

PRESS RELEASE

Nuenen, The Netherlands
December 2, 2015

Electude Chosen as National Platform for The Netherlands

Electude International is delighted to announce that it has been selected as the sole provider of the national platform for automotive education in the Netherlands. The Stichting Mobiliteitsleren (SML), a Dutch foundation established in 2008 to improve the automotive education, invited 4 providers to bid for a national platform. The SML foundation announced that it had awarded the bid to Electude based on the best match to the RFP criteria and Electude's dominant market position.

Electude Nederland's Country Manager, Mr. Aubry Mulder, said, "We are extremely honored to have been selected by SML to be the sole provider of a national online platform for all automotive students." Mr. Mulder continued, "We were already servicing the vast majority of the Dutch automotive students and now we will service them all plus the heavy vehicle and motorcycle students as well. We are very grateful for the strong feedback provided by our customers as this was instrumental in winning the bid."

The Electude national platform will be fully implemented by the start of the 2016-2017 school year. All of the Dutch automotive, and related studies, students will be using Electude to access their digital learning materials. OEM training material will also be made available on the Electude platform providing a perfect blend of Electude's model neutral content and OEM model specific content.

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 Contact

Catherine Roberts
Electude International
Collseweg 30
5674 TR Nuenen
The Netherlands
t: +31 40 820 0034
e: catherine.roberts@electude.com
www.electude.com