

PRESS RELEASE

Nuenen, The Netherlands
December 5, 2017

Electude expands its presence in Latin America with a new subsidiary in Colombia

Electude International, the leading global provider of automotive e-learning solutions, is pleased to announce the opening of a new subsidiary, Electude Colombia SAS, in Bogota, Colombia. This continues Electude's international expansion as it seeks to provide affordable and effective automotive e-learning education, to as many automotive students worldwide as possible.

Opening the Colombia office includes hiring of the first full-time staff in the region. This will help Electude improve customer service via prompt and effective local response to customer needs. Thomas Snyder, Chief Commercial Officer of Electude, stated that, "We are delighted to invest more resources and expertise into the Latin American market. Electude is fully committed to achieving success with this initiative. The growing economy, coupled with the high level of investment in vocational education, makes it a highly interesting market for us. We are excited by the wealth of opportunities that this new office will bring".

The Electude automotive e-learning solution has been translated into Spanish, making it the only complete automotive curriculum available in that language. The new lesson modules, developed and released weekly, are now automatically translated into Spanish. This will ensure that Electude's Spanish-speaking customers will receive the most up-to-date e-learning material available.

The address of the new Electude office is:

Electude Colombia SAS

Holland House
Calle 90 No 19 - 41 Oficina
801 Edificio Quantum
Bogotá, Colombia

T: +57 (322) 381-8572

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Further information may be obtained by visiting www.electude.com.

About Electude: Electude (www.electude.com) is the world's leading automotive e-learning company. Built on a quarter century of experience in providing students with the most effective, engaging and enjoyable method of learning. Electude prides itself on focusing on equipping instructors with the techniques, tools and training to give students the best educational experience possible. With clients in over 50 countries spread over 6 continents, Electude is available in more than 30 languages. Electude is a true educational innovator that provides the most comprehensive and effective automotive e-learning solution currently available in the market.

Media Contacts

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