



For Immediate Release

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Still Time to Register for the Free Mitchell 1 “Accelerate Profitability” Virtual Workshop Series

SAN DIEGO, Calif., June 10, 2021 – Mitchell 1 reminds automotive repair shops to register for its free three-part virtual workshop series called “Accelerate Profitability,” taking place Thursday, June 17, Thursday, July 1 and Thursday, July 15 at 6:30 p.m. EDT. Each session will last about 60 minutes with a Q&A following each presentation. For more details and to register for the workshops, visit <https://mitchell1.com/event/>.

“It takes more than technical expertise and great service to ensure that an auto repair shop is successful. While those are critical, shops also need strategies and tools to keep bays full and the business growing and profitable,” said Nick DiVerde, senior director of marketing for Mitchell 1. “There is still time to register for our free workshop series to learn tips and tricks on how to increase efficiency in the repair shop and plan for long-term success.”

This three-session online workshop brings together a panel of industry leaders who have extensive aftermarket knowledge and first-hand experience in running profitable auto repair businesses, as well as product experts who will share tips and tricks to master Mitchell 1’s award-winning shop management and repair information software to maximize efficiency and customer engagement.

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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