



For Immediate Release

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Visit Mitchell 1 at the 2024 VISION Hi-Tech Training & Expo

SAN DIEGO, Calif., Feb. 12, 2024 – Automotive professionals who plan to attend the 2024 VISION Hi-Tech Training & Expo, scheduled Feb. 29 - March 3 in Kansas City, are encouraged to visit the Mitchell 1 booth to learn how its end-to-end solutions help drive shop success at every step of the repair process.

Mitchell 1 will reinforce its “Fastlane to Shop Success” theme that highlights how its auto repair software and service solutions help shops build and maintain strong customer relationships throughout the entire repair cycle.

“We look forward to meeting with attendees at VISION and demonstrating how our product enhancements help shops connect with their customers at every step of the repair process,” said Nick DiVerde, senior marketing director for Mitchell 1. “We will also show how the Mitchell 1 information software tools and services help technicians simplify tasks and speed repairs in order to stay ahead of the competition.”

Mitchell 1 representatives will be on hand to demonstrate the following products and features:

- [Manager™ SE](#) shop management software
 - **Active Recalls for All-Makes:** An exclusive all-makes/active recalls feature that helps shops build better relationships with their customers by alerting them to any safety-related recalls on the vehicle.
 - **Advanced Remote Reporting:** Integration with a web-based reporting platform that offers real-time sales updates and performance tracking via any internet-connected device, coming soon.
- [SocialCRM](#) shop marketing
 - **New Web Design Templates:** Completely updated LocalSearch shop website templates that include modernized visuals and unique features, allowing shops to attract new customer traffic and convey their unique brand story.
 - **Google Optimization Suite:** A comprehensive suite of Google marketing tools designed to enhance online visibility and Google search ratings through automation and verified customer reviews to drive new business.
- [ProDemand®](#) repair information software
 - **Search Technology:** Continuous advancements in its industry-leading search technology that enhance the customer experience based on their feedback and search queries. “No matter what you call it, we understand what you mean.”

For more information and to register for the VISION Hi-Tech Training & Expo, visit www.visionkc.com.

For more information about Mitchell 1, visit mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

About Mitchell 1:

Mitchell 1 offers a full suite of sophisticated software and services, including vehicle repair information, business management and marketing services, that help auto repair shops improve efficiency and profitability at every step of the repair process. Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for over 100 years and is part of the Snap-on® TOTAL SHOP SOLUTIONS brand family – where real-world insights integrate with OEM specifications, procedures and more to help technicians speed repairs with confidence. Key products include ProDemand auto repair information, Manager SE shop management software and SocialCRM shop marketing services. For more information, visit the company's website at mitchell1.com.

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