

Exploring the Strategies for Translating China's New Energy Vehicles into English: A Translation Variation View

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Abstract

In recent years, more and more scholars have been using the theory of translation variation to guide their research on the translation of product introduction, but the scope of previous studies has mostly focused on the translation of product introduction in a broad sense, instead of a specific field. In this research, the researcher built a bilingual corpus of product introduction to new energy vehicles in both Chinese and English, analyze the C-E translation of product introduction to China's new energy vehicles with examples, discuss the relevant translation strategies in the context of the translation methods of translation variation, and summarize their expression effects and their value in the translation of product introduction. This research provides reference and new thinking for the use of C-E translation strategies for internationally publicizing China's new energy vehicles.

Key Words: New Energy Vehicles, English, Translation Variation, translation strategies

1. Introduction

China has now become the world's largest market for new energy vehicles, with the production and sales of China's new energy vehicles exceeding 3.5 million units in 2021. This line of business has also entered a period of rapid growth in China, and various enterprises have arranged to enter overseas markets to seek a larger market share. To meet the increasingly fierce international competition, many Chinese automobile enterprises have had their product introduction translated into English. Product introduction is an important means of external publicity and introduces information about the products to consumers at home and abroad to stimulate consumers' desire to buy and to achieve the purpose of sales. The translation of the product introduction is reader-oriented, which is a cross-cultural communication with the participation of multi-subjects. It is not only the conversion of two languages but also the bridge of cross-cultural communication. Therefore, the translator needs a strong bilingual cultural communication ability to flexibly apply translation strategies according to the original text of the product introduction, the features of the product, the requirements of the product manufacturer, and the characteristics of the target audience, to truly convey the information of the original text, and hope to achieve the same publicity effect as the original one.

The theory of translation variation has certain significance for theoretical guidance for the translation of product introduction to new energy vehicles. The theory was proposed by Huang Zhonglian, and its core principle is "variation", that is, on the premise of not violating the faithfulness of the original text, the core information of the original text is taken into the greatest extent, and the source text is adapted to the greatest extent by deleting the complicated and simplifying, removing the coarse and extracting the essence. The specific application of the theory involves such means as supplement, deletion, compilation, summarization, reduction, combination, and remodeling. According to the theory, the specific need of specific readers under specific conditions is one of the most important factors in determining translation. The theory also pays attention to the target language readers' cultural background knowledge, their expectations for the translation, and their communicative needs. At the same time, the theory endows translators with great initiative and creativity to convey information.

More and more scholars have been using the theory of translation variation to guide their research on the translation of product introduction in recent years, but the scope of previous studies has mostly focused on the translation of product introduction in a broad sense, instead of a specific field. In this paper, the researcher analyzes the C-E translation of product introduction to China's new energy vehicles with examples, discusses the relevant translation strategies in the context of the translation methods of translation variation, and summarizes their expression effects and their value in the translation of product introduction. This can expand the scope of theoretical application of research on the translation of product introduction to new energy vehicles and provides reference and new thinking for the use of C-E translation strategies for internationally publicizing China's new energy vehicles.

2. Theoretical Framework

In the translation of product introduction to China's new energy vehicles, there are a large number of problems. The root cause is that translators do not realize that the translation of product introduction should be reader-oriented. In the process of translation, the translator often ignores the communicative purpose of product introduction, and the translation is limited to a purely linguistic level, without considering whether the translation can achieve the effect of the enterprises' publicity or whether it can be understood and accepted by foreign consumers. Secondly, the translator usually ignores the expectations of the target readers. Most of the readers of the translated texts of product introductions are foreign consumers. The purpose of translation from Chinese to English is to help these consumers better understand the information about the enterprise and its products. If the translators ignore the language and cultural habits of the target readers, the translation would not be easily accepted by potential consumers. In addition, the translator often blindly pursues formal equivalence. Limited by the original text, the translator blindly pursues linguistic equivalence without processing the original text and uses the methods of a literal translation. Therefore, the publicity effect of the translated text cannot be achieved.

