



*For Immediate Release*

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## **Mitchell 1 AAPEX and SEMA Activities to Focus on Ways to “Electrify Your Business” Throughout the Repair Process**

**SAN DIEGO, Calif., Oct. 12, 2021** – For those who are attending the Automotive Aftermarket Products Expo (AAPEX), Nov. 2-4, 2021, in Las Vegas, Nevada, visit Mitchell 1 in booth #R7714 located in the Sands Expo and Convention Center, Level 1, Repair Shop HQ, to see the latest product enhancements and learn how Mitchell 1 solutions work together to “Electrify Your Business” at every step of the repair process.

Mitchell 1 will also be featured at the SEMA (Specialty Equipment Market Association) show across town at the Las Vegas Convention Center, Nov. 2-5. Mitchell 1 will be part of the Snap-on booth #32017 at SEMA.

“We are really looking forward to being back at AAPEX and SEMA this year and having the opportunity to talk with attendees in-person about the exciting, new product enhancements for ProDemand, Manager SE and SocialCRM,” said Nick DiVerde, senior marketing director for Mitchell 1. “In addition to our booth activities, attendees won’t want to miss Ben Johnson’s Let’s Tech presentation on vehicle electrification as well as the opportunity to see us in Joe’s Garage. We’re also offering special pricing on all Mitchell 1 products during the shows, and everyone who participates in a demo at the booth will get a chance to win an Apple or Android tablet.”

The theme in the Mitchell 1 booths this year is “Electrify Your Business,” which will focus on helping auto repair shops charge up efficiency at every step in the repair process. Special emphasis will be on introducing brand new enhancements to [ProDemand](#)<sup>®</sup> wiring diagrams, as well as the new [Manager](#)<sup>™</sup> [SE](#) shop management system time clock feature and fleet management integration.

The Mitchell 1 team will also be demonstrating SocialCRM Text Messaging Campaigns at the booth. This new feature allows auto repair shops to send personalized marketing messages directly to their customers’ phones, allowing them to promote exclusive deals and share important notifications.

The spotlight is on vehicle electrification on the AAPEX Stage, located at the Sands Expo in the Level 2 Lobby, where Johnson, director of product management, will give a 20-minute presentation on

Tuesday, Nov. 2 at 2:00 p.m. titled “Preparing for Electrification – What Shops Need to do to Get Ready.” More information is available on the [AAPEX website](#).

Mitchell 1 will again be included in Joe’s Garage, an AAPEX feature that started last year. Located on Level 1 of the Sands Expo and Convention Center, Joe’s Garage will be situated in the center of the AAPEX Repair Shop HQ. Joe’s Garage will provide show attendees a close-up look at new products and features a real-world shop setup with eight service bays, providing a platform for exhibiting brands to demonstrate their equipment. Mitchell 1 will have two booths – one focused on repair information and the new ProDemand advanced interactive wiring diagrams and the other booth will focus on shop management/front counter features in Manager SE.

For more information about Mitchell 1, visit [mitchell1.com](http://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 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](http://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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