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Mitchell 1 **Company Backgrounder**

Mitchell 1 began in 1918 with the simple idea that people needed information to fix cars. For more than 85 years Mitchell 1 has provided information solutions that help make automotive professionals' jobs easier. Of course, over the years Mitchell 1's products have changed. The industry-best Mitchell Manuals have given way to TeamWorks, the integrated family of software-based solutions anchored by the product that is recognized as the standard for automotive repair information ? Mitchell OnDemand.

The TeamWorks family of products is divided into three core components. OnDemand Repair includes the information technicians need to service and repair nearly every car and light truck on the road. OnDemand Repair's factory specifications and procedures, computer diagnostics, electrical wiring diagrams, and detailed illustrations all help technicians fix vehicles fast. OnDemand Estimator gives shop managers and service writers the labor times and OEM parts prices they need to build accurate estimates. OnDemand Manager is a complete business management program that tracks the activities in a shop from estimate to invoice and includes the management tools shop owners need to ensure their businesses run profitably.

Adding yet another tool to help shops run more efficiently, TeamWorks also integrates with a number of key post-warranty catalogs, including NAPA, Activant, O'Reilly, WORLDPAC, and more. These catalogs help shops order parts electronically from their preferred vendors, which saves time and ensures the right parts are delivered the first time

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Most recently, Mitchell 1 introduced its M1 Business Solutions product line that includes *Customer Retention Marketing* and *Call Tracking Services* as the first offerings in a series of programs designed to help today's repair shop owners improve marketing, customer retention and customer satisfaction.

For more information on Mitchell 1 products and services, automotive professionals can log onto the company's website at www.mitchell1.com or call 888-724-6742. Mitchell1, 14145 Danielson St., Poway, CA, 92064 ###