



For Immediate Release

Contact:

Jill Schafer

Mitchell 1

858-391-5251

Jill.Schafer@mitchell1.com

Lynn Konsbruck

Maximum Marketing Services

312-768-7362

lkonsbruck@maxmarketing.com

New Parts Catalogs Added to Manager SE Shop Management System

SAN DIEGO, Calif. – June 2, 2020 – Mitchell 1 recently enhanced its industry-leading shop management software, Manager™ SE, with new parts catalogs to help automotive repair shops streamline parts ordering, a critical task that contributes to a shop's overall efficiency and profits. The new catalogs build on the industry's largest selection of integrated parts catalogs available in a shop management system.

The new catalogs cover a variety of systems to complement the electronic catalogs offered in the software:

- **SSF EuroLink** – SSF Imported Auto Parts European specialty catalog
- **Tireweb Connections** – Allows regional Tireweb dealers to integrate their storefront into Manager SE
- **transend** – Transmission and driveline specialty catalog featuring thousands of high-quality parts

“Manager SE is well established as the industry leader in terms of the number of electronic parts catalogs available,” said Tim McDonnell, senior market manager for Manager SE at Mitchell 1. “These additional catalogs serve to further widen our appeal to European specialty shops, shops selling tires and now transmission shops with a first time transmission and driveline parts catalog. These new options will help our shop customers streamline their workflow further and increase profitability.”

The comprehensive collection of aftermarket parts catalogs in [Manager SE](#) includes specialty parts and tires, allowing service writers to quickly check warehouse inventory and order parts with up-to-the-minute pricing directly from the management system.

Manager SE [shop management software](#) helps mechanical auto repair shops streamline workflow and track activity from estimate to invoice. The tools and reports in Manager SE give shops a 360-degree view of the entire operation, helping them manage repairs, customer service and the overall business more efficiently and profitably. Manager SE is integrated with [ProDemand](#)®, Mitchell 1's comprehensive repair information system, to further increase shop productivity.

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

About Mitchell 1:

Headquartered in San Diego, 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. 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>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

###