To solve the problems mentioned above, this article discusses the C-E translation strategies of product introduction to new energy vehicles based on the theory of translation variation. The theory was put forward by Huang Zhonglian based on his translation practice and research in the 1990s. Specifically, translation variation is an intelligent and interpretive activity of a person or/and machine that takes in cultural information of language A in language B to meet the specific needs of specific readers under specific conditions. The reason and purpose of translation are exactly "the specific needs of specific readers under specific conditions". The theory is different from other translation theories, and its core principle is "variation". Without violating the context of faithfulness to the original text, the core information of the original text is taken to the greatest extent, and the source text is adapted to the greatest extent by deleting the complicated and simplifying, removing the coarse, and extracting the essence. The specific application of the theory involves such means as supplement, deletion, compilation, summarization, reduction, combination, and remodeling. The translator is given great initiative and creativity to convey information.

We believe that the theory of translation variation can solve the current problems existing in the C-E translation of product introduction to new energy vehicles. First of all, the core of translation variation theory lies in "variation", which coincides with the concept of flexible translation methods required for the translation of product introduction. Secondly, the theory of translation variation is reader-centered, and similarly, the translation of product introduction attaches great importance to readers' reactions and feelings. Finally, the theory of translation variation emphasizes the translators' subjectivity and encourages the translator to make appropriate rebellious adaptations to the source text according to the readers' needs.

The translation of the product introduction also emphasizes that the translator should take the initiative to make appropriate addition and deletion to the product introduction to adapt to the reading habits of the target language readers so that they can get a similar reading experience as the source language readers, and cross the language and cultural barriers to the maximum extent, to achieve the purpose of product introduction. In a word, the C-E translation of new energy vehicles needs variation.

3. Research Methods

This article will answer the following three questions:

- 1) What are the features of the product introduction to new energy vehicles?
- 2) Under the guidance of translation variation theory, what translation principles should be followed in the C-E translation of product introduction to new energy vehicles?
- 3) Under the guidance of translation variation theory, what translation strategies should be adopted for the C-E translation of product introduction to new energy vehicles?

To answer the above questions, we will build a bilingual corpus of product introductions to new energy vehicles in both Chinese and English, analyze the text features and further discuss the principles of translating this kind of text. Last but not least, this article will probe into the translation strategies of product introduction to new energy vehicles under the guidance of translation variation theory.

The corpus includes the product introduction texts from 20 Chinese new energy vehicle enterprises and 21 foreign enterprises respectively. This article selects the product introduction to China's new energy vehicles, including "Wei Xiao Li" (NIO Auto, Xiaopeng Auto, and Li Auto), and the product introduction texts of Tesla, the representative of American new energy vehicles, as the main corpus for comparative analysis. "Wei Xiao Li" and Tesla are relatively large new energy auto enterprises in China and the United States, and their product introduction texts are comparable.

The specific steps and methods for this research are as follows:

First of all, this article will analyze the text features of Chinese and English product introduction to new energy vehicles. The comparative analysis includes three aspects: the differences in language style, the information structure, and the lexical features of the product introduction. Based on this, we also analyze market positioning, product characteristics,

and target consumer groups of new energy vehicles in China, and focus on the analysis of consumer psychology and needs of potential consumers in China and English-speaking countries.

Secondly, this article will discuss the principles that should be followed in the translation of the product introduction to China's new energy vehicles. The key subjects of the translation of product introduction to new energy vehicles include automobile enterprises, translators, and readers. The author will study market survey reports on the new energy vehicle industry issued by the China Association of Industrial Automobile and learn the needs of relevant subjects in the translation of product introduction to China's new energy vehicles. The translation of product introduction to new energy vehicles should comprehensively consider the purpose and needs of the translation subjects to select the corresponding translation strategy.

Finally, this article will explore the translation strategies of product introduction to China's new energy vehicles under the guidance of translation variation theory and analyze the collected examples.

