



For Immediate Release

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Mitchell 1 to Serve as a Primary Sponsor of Elite Invitational Workshop

SAN DIEGO, Calif. – April 20, 2022 – Mitchell 1 announces it will be a primary sponsor of Elite Worldwide's first-ever industry event, the Elite Invitational Workshop, to be held June 2-3, 2022, at the Westin Downtown in San Diego, California.

"We are honored to serve as a primary sponsor of the very first Elite Invitational Workshop and are excited to participate in this in-depth event, focusing on understanding the customer and cultivating customer experiences," said Nick DiVerde, senior marketing director for Mitchell 1. "We are also looking forward to meeting top shop owners from across the country as they come together to learn how to find, communicate and market to ideal customers."

The two-day event will focus on guiding shop owners through the customer journey, from learning what customers really think, to identifying, managing and retaining customers, through customer follow-up. The schedule includes customer panels, where registrants can submit questions in advance and during the discussions using real-time technology, as well as speakers, including industry members and marketing, and customer service professionals who will address different aspects of the customer experience. Attendees will also take part in a networking dinner cruise to meet fellow shop owners.

"I'm thrilled to be able to bring an event like this to the industry and I'm confident it will be a game-changer for the attendees," said Bob Cooper, president of Elite Worldwide. "I'm also thrilled to have Mitchell 1 as a sponsor because they share our passion for making this industry a better industry for all."

Mitchell 1 representatives will attend the in-person event to showcase the latest product enhancements in automotive repair software designed to help shops maximize efficiency at every step in the repair process.

More information on the Elite Invitational, including the full event schedule, is available at <https://eliteworldwide.com/elite-invitational-2022/>. To register, visit <https://eliteworldwide.regfox.com/elite-invitational> or call 800-204-3548.

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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