



## Complete Information Tools to Drive Auto Repair Shop Efficiency & Profits

From the moment your customer drives up, to the final invoice and beyond, Mitchell 1's industry-leading software is hard at work helping you create an exceptional repair experience and more satisfied customers. You'll fix cars faster, streamline shop workflow, and launch effective marketing strategies to build your business — now and for the future.

Why go through the hassle of dealing with multiple providers when Mitchell 1 can save you time, money and headaches with the industry's most complete line of information software tools for your professional repair shop.

**Mitchell1**<sup>®</sup>  
*In your shop, at your side*

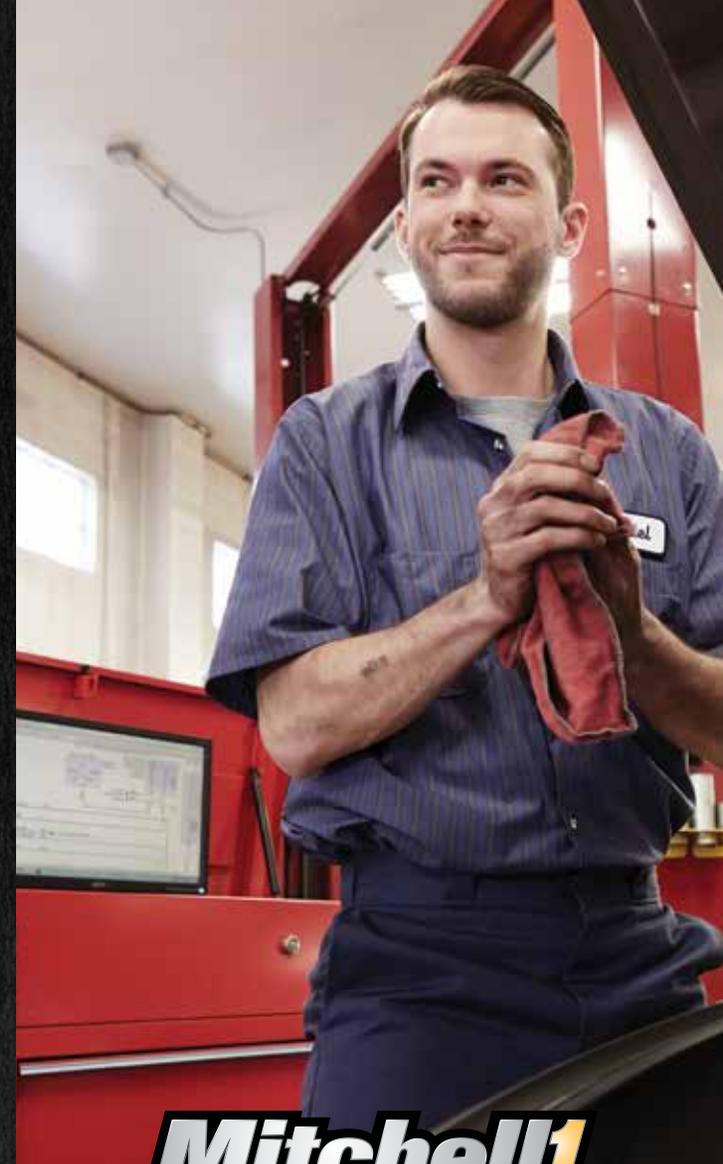
### For more information:

Call us: 888-724-6742

Visit us: [www.mitchell1.com](http://www.mitchell1.com)

Or find your local Mitchell 1 sales  
representative: [www.mitchellrep.com](http://www.mitchellrep.com)

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*In your shop, at your side*

repair information | shop management | shop marketing



repair information



shop management



shop marketing

### ProDemand®

It's time to get more efficient with ProDemand optimized with SureTrack®. Mitchell 1 puts the industry's most comprehensive repair data right at your fingertips with complete OEM information combined with Real Fixes from expert technicians and actual repair orders.

- ▶ Smarter searches
- ▶ Industry-leading color wiring diagrams
- ▶ Component tests with connector views
- ▶ Latest TSBs and recalls
- ▶ Common Replaced Parts graphs
- ▶ Waveform and PID library
- ▶ Estimating integrated with Manager SE
- ▶ Optimized for tablets

**Optional:** VehicleLink vehicle communications tool

### Manager™ SE

Keeping track of all the moving parts in your auto repair business can be a challenge. That's why Manager SE gives you a 360-degree view of your entire shop – so you can manage your business operations, your customer service and your repairs more efficiently.

- ▶ Fast & accurate estimates
- ▶ Interactive Work-in-Progress screen
- ▶ Over 180 built-in reports
- ▶ Electronic parts catalogs – including tires
- ▶ Automatic software updates
- ▶ Seamless integration with ProDemand
- ▶ Data recovery & protection

**Optional:** QuickBooks Integrator, credit/debit payment processing, ProPack customer communication toolbox

### SocialCRM

Grow your business by automating your marketing, reputation management, social media and customer communication efforts. The SocialCRM marketing service does it all for you, so you can focus on what you do best, repairing vehicles.

- ▶ Reputation management
- ▶ Verified customer reviews
- ▶ Automated target market campaigns
- ▶ Mobile-friendly email marketing
- ▶ Social media marketing
- ▶ Internet search optimization
- ▶ Performance & benchmark reporting
- ▶ Manager SE System Integration

**Optional:** Website services, target market postcards, social monitoring