



For Immediate Release

Contact:

Janet Dayton
Mitchell 1
858-391-5251

Janet.Dayton@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
773-547-0488
lkonsbruck@maxmarketing.com

Mitchell 1 Launches Redesigned Website

SAN DIEGO, Calif., April 8, 2025 – Mitchell 1 has launched a newly redesigned website, www.mitchell1.com, to showcase its suite of award-winning auto repair software and services that work together to help vehicle repair professionals simplify everyday tasks and gain efficiency in everything they do.

“We redesigned our website with our customer base in mind, making it easier to navigate and packed with information and resources that will help shops successfully run their businesses,” said Jen MacDonald, director of marketing for Mitchell 1. “The result is a comprehensive, user-friendly site with enhanced features, updated graphics and a seamless experience across all devices.”

From the homepage, visitors have a direct path to the different sections of the website to quickly find what they are looking for. The “products” page includes detailed information organized by automotive repair, shop management and shop marketing services, making it easier than ever to learn about Mitchell 1’s industry-leading solutions.

The “resources” page offers product and technical support information as well as a wealth of product training such as documents, video/demos and live training opportunities. The “news/blogs” page includes enhanced capabilities for filtering and searching the ShopConnection blog. The “about us” page highlights Mitchell 1’s rich history of serving the needs of the auto repair industry for over a century. It also includes customer testimonials and a robust career section linked to the Snap-on® website to view all open job positions.

Through the website, customers can also connect with their local independent sales representative, buy products, including the latest edition of the Emission Control Application Guide (ECAT), and book a free product demonstration.

“Built around the theme ‘In your shop, at your side,’ the new Mitchell 1 website reflects the company’s unparalleled industry expertise, dedication to innovation and commitment to excellence that has made Mitchell 1 a leading provider of repair information solutions for more than 100 years. As we look to the future, we will remain true to our mission of being a trusted partner to our customers,” MacDonald concluded.

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:

As a member of the Snap-on® Total Shop Solutions brand family, 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 software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company's website at www.mitchell1.com.

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