



For Immediate Release

Contact:

Janet Dayton
Mitchell 1
858-391-5251

Janet.Dayton@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
312-768-7362
lkonsbruck@maxmarketing.com

Mitchell 1 Introduces Major Enhancements to Manager SE, Including Two Multi-Supplier Parts Catalogs

SAN DIEGO, Calif., Nov. 8, 2022 – The latest software release of the Mitchell 1 Manager® SE [auto shop management system](#) includes new features designed to help automotive repair shops speed up the repair process and maximize their bottom line.

“We’re always excited when we can introduce product enhancements to help our shop management customers move vehicles through their service bays more efficiently,” said Ben Johnson, director of product management, Mitchell 1. “The latest Manager SE release includes several new features to help auto repair shops charge up efficiency at every step of the repair process, from estimating a job, all the way through invoicing the consumer.”

As the shop management system with the most integrated parts catalog, Manager SE has taken another leap forward with the addition of two major multi-supplier catalogs, WHI Nexpart Multi-Seller and PartsTech. Manager SE users can sign up for free access to the catalogs to search multiple suppliers’ inventories to find available parts at the best price.

Additional new features in the latest release of Manager SE include:

- The text-to-pay option, introduced in conjunction with Mitchell 1’s payment-processing partner, 1st Mile, helps repair shops’ customers get back on the road faster.
- Estimate approval via text speeds up the repair process for both the shop and the vehicle owner.
- Invoice sharing via MessageCenter enables shops to share links with their customers to download their final invoices.

The new features are enabled by Manager SE’s hybrid-cloud model that stores shop data locally and in the cloud in real-time.

For more information about Mitchell 1, visit 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>.

#