

Delmar and the Motor Industry Workshop Association Provide Technician Training Program Update

Only sixteen months after its inception, the results from this successful partnership are revealed

October 1, 2012

On May 23, 2011, Delmar, part of Cengage Learning, and a leading provider of learning solutions for ongoing career development and education, announced a partnership with the Motor Industry Workshop Association (MIWA) in South Africa to create a ground-breaking, comprehensive automotive technician training program. This voluntary program was implemented by MIWA as a means to provide increased membership value and to demonstrate MIWA's commitment to its members. The Delmar/MIWA comprehensive learning program consists of skill assessments and training designed to focus on technical skill competencies. The program facilitates increased knowledge in content theory, the application of that theory to actual on-the-job tasks, and the ability to increase the technician's diagnostic capabilities.

"As a worldwide leader in providing educational content, software and services for the academic, professional and library markets, Cengage Learning stays committed to our customers across the globe," said Greg Clayton, vice president, Delmar. "With 5,500 employees and operations in more than 20 countries around the world, Cengage Learning has the capacity and experience to continue to work with MIWA as we develop and grow this innovative program. The results we have received thus far have demonstrated the valuable outcome of strong assessment and training, and we are proud to continue this partnership with MIWA to help technicians as they work hard to strengthen their skills and reach their full potential."

"It is a good feeling when you are able, as an association, to provide your members with benefits that turn out to be a tremendous success," said Paul Britz, director, MIWA. "Not only were you able to fulfill their needs but also increase their knowledge and give them an edge over their competitors. With the ever increasing technical skills required by technicians to be able to service modern day vehicles, it is good to know that you get top grade learning material from a world leading company. We are pleased that we have partnered with a world leading training material providing company as we remain committed to providing solutions to increase membership value and to support our technicians."

After only sixteen months, Delmar and MIWA report that the program is producing overwhelmingly positive outcomes and participating technicians are demonstrating knowledge growth well above industry averages. On average, MIWA

technicians increased their skills by 21% as a direct result of their participation in the training program. Other program results include:

- The average technician's theory knowledge increased by 21%.
- The average technician's application knowledge (hands-on execution of what is learned) increased by 20%.
- The average technician's diagnostic knowledge increased by 23%.

This program is also producing strong quantitative and qualitative results. Individuals who have completed the program are pleased with what they have learned. Jabulani, a program participant shared that, "I, personally, have learned a lot. It's a good program." Dieter, another participating technician, similarly noted, "In my experience I find it to be the best training course that I have done. It is very clear, descriptive and logical."

For more information on the Delmar/MIWA partnership and the technician training program, please see the original press release. To learn more or enroll in the program, please contact: Linda Curtis on 011-886 6300.

About Cengage Learning and Delmar

Cengage Learning is a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. Delmar, part of Cengage Learning, is a leading provider of lifelong learning products and services for the health care, technology and trades, and career education markets. Delmar's market-leading imprints include Chilton, Milady and NetLearning. For more information please visit www.delmar.cengage.com or www.cengage.com.

About the Motor Industry Workshop Association (MIWA)

MIWA represents workshops conducting general repairs, auto electricians, driveline and transmission specialists and vehicle accessory centres. A major focus of MIWA is to further educate the motoring public on how best to protect themselves against sub standard work. With more than 2200 members countrywide, we undertake to provide the motoring consumer with guaranteed service and nationwide support. For more information please visit www.miwa.co.za.