



For Immediate Release

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## Mitchell 1 Announces the Return of the “Fabulous Las Vegas Sweepstakes”

*One Lucky Facebook Fan Will Win a Trip to Las Vegas for AAPEX/SEMA*

**POWAY, Calif., Sept. 3, 2019** – Mitchell 1 announces the return of its “Fabulous Las Vegas Sweepstakes,” running now through Sept. 20. One lucky winner will receive an all-expense paid trip for two to attend this year’s Automotive Aftermarket Industry Week (AAIW) events, including the Automotive Aftermarket Products Expo (AAPEX) and Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nevada. To enter, visit the Mitchell 1 [Facebook](#) page and submit the online form.

“We’re excited to bring back our ‘Fabulous Las Vegas Sweepstakes’ to give another lucky winner the opportunity to join us in Las Vegas for four exciting days at AAPEX and SEMA,” said Nick DiVerde, senior marketing director for Mitchell 1. “They’ll get to see the latest enhancements to our repair information solutions in action at our booth, plus they’ll be able to walk the show floors and attend educational seminars, product demonstrations, special events and more.”

One grand-prize winner will receive round-trip airfare for two people to Las Vegas, four days/three nights in double occupancy hotel accommodations, two attendee badges for AAPEX and the SEMA Show and \$500 spending money.

While in Las Vegas, the sweepstakes winner will have the opportunity to see firsthand how Mitchell 1 is the one source for every step of the repair process with its complete line of integrated software and services. Mitchell 1’s industry-leading family of products for the automotive and trucking industries includes ProDemand® - the most complete source for OEM and real-world diagnostic and repair information; Manager™ SE - the industry standard for mechanical estimating and shop management; and SocialCRM - shop marketing services that help shop owners engage customers and improve their bottom line profits.

Mitchell 1 will be demonstrating its full line of products in booth #2471 during the AAPEX show at the Sands Expo & Convention Center.

For more information about Mitchell 1, visit [www.mitchell1.com](http://www.mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [www.mitchellrep.com](http://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](http://mitchell1.com). Follow Mitchell 1 on social media at [www.facebook.com/Mitchell1ShopSolutions](https://www.facebook.com/Mitchell1ShopSolutions) and [www.twitter.com/Mitchell1](https://www.twitter.com/Mitchell1).

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