



For Immediate Release

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## Visit Mitchell 1 at AAPEX to Learn How to “Electrify Your Business”

**SAN DIEGO, Calif., Oct. 24, 2022** – Those who plan to attend the Automotive Aftermarket Products Expo (AAPEX), Nov. 1-3, 2022, in Las Vegas are invited to visit the Mitchell 1 booth #R7815 at the Venetian Expo – Level 1 to learn how their latest product enhancements can help auto repair shops increase profit margins and successfully navigate the rapidly evolving electric vehicle aftermarket.

Featuring the booth theme, “Electrify Your Business,” Mitchell 1 will demonstrate how its OEM repair information, business management software, and shop marketing services can power-up efficiency and future-proof shops. In addition to their AAPEX booth, Mitchell 1 will also be featured in the Snap-on booth #32017 at the SEMA (Specialty Equipment Market Association) show at the Las Vegas Convention Center, Nov. 1-4.

“We’re excited to showcase new product features that help technicians simplify tasks and speed repairs on any vehicle, including gas, hybrid or electric, so shops can stay one step ahead of the competition and increase their profit margins,” said Nick DiVerde, senior marketing director for Mitchell 1. “We’re also offering a special discount on all Mitchell 1 products that are purchased during the show, and we’ve got exciting raffle prizes.”

Everyone who participates in a demo at Mitchell 1’s AAPEX booth will get a chance to win a \$1,000 gift certificate to Best Buy stores. A second \$1,000 Best Buy raffle prize will be awarded to a lucky winner who participates in a Mitchell 1 demo at Snap-on’s SEMA booth.

Mitchell 1 representatives will be on hand to demo the following products and features:

- [ProDemand®](#) repair information software – Interactive wiring diagrams now feature easy-to-follow trace-to-trace capabilities and exact diagram jumps for electrical diagnosis, as well as intuitive, EV-specific searches based on up-to-date industry taxonomy.
- [Manager™ SE](#) shop management software – Integration with major Multi-Seller Online catalog to be announced, which will significantly streamline the parts ordering process for shops. Also featured will be advanced text-to-pay and invoice-sharing via text capabilities.
- [SocialCRM](#) shop marketing – New and exclusive Google ReScore™ capability from SureCritic will be featured, helping shops transform bad reviews into positive ones. Also showcased will be automated marketing campaigns, professional websites, social media support and more.

Electric vehicles will also be in the spotlight on the AAPEX Stage, located at the Venetian Expo in the Level 2 Lobby, where Ben Johnson, Mitchell's director of product management, will give a presentation on Tuesday, Nov. 1 at 11 a.m. titled, "Enhanced Focus for EV Vehicles." During the 20-minute session, Johnson will discuss what shops should expect and how to prepare. He will also offer insights and unveil new enhancements to the ProDemand repair information product focused on ensuring that shops will be ready. More information is available on the [AAPEX website](#).

For more information about Mitchell 1, visit [mitchell1.com](http://mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [www.mitchellrep.com](http://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](http://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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