positive feedback from attendees.

Professional & Dynamic Interpretation:
Our interpreters adapted their styles to fit the fast-paced nature of F1, with particular praise for their ability to inject energy into live commentary.

"The translators we had were very good—great attitude, willingness to learn, and very professional...

...delivering seamless commentary and making the experience engaging.

We would love to work with them again in 2026!"

- Mercedes AMG Petronas F1 Team

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