4. Research Results and Discussion

The product introduction to new energy vehicles is mostly multi-modal in the form of text, pictures, and videos, which is an all-around display of product details. The translation of this kind of text first requires a perceptual understanding of bilingual product introduction text type, information structure, wording characteristics, audience aesthetic taste, cognitive thinking, and psychological differences.

4.1 Analyzing the Textual Features of C-E Product Introductions to New Energy Vehicles

The article will analyze the language style, information structure, and lexical features of the product introduction to new energy vehicles, to provide perceptual understanding for translation strategies and principles for the theoretical research on the translation of product introduction to new energy vehicles.

4.1.1 The Language Style of the Product Introductions

The analysis of Chinese and English product introductions to new energy vehicles reveals that the wording style of English automobile product introduction texts is highly subjective and less sensational, while the Chinese automobile product introduction texts are loaded with a lot of sensational and expressive words. For example, the product introduction texts on the official website of Tesla Auto perform mainly informative functions, while the product introduction texts on the official website of BYD are a mixed text mainly performing summoning or inducing functions.

4.1.2 The Information Structure of the Product Introductions

The product introduction to new energy vehicles mainly introduces appearance, interior setting, configuration, function, color, size, and other information.

From the perspective of macrostructure, the English product introduction to new energy vehicles represented by Tesla highlights design features, car performance, and safety configuration, supplemented by pictures or videos, so less summoning text is used.

Chinese product introduction to new energy vehicles, represented by BYD Auto, covers information about appearance, interior design, safety configuration, function, and use scenarios, which is too complicated, and the cognitive ability of the audience under multi-modal recommendation is not fully considered.

In a word, English multi-modal product introduction to new energy vehicles is practical and concise, which includes information about the range, safety performance, appearance design, interior configuration, and so on. However, Chinese product introduction to new energy vehicles is relatively complicated, and it often introduces information about appearance design, interior configuration, use scenario, range, and safety performance.

4.1.3 The Lexical Features of Product Introduction to China's New Energy Vehicles

Since product introduction texts are concise, this article examines them from the aspect of vocabulary. In terms of vocabulary, the lexical features of Chinese and English new energy vehicle product introduction texts are very different. A comprehensive understanding and utilization of these features can help translators choose appropriate translation strategies to attract target consumers to purchase products and services.

By analyzing the bilingual product introduction texts from 21 domestic new energy vehicle companies, we found that the product introduction to China's new energy vehicles has five lexical features, namely the use of four-word phrases, the preference for numbers, the use of personal pronouns, the frequent use of verbs, and the use of terminology in the automotive field.

4.1.3.1 The Use of Four-Letter Phrases

In China, four-character phrases are frequently used in product introductions. The author finds that four-character phrases are often used to introduce the configuration information of new energy vehicles, which are concise, catchy, and easy to

disseminate, and are conducive to enhancing the promotional effect of the products. When translating Chinese product introduction to new energy vehicles into English, translators need to consider the language habits and cultural backgrounds of western countries, and appropriate cultural transformation can make the translation more attractive to consumers. For example, Chinese is characterized by the use of four-character words, which are literary and euphemistic, while English is very straightforward, so translators need to translate from the audience's linguistic and cultural habits.

For example, the product introduction of NIO ET5:

ST: 造型犀利, 蓄势待发

TT: Sleek and Progressive

The English version extracts the key information and translates it into simple adjectives that are concise and in place.

Another example is the product introduction of Li ONE:

ST: 可油可电

TT: Fuel Powered or Full Electric;

The last case for this point is the product introduction of NIO ES7:

ST: 格局大开, 自由伸展

TT: Spacious Enough for a Good Stretch

4.1.3.2 The Preference for Numbers

The product introduction to China's new energy vehicles mainly introduces the configuration and performance-related parameters of new energy vehicles. The use of numbers allows readers to intuitively understand the configuration and performance of the vehicles and other related information, making the information conveyed in the product introduction text more objective and persuasive.

