



For Immediate Release

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## Mitchell 1 to Showcase Product Enhancements at the 2025 VISION Hi-Tech Training & Expo

**SAN DIEGO, Calif., Feb. 18, 2025** – Mitchell 1 will showcase the latest enhancement to its auto repair, shop management and marketing solutions at the 2025 VISION Hi-Tech Training & Expo, scheduled for March 6 - 9 in Overland Park, Kansas. Automotive professionals who are planning to attend are invited to visit the Mitchell 1 booth #719 to learn how its end-to-end solutions can help improve shop efficiency and profitability at every step of the repair process.

“We're excited for the opportunity to connect with shop professionals and demonstrate how our software and services can help tackle their biggest challenges,” said Jen MacDonald, director of Marketing for Mitchell 1. “With recent enhancements, it’s easier than ever for shops to produce clear, organized estimates and invoices; access up-to-date OEM data for majority of EVs and hybrids; and grow their business with all-new shop website themes and Google optimization tools.”

Mitchell 1 will showcase the following auto shop management, repair information and marketing services:

Shop Management: [Manager™ SE 9.1](#)

- **Job View:** This latest innovation set improves the clarity and organization of estimates and invoices that secure faster customer approvals. The feature set provides an enhanced on-screen workflow across order, revision and history screens. It groups labor tasks and related parts into job containers, and tracks profitability of individual jobs or entire orders.
- **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.

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, repair complex systems 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. 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 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 significantly simplifies online and digital marketing processes for shop owners/managers.

For more information and to register for the VISION Hi-Tech Training & Expo, visit [www.visionkc.com](http://www.visionkc.com).

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

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