



BENDIX AND CINÉCRAFT RECOGNIZED WITH PEOPLE AND ORGANIZATIONAL DEVELOPMENT AWARD

Cleveland Ohio – June 7, 2014 – The Bendix Customer & Sales Force e-Learning Initiatives Team, who partnered with Cinécraft Productions to create and launch a customer facing LMS, brake-school.com, won the People and Organizational Development Award at the 2014 Drive for Distinction, the premier team recognition event at Bendix Commercial Vehicle Systems.

The team competed against 26 other nominating teams and took home one of 6 coveted awards from 5 different categories. The annual awards recognize overall achievements, unbeatable solutions and tangible results within the 2,000+ employee company. Teams and individuals are honored for redefining the norm and for seizing opportunities for new ideas.

"Bendix and Cinécraft launched Brake-school.com in early 2013 and it has since grown to over 18,000 users in over 20 countries," explained Brody Day, Marketing and Communications Specialist with Bendix Commercial Vehicle Systems.

"The training is so successful and desirable that 9 of Bendix's customers have their own customized versions of the training site. It contains almost 50 training courses and continues to grow with new content and users on a daily basis. However, we helped Bendix set up and host the Moodle LMS solution because it was a cost effective way to help reach their audience with the custom eLearning courses and videos we have developed for them," explained Courtenay Knerem, Senior Producer.

With over 75 years of experience, Cinécraft Productions continues to be an innovative resource for storytelling in the video and eLearning industry.