Example:

ST: 21 个扬声器, 功放最大功率高达 2160 瓦, 搭载杜比全景声, 把音乐厅搬到车里。(理想汽车 L9)

TT: The Dolby Atmos audio system incorporates 21 speakers and a power amplifier with a maximum power of 2160W to provide a concert-like experience in the vehicle.

Example:

ST: 高级音响系统配备 22 个扬声器, 总功率高达 960 瓦, 包含主动道路降噪功能, 为每一位乘客提供堪比录音室音质的沉浸式音效。(特斯拉 Model S)

TT: A 22-speaker, 960-watt audio system with Active Road Noise Reduction offers immersive listening and studio-grade sound quality.

4.1.3.3 The Use of Personal Pronouns

The product introduction to Chinese new energy vehicles mostly uses the second person- you - and the third person - it (referring to new energy vehicles). Among them, the second person is used most frequently. The use of the second person "you" by the authors gives potential consumers a very intimate feeling, and consumers may have a sense of immersion as if they were driving the car themselves, which can better stimulate consumers' desire to buy and achieve the purpose of publicity and promotion.

Example:

ST: 你有多久没有仰望天空? EC6 全景天幕式玻璃天窗, 超大采光面积, 为你时刻呈现天空的最美瞬间。采用双层隔热玻璃, 隔绝 83%热量和 99.9%以上紫外线, 满足视觉享受, 也能时刻舒享。(蔚来汽车 EC6)

TT: When was the last time you looked up at the sky? The EC6's panoramic moonroof maximizes natural light in the cabin for you to witness the beauty of the sky at any moment. The laminated glass insulates against 83% of heat and over 99.9% of UV rays. It looks good and feels even better.

Example:

ST: 全景玻璃天幕, 可隔绝 99.9%的紫外线。采光面积达到 1.28 平米, 远超同级车型; 让你不错过每一寸完美天空。(蔚来汽车 ET5)

TT: The 1.28 m² all-glass roof protects against 99.9% of the sun's harmful UV rays. In addition, the best-in-class skylight makes sure you won't miss an inch of the sky.

4.1.3.4 The Frequent Use of Verbs

Chinese is a dynamic language. It likes to use verbs to make sentences. There may be more than one verb in one sentence. The product introduction to new energy vehicles often uses verbs to connect each word into a sentence to make the text coherent. Frequent use of verbs can provide the reader with an immersive experience as if he or she were driving a car.

Example:

ST: 六个座椅标配座椅加热, 一二排座椅通风和 SPA 级十点按摩功能, 缓解旅途疲劳。(理想汽车·L9)

TT: All six seats come standard with heating. First and second row with heating. First and second row seats are equipped with a ventilation feature and support 10-point massage to shake off the travel fatigue.

Example:

ST: 搭载蔚来第二代高效电驱平台, 整车最大功率 480kW, 最大扭矩 850N.m。(蔚来汽车 ES7)

TT: Equipped with NIO's second-generation high-performance electric drive platform, the ES7 boasts 480kW maximum power output and 850N.m peak torque.

4.1.3.5 The Use of Terminology in the Automotive Field

As a product featured with science and technology, automobiles have the characteristics of professionalism. Therefore, the text of an automobile product introduction can also be regarded as a kind of scientific and technical text, and the use of terminology in the automotive field is commonly seen.

