



For Immediate Release

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Get in the Fastlane to Shop Success at the Mitchell 1 AAPEX Booth

Learn How to Drive Efficiency at Every Step of the Repair: Repair, Manage, Market

SAN DIEGO, Calif., Oct. 21, 2024 – Mitchell 1 will showcase the latest enhancements to its award-winning automotive repair information, shop management and marketing services at the 2024 Automotive Aftermarket Products Expo (AAPEX), Nov. 5-7 in Las Vegas. Attendees are invited to visit booth #A5807 in the Venetian Expo / Level 2 to learn how the Mitchell 1 suite of products work together to make every aspect of running a repair shop not just easier, but more efficient and profitable.

“We are looking forward to exhibiting our auto repair software and services at AAPEX and demonstrating how our industry-leading solutions work together to drive shop efficiency and profitability,” said Jen MacDonald, Mitchell 1 director of marketing. “We invite show attendees to visit the Mitchell 1 booth to learn about the latest features and enhancements that will get them in the fast lane to shop success.”

Demonstrations will highlight product improvements across every phase of the repair process, from diagnosing and repairing advanced vehicles with the latest OEM information, to generating clear, organized estimates and invoices, and helping shops grow their business with professional websites and Google optimization tools. Among the enhancements to be highlighted include:

REPAIR INFORMATION: [ProDemand®](#)

- **Electric Vehicle Coverage:** ProDemand repair information software now covers 98% of electric and hybrid vehicles. With access to the most up-to-date OEM repair information, technicians can repair complex systems with confidence, including high-voltage batteries, to ensure accurate, safe and efficient repairs. This comprehensive coverage helps shops stay ahead of the curve and remain competitive as the demand for EV services continues to rise.
- **VIN Search Enhancements:** Improved VIN resolution capabilities allow for more precise vehicle-specific information searches. Only the most relevant data is returned, allowing for faster identification of needed parts, labor estimates or repair procedures.
- **Enhanced Bookmarking:** This new feature allows users to save their progress and quickly pick up where they left off on shared accounts. Additionally, each vehicle/search term event is saved, allowing technicians to quickly get back to a specific task. This reduces the time spent searching for information or retracing steps.

SHOP MANAGEMENT: [Manager™ SE 9.1](#)

- **Job View:** Enables shop professionals to group repair and diagnostics work “by the job,” resulting in clear, organized estimates and invoices. The new feature allows shops to effortlessly group related labor tasks and parts together through job containers, both on screen and resulting estimates and invoices. It also allows shops to check profit by each job, easily create canned jobs and handle deferred work with ease.
- **Customizable Screens / User Preferences:** Full customization options support workspace personalization. Users can customize background color, including dark mode, select colors for each line-item type, choose font types and sizes with a bold text option, columns layout and display settings for a more up-to-date intuitive experience.

SHOP MARKETING: [SocialCRM](#) + LocalSearch

- **New Website Themes:** The recently released website themes help shops improve their online presence, attract new customer traffic and convey their brand stories. They include modernized visuals and innovative features to help shops expand their marketing opportunities to attract more customers. The LocalSearch design themes give shops the power to take their websites and social media activities to the next level of business growth.
- **Google Optimization Suite:** This award-winning shop marketing suite, available exclusively through Mitchell 1's SocialCRM | LocalSearch services, empowers auto repair shops to leverage the power of Google and customer review management tools to enhance their shop's online visibility and grow their business. The suite drastically simplifies online and digital marketing processes for shop owners/managers.

In addition to the AAPEX booth, Mitchell 1 will be featured in the Snap-on® Total Shop Solutions (TSS)™ booth #32017 at the SEMA show at the Las Vegas Convention Center, taking place Nov. 5-8. In addition to its auto repair products, Mitchell 1 will highlight its TruckSeries repair information for Class 4-8 trucks and the integration of a comprehensive parts eCatalog within its Manager SE Truck Edition shop management software.

Everyone who participates in a product demonstration at the Mitchell 1 AAPEX booth will be entered into a raffle for a chance to win a Samsung Galaxy Android Tablet. A second tablet raffle will be held for those who participate in a product demonstration at the TSS booth at the SEMA show. In addition, Mitchell 1 is offering a special discount on all products purchased during the show.

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

About Mitchell 1:

As a member of the Snap-on® Total Shop Solutions brand family, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company's website at mitchell1.com.

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