



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 Offers Special Pricing for Auto Care Alliance Members on New Subscriptions

SAN DIEGO, Calif. – May 3, 2022 – Mitchell 1 is pleased to announce that Auto Care Alliance (ACA) members will receive special discounted pricing when they sign up for new subscriptions to Mitchell 1's auto repair software products or expand their portfolio of existing products.

The discount applies to all affiliates of ACA, including Midwest Auto Care Alliance (MWACA), Mid-Atlantic Auto Care Alliance (MAACA), Northwest Auto Care Alliance (NWACA), Texas Auto Care Alliance (TXACA) and Florida Auto Care Alliance (FLACA).

"We are happy to partner with the Auto Care Alliance to help them achieve their goal of promoting excellence and professionalism within the independent service industry," said Nick DiVerde, senior director, marketing for Mitchell 1. "Whether it's fixing more vehicles, managing their shop or generating new and repeat business, ACA members can greatly benefit from Mitchell 1's complete line of integrated software and services."

"The Auto Care Alliance is thrilled to add Mitchell 1 as a benefit provider for our member shops," said Sheri Hamilton, executive director for MWACA. "With the special discounted pricing on new subscriptions as well as on expanded product portfolios, Mitchell 1 can help ACA members take their businesses to the next level."

ACA members should contact their Mitchell 1 representatives to learn more about the special discounted pricing.

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>.