Examples:

综合续航里程 combined range

对外发电 power source

星环大灯 halo light

侧面轮廓 silhouette

氛围灯 ambient lighting

全景天幕 panoramic sunroof

双电机 dual motor

4.2 Translation Principles of Product Introduction to New Energy Vehicles

According to the theory of translation variation, the purpose of translation activities is to meet the specific needs of specific readers under specific conditions. As mentioned above, the translation of product introduction to new energy vehicles needs to consider the purpose and needs of the translation subjects, which include the vehicle company, the target language reader, and the translator. The demand of automobile enterprises should be to pursue the best promotion effect and equivalent acceptance of readers at home and abroad. The target language readers would like to capture key information and browse reader-friendly texts. The key information that new energy vehicle consumers want to know mainly includes the safety performance, appearance design, interior configuration, and range of new energy vehicles. For China's new energy vehicles to go global today, the translators need to consider not only the needs and demands of car companies and the translators. More importantly, they need to consider the demand of target language readers of the new energy vehicles (foreign consumers), and take into account such factors as the web design, promotion strategy, enterprise ethics, cultural context and discourse structure, modal design, expressing habit, the dimension of aesthetic psychology and cognitive thinking, to achieve external publicity effect.

4.2.1 Cater to the Psychology and Serve Target Consumers

According to the theory of translation variation, the translator needs to consider the needs of the target readers. As one of the means of publicity, auto product introduction plays a vital role. The product introduction to new energy vehicles can spread the information about configuration and function, and improve the public's awareness and understanding of new energy vehicles. The product introduction needs to pay attention to consumer demand and touch target consumers straightly to the POINT. According to the surveys published by the China Association of Automobile Manufacturers, the main "pain points" of China's new-energy vehicle consumption are insufficient driving capacity, vehicles' not retaining their value, too long charging time, second-hand car trading difficulties, quality and safety concerns. Therefore, the product introduction to new energy vehicles needs to focus on introducing the vehicle range, and safety facilities, which are the key information that consumers need to capture. After determining the purpose and type of the text, the translator needs to consider the cognitive psychology and needs of the target consumers, redesign the language from the perspective of the audience, and output a new translation.

4.2.2 Accord with the Language and Cultural Habits of the Audience

According to the theory of translation variation, translators need to consider the language habits and cultural background of English-speaking countries when translating the product introduction to China's new energy vehicles into English. Proper cultural transformation can make the translation more attractive to consumers. For example, Chinese is characterized by the use of four-character words, which are elegant, while English texts are very straightforward and

directly describe product characteristics. Therefore, translators need to start from the language and cultural habits of the audience.

4.2.3 Flexible Use of Translation Skills

After clarifying the purpose of product introduction to new energy vehicles, the translator needs to flexibly use translation skills according to its language characteristics and audience needs. The translator should reorganize the sentence structure according to the purpose of the original text to make the translation more readable and acceptable.

4.3 The Analysis of Translation Strategies of Product Introduction to New Energy Vehicles

As mentioned above, the seven methods based on the theory of translation variation include supplement, deletion, compilation, summarization, reduction, combination, and remodeling. This article will discuss the four most frequently used translation methods in the product introduction to new energy vehicles, which include supplementary translation, deletion translation, compilation translation, and summary translation.

4.3.1 Supplementary Translation

Under the guidance of translation variation theory, the technique of supplementary translation is the most commonly used strategy in the translation of product introduction to new energy vehicles in China. Supplement refers to the translator's need to appropriately add the translated information to help the translated readers, namely potential consumers of new energy vehicles, better understand the original text. The commonly used translation methods in the English translation of product introduction of new energy vehicles include adding personal pronouns and adding proper nouns.

Example 1:

ST: 专属设计的二排右侧座椅, 配备四向电动腿托, 提供头等舱级别的体验。(理想汽车 L9)

TT: The right seat in the second row is designed with a four-way electric leg rest to provide you with a first-class experience.

Example 2:

ST: 智能新风空调系统和香氛系统, 将清新怡人的空气带给家人。(理想汽车 L9)

TT: Smart climate control with air purification and fragrance system provide fresh and pleasant air for your family.

Example 3:

ST: 第三排放倒, 载物空间更大。第三排放倒时, 后备厢容积达 640L, 露营装备、滑雪板, 自行车都能带在身边。(理想汽车 L9)

TT: More Space for Luggage With the Third Row Folded

The trunk space comes to 640L with the third row folded. Bring your camping equipment, skis, and bicycle with you anywhere.

