



For Immediate Release

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Mitchell 1's Ben Johnson to Moderate AAPEX Webinar Panel Discussion on Modern Technology's Impact on Auto Repair Shops

SAN DIEGO, Calif., Sept. 27, 2022 – Ben Johnson, director of product management for Mitchell 1, will moderate a panel discussion titled, “Industry-Wide Impact: Adapting to Tech in the Aftermarket Ecosystem” on Oct. 11 as part of the Automotive Aftermarket Products Expo (AAPEX) Weekly Webinar Series. The hour-long webinar, presented by the Import Vehicle Community of the Auto Care Association, is scheduled at 11 a.m. EST.

“Join us as we take a look at how advancements in technology have significantly changed how modern-day cars are designed and made, making repairs increasingly complex to accurately diagnose and repair,” said Johnson. “Independent repair shops are faced with having to invest in advanced tools and equipment, while expanding technician training, to adapt and remain competitive in this digital era.”

The webinar will feature three panelists sharing their perspectives: a manufacturer, a distributor and a mobile diagnostics repair service and trainer. Topics include:

- The evolution of automotive technician training, including digital skillsets required for today's software-based vehicles as well as training resources and formats, both online and onsite
- How the industry and repair shops are adapting to new vehicle technology, including tools and equipment required, and the significance of the Right to Repair Act
- Challenges and opportunities in the next five years from each panelists' perspective

The panelists include Shawn Dupuie, vice president of sales and operations at Bosch Automotive Workshop Services; Rob Morrell, senior training director at WorldPac-WPI; and Keith Perkins, owner and trainer at L1 Automotive Diagnostics and Programming.

Visit <https://www.aapexshow.com/attendee-portal/aapex-october-webinar-series/> to register free of charge and check out other AAPEX webinars.

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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