

For Immediate Release  
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**Global Automotive Industry Sees New Value in the Power of Technology for Human Capital Development**

***Adayana Automotive Group Accelerates Learning Solutions and Enterprise Strategy for U.S. Automotive Service Companies and India's Leading Manufacturer***

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**INDIANAPOLIS, IN--** Automotive manufacturers and automotive aftermarket companies continue to seek innovative delivery of strategic learning and development for employees, according to Adayana, a global human capital development company with long-term relationships in the global automotive industry.

“From Detroit to India, the automotive industry is accelerating the use of internet-based training curriculums and enterprise strategy expertise that Adayana develops specifically for automotive applications,” said Mike Jackson, Adayana President and Chief Executive Officer. “Manufacturers and service companies are prudently putting renewed emphasis on employee-team development to more effectively differentiate their products and services and sustain their competitive position in this economic recession.”

To meet this increased demand, the Adayana Automotive Group is expanding its highly regarded internet-based Master Automotive Library Suite for sales personnel and service technicians in automotive service companies and auto parts retailers.

Many national companies use this curriculum for the technical learning development and Automotive Service Excellence (ASE) accreditation support. *MOTOR Magazine*, an industry publication serving more than 500,000 readers in independent repair and service establishments, gasoline service stations, and new car dealers, is using Adayana’s online study guides to help professional installers achieve and maintain their (ASE) accreditation.

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A national automotive parts and service company has partnered with Adayana to translate much of the curriculum into Spanish for use by its local stores. The new courses will expand the Adayana curriculum to 60 courses that can be customized for specific needs of individual users.

To facilitate participation in advanced training programs by technicians and managers, a national automotive maintenance company has partnered with Adayana to develop a hybrid learning portal to improve service bay performance, service sales, customer satisfaction, and reduce service rework that affects warranty.

On a global scale, Tata Motors has contracted with Adayana Learning Services in Hyderabad, India to develop an extensive learning and development curriculum to support its launch of two new commercial vehicle models. Tata Motors is India's largest automotive manufacturer, the world's second largest bus manufacturer, and fourth largest truck manufacturer. Their new models, the *World Truck* and the *Low Floor Bus*, are heralded as next-generation commercial vehicles that set new standards in performance, appearance, and comfort. Adayana will also develop training programs about servicing the new vehicles to be used by more than 8,000 service technicians in over 600 Tata Motors dealerships across India.

"Adayana has a strong track record with the global automotive industry, and we are thrilled to see this continuing growth with our automotive clients," Jackson said. "We are committed to continual expansion of Adayana's capacity as a strategic resource to help our automotive industry clients improve their people's performance and their organizational success."

### **About Adayana**

Adayana ([www.adayana.com](http://www.adayana.com)) is a global human capital development and organizational performance improvement company that serves clients in the automotive, federal government, agribusiness, healthcare, and food and beverage



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vertical markets. Through its vertical market approach, Adayana provides industry expertise and solutions in Learning Solutions & Delivery, Managed Learning Services, Strategy & Management Consulting, Branding & Strategic Communications, and Performance Technologies.