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Semcon develops digital training for Lynk & Co's European launch

Semcon has been trusted to develop all training for the European workshop network in its preparation for the European launch of the O1 car model. Semcon is collaborating with Lynk & Co to provide the technicians with the digital training material needed to acquire the knowledge they need on the new product, the unique Lynk & Co processes and tools.

The Lynk & Co O1 car model marks the first time that Lynk & Co is entering the European market. As a result, there is a need to train a large network of workshops and technicians in servicing, fault tracing and repairing of the new cars in an optimal way.

"We will develop digital training modules that gives the end users simple and convenient access to the knowledge they need. We will more or less be starting from scratch with this project, so we have a great opportunity to create value by making full use of our gathered expertise in pedagogical and engaging learning, digitisation and e-learning", says Erik Baljeu, responsible for Semcon's offering within Training, part of the Product Information business area.

Semcon has previously developed the concept and strategy for digitising these training courses in an earlier project together with Lynk & Co. The concept will form the basis for the digital technical training to be rolled out in connection with the company's European launch. The training courses will include the relevant product knowledge, but also new working methods and system support.

Among other things, Semcon's contribution to the project will be project management and specialists in, for example, pedagogical training, concept development, design and development. The digital training course will be introduced with the launch of Lynk & Co O1 in Europe.

[Find out more about Semcon's digital training offering.](#)

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Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2 200 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2019, the Group reported annual sales of SEK 1.9 billion. Read more on semcon.com