



For Immediate Release

Contact:

Nick DiVerde
Mitchell 1
858-391-5000, x6851
Nick.DiVerde@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
312-768-7362
lkonsbruck@maxmarketing.com

Gary Townsend Named Winner of Mitchell 1 “Shift Into High Gear” Facebook Sweepstakes

POWAY, Calif., March 25, 2019 – Gary Townsend of GT Tire Service, Inc. in Pataskala, Ohio is the lucky grand prize winner of the Mitchell 1 “Shift Into High Gear” Facebook sweepstakes. Townsend has won an all-expense paid trip to attend Mitchell 1’s [shop management system](#) training workshop in Atlantic City, New Jersey, April 25-27, 2019.

“We would like to thank everyone who entered the Mitchell 1 ‘Shift Into High Gear’ Facebook sweepstakes and congratulate Gary Townsend as our grand prize winner,” said Nick DiVerde, senior marketing director for Mitchell 1. “We’re looking forward to meeting him at our shop management workshop in Atlantic City.”

The sweepstakes was hosted on the [Mitchell 1 Facebook page](#) from February 18 through March 15, 2019. As the winner, Townsend receives round-trip airfare for two people to Atlantic City, three nights in a double occupancy room at the Resorts Casino Hotel and workshop tuition for two people.

Workshop attendees will be welcomed at an evening cocktail reception on Thursday, April 25 and training will run all day on Friday, April 26 and Saturday, April 27. The training is designed for [shop management software](#) users who want to learn more advanced capabilities, best practices and new features. The two-day training session guides users through all levels of functionality of Mitchell 1 Manager™ SE and ShopKey Shop Management SE. Topics will include program flow, confirming setup values, reporting, inventory, parts catalog integration, scheduling, all with user tips, shop best practices, and some advanced transactions along the way.

In addition to the main sessions, there will be a special segment to highlight the latest optional add-ons that expand Manager SE capabilities: the new [ProSpect](#) digital vehicle check-in/inspection app for mobile devices and [MessageCenter](#) for text messaging directly from the system. Attendees will also learn about the integrated Mitchell 1 SocialCRM [auto shop marketing](#) service during a casual evening reception.

The Atlantic City workshop is sold out, but additional information about Mitchell 1’s shop management training is available on the [Management Workshop website](#). 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:

Headquartered in Poway, California, 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 shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand® optimized with SureTrack® is the most complete solution for OEM and real-world repair information and diagnostics. Manager™ SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and customer engagement tools to help shop owners improve their bottom line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8

trucks. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award and was recognized by Frost & Sullivan in 2018 with the North American Customer Value Leadership Award. For more information about Mitchell 1 products and services, visit the company's website at mitchell1.com. Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions> and <https://twitter.com/Mitchell1>.

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