In the three examples listed above, the translator uses the technique of supplementary translation by adding personal nouns into the translated text. According to Chinese language habits, the frequency of using possessive pronouns in Chinese is not particularly high, while English utterances often restore all implied personal pronouns clearly through the form of language. In example 1, the translator uses "provide you with a first-class experience" to translate the Chinese words "提供头等舱级别的体验", which could better cater to the customers' need to be valued. In example 2, the translator uses "provide fresh and pleasant air for your family" to translate the Chinese words "将清新怡人的空气带给家人", which has an implicit meaning that "you" are the owner of the car. Similarly, the translation of "自行车都能带在身边" into "bring your camping equipment, skis, and bicycle with you anywhere" has the same purpose.

Example 4:

ST: ET5 完美融合了蔚来超跑基因与为自动驾驶而设计的理念, 引领自动驾驶时代的外观设计。(蔚来汽车 ET5)

TT: NIO ET5, a mid-size electric sedan, is a perfect blend of NIO's supercar DNA and technological aesthetics.

In Example 4, the translator uses the technique of supplementary translation by adding proper nouns. The translator adds "a mid-size electric sedan" as additional information to explain the car NIO ET5. In this way, the readers could get more detailed information about the car, which is quite reader-friendly.

4.3.2 Deletion Translation

Deletion translation refers to deleting some redundant and meaningless information without affecting the main idea of the original text or the understanding of the target language readers, and finally reconstituting a concise English text to make the translated product introduction text more refined.

Example 5:

ST: 可油可电, 能源模式更灵活、更便捷。(理想汽车 Li One)

TT: Fuel Powered or Full Electric

In Example 5, the translator uses the technique of deletion translation by deleting repetitive words. In Chinese, “可油可电” means the car could be fuel-powered or fully electric, which has an equivalent meaning as “能源模式更灵活、更便捷”, which means “flexible energy mode”. By doing so, the translated text is simplified, impressive, and reader-friendly.

Example 6:

ST: Design for AD 瞭望塔式传感器布局, 蔚来引领的自动驾驶时代外观设计语言, 首次用于 SUV, 完美融入外观造型, 站得高, 看得广; X-Bar 家族式前脸设计, 简洁而有力量, 赋予 ES7 独树一帜的风格。(蔚来汽车 ES7)

TT: NIO's watchtower sensor layout and concept of Design for AD are rendered on an SUV for the first time. Its iconic fascia with the pure and powerful X-Bar makes NIO ES7 distinctive.

In Example 6, the translator uses the technique of deletion translation by deleting unnecessary words. The Chinese words “站得高, 看得广” describe the benefit of the car's layout. However, if the translator uses the technique of literal translation by translating it word by word, it will only make the readers feel confused. Therefore, by deleting this unnecessary information, the translated text is concise.

Example 7:

ST: Double-Dash 日间行车灯, 采用立体镶嵌式设计, 光源饱满细腻, 富有冲击力; 远近光一体式集成 LED 大灯, 深邃耀目。(蔚来汽车 ES7)

TT: The characteristic NIO Double-Dash daytime running lights with three-dimensional design are stunning at first glance. The dual-beam LED headlights are as glamorous as stars.

In Example 7, the translator uses the technique of deletion translation by deleting unnecessary words. The Chinese words “光源饱满细腻” describe the strength of the lights. However, if the translator translates it word by word, it's difficult to find the equivalent words in English to translate “饱满细腻”, and it will only make the readers feel confused and it will be a waste of time reading it. Therefore, by deleting this unnecessary information, the translated text can save time for readers.

4.3.3 Summary Translation

Summary translation is a translation method that is based on the content of the original text and it changes the way of expression. In short, the translated text has the same meaning as the original text, but with a different way of expression.

