



For Immediate Release

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Videos Highlight Mitchell1's Award-Winning Software

SAN DIEGO, Calif. – Dec. 14, 2020 – With Mitchell 1's recent *Professional Tool & Equipment News* (PTEN) 2020 Innovation Award honors, Mitchell 1 Product Marketing Managers Gary Hixson and Marcus Mackell sat down with PTEN Editor Sara Scullin to discuss their award-winning products.

Click [here](#) to watch a short, but in-depth, look at [ProDemand® Interactive Wiring Diagrams](#), the 2020 PTEN Innovation Award winner in the repair information category.

Mitchell 1 interactive wiring diagrams in the ProDemand repair information software allow users to simply click on a component name within the diagram to instantly access information such as specifications, component location, connector views and real-world repair insights. The diagrams feature patent-pending technology and intelligent navigation that takes users directly to related component information without a secondary lookup.

Click [here](#) to watch the video to see why the [SocialCRM Online Appointment Request feature](#) was chosen as the PTEN People's Choice Award winner in shop software category.

With the Online Appointment Request feature, consumers can book auto repair appointments with a few clicks from their shop's website or from an email sent to them by the shop via the SocialCRM auto shop marketing service. The automated Online Appointment Request feature is driven by the powerful integration between the SocialCRM and the Manager™ SE [shop management system](#).

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

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