

Press Release

Electude Announces 1000th US Customer

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For over thirty years, Electude has been on a mission to change the way students learn. Today, we are pleased to announce that our efforts have resulted in 1,000 customers in the United States. While having that many customers is rewarding, our true desire is to bring each student a unique and engaging learning experience designed to help them reach their individual goals; we believe that is why our customers choose Electude. We earned 1,000 customers through a lot of hard work, and we are truly thankful for the support of each and every one of them.

Our 1,000th customer is Silver Lake Regional High School in Kingston, MA. To celebrate this landmark achievement with us, they have been awarded one full year's free access to Electude's learning resources.

"We're honored to award this prize to Silver Lake," said Thomas Snyder, Electude's Chief Commercial Officer. "Having 1,000 Electude customers is the result of helping every customer, one at a time. Having spent time with the faculty at Silver Lake, I am also pleased to award this recognition to such devoted educators."

"In my 23 years of teaching automotive technology to high school students I have had the opportunity to try many different methods to increase student comprehension," said Silver Lake automotive instructor Don Arsenault. "The Electude program does just that, with the added bonus of allowing students to work individually, at their own pace, with a fun and interactive program."

The school's automotive technology students agree. "The students like the fact that the lessons are interactive and that they actually have to do things in order to progress through the training," Arsenault said. "They're able to easily navigate their way around the lessons and finish with an excellent understanding of the units and concepts."

While Electude's modules keep students engaged, Arsenault has discovered that the platform supports instructors, as well. "Lesson grading for students and their instructors is immediate," he said. "We're finding that this feature actually helps keep kids motivated to want to do more and more lessons."

Thomas Snyder added "While Mr. Arsenault's comments are flattering, we know that right now teachers are under a lot of pressure to deliver instruction in an often challenging situation. Playing a positive role in making learning happen and keeping students moving forward makes our work truly rewarding, and recognizing teachers devoted to the mission, like those at Silver lake, a privilege."

About Electude:

Electude (www.electude.com) is the worlds leading automotive e-learning company. Building on thirty years of experience, we offer learners the most effective, engaging and enjoyable method of learning. Electude prides itself on providing instructors with the techniques, tools and training to give their students the best educational experience possible. With clients in over 70 countries spread over 6 continents, Electude is available in more than 30 languages, serving 5,000 customers, 50,000 teachers and 500,000 users. Customers consistently recognize the innovations that have made Electude the most effective automotive e-learning solution in the market.

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Celebrating the 1,000th customer award are, from left, Thomas Snyder, Electude's Chief Commercial Officer; Don Arsenault and Bruce Mouthrop, automotive technology instructors at Silver Lake Regional High School.