Example 8:

ST: 理想 L9 的气囊和气帘覆盖全车 12 个位置, 第一排配备 2 个正面气囊和 2 个侧面气囊, 第二排配备 2 个侧面气囊, 车内两侧的贯通式气帘有效保护全车三排成员。(理想汽车 L9)

TT: Li L9 stands out with airbags covering 12 positions throughout the vehicle, featuring 2 front and 2 side airbags for the first row, 2 side airbags for the second row, and curtain airbags on both sides running through all three rows.

In Example 8, the Chinese words simply list the information about the equipment in the car. The English version uses “stand out with” to highlight that the layout of the airbags is really great and they can protect the passengers in a good way. Therefore, the translated text could meet the potential consumers' need for safety.

Example 9:

ST: 设计上没有复杂和多余的线条, 侧面姿态优雅大气, 隐藏式门把手具备防冰冻功能。(理想汽车 L9)
TT: Thanks to a clean design, Li L9 stands out with a refined side profile featuring flush door handles with anti-freeze protection.

In example 9, the translator uses the technique of deletion translation by omitting unnecessary words. The translator does not translate “设计上没有复杂和多余的线条” word by word, but instead, uses “a clean design” to describe the car Li L9.

Example 10:

ST: ES7 将现代家居设计格调和自然气息带入车内, 开阔的环抱式空间, 纯粹而有层次感的视觉秩序, 营造出安心舒适的氛围。

TT: The ES7 brings contemporary elements of the modern home and natural vibes into its space of deep reassurance where the open and cocooning feeling as well as the pure and well-organized structure come together.

In Example 10, the translator does not care about the sequence of words, only to convey the meaning, the original content of the order to adjust the “安心舒适的氛围” in advance, at the same time, the use of “reduction” means, omitted the category word “氛围”.

4.3.4 Compilation Translation

Compilation means that translators edit the information of the original text to make the content of the original text more organized, and the translated text is full of logic and beauty, to attract the attention of readers.

Example 11:

ST: 采用前双叉臂和后五连杆的结构, 配合毫秒级响应的 CDC 减振系统, 适应更多路况, 提供了旗舰级的驾驶性能和乘坐舒适性。(理想汽车 L9)

TT: Thanks to the double-wishbone front Suspension and five-link rear Suspension and the CDC that responds in milliseconds, Li L9 conquers challenging road conditions to provide flagship driving and riding comfort.

In example 11, the translator uses “thanks to” to manifest the logic between the Chinese words “采用前双叉臂和后五连杆的结构, 配合毫秒级响应的 CDC 减振系统” and “适应更多路况, 提供了旗舰级的驾驶性能和乘坐舒适性”. The translated text is full of logic and beauty.

Example 12:

ST: 17°后风挡溜背角度设计, 风阻系数低至 0.26, 完美平衡空气动力学和内部空间表现, 设计、性能、空间体验一步到位。

TT: With its 17°gracefully inclined rear windshield, 0.26 low drag coefficient, and uncompromised cabin space, the EC6 epitomizes the pinnacle of design, performance, and space.

In example 12, the translator uses “with” to manifest the logic between the Chinese words “17°后风挡溜背角度设计, 风阻系数低至 0.26, 完美平衡空气动力学和内部空间表现” and “设计、性能、空间体验一步到位”.

5. Conclusion

At present, there is relatively little research on the translation strategy of product introduction to new energy vehicles at home and abroad. This article provides reference and new thinking for the use of C-E translation strategies for product introduction to China’s new energy vehicles. The translation strategies of product introduction to China’s new energy vehicles include supplementary translation, deletion translation, summary translation, and compilation translation. We found that nearly two-thirds of China’s new energy vehicle enterprises have not set up their own global websites yet, so the English corpus collected in this study is small and fragmented. In addition, the needs and responses of target readers are abstract and difficult to measure. We highly recommend that in the subsequent research, the researchers should conduct surveys and interviews to learn the feelings of potential consumers of new energy vehicles before and after reading the translated product introduction and their willingness to buy the products, and make a comparison.

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