



For Immediate Release

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## Mitchell 1 Unveils Next-Generation Estimating, Inspection and Marketing Tools at 2025 SEMA and AAPEX Shows

**SAN DIEGO, Calif., Oct. 21, 2025** – Mitchell 1 will unveil its latest innovations and feature enhancements across its integrated suite of auto repair, shop management and marketing solutions during the 2025 Automotive Aftermarket Industry Week (AAIW) in Las Vegas, Nevada. Highlights include the debut of a transformative estimating experience and a next-generation mobile vehicle inspection product within its Manager™ SE shop management system.

Attendees can get an exclusive first look at these solutions, and more, at two venues: the Specialty Equipment Market Association (SEMA) Show, Nov. 4-7 at the Las Vegas Convention Center, Booth #11239 – North Hall / Business Services, and the Automotive Aftermarket Products Expo (AAPEX), Nov. 4-6 at the Venetian Convention & Expo Center, Booth #A1044 – Level 2 / Business Services.

“We’re excited to showcase the next evolution of Mitchell 1’s technology at SEMA and AAPEX, particularly the debut of a ground-breaking feature that will deliver the fastest, most accurate estimating experience in shop management,” said Nick DiVerde, senior director of product management for Mitchell 1.

“This innovative tool simplifies one of the most complex, time-consuming steps in the repair process, saving shops hours every day. It delivers a complete, precise estimate with one search, keeping work flowing smoothly, improving the customer experience and expediting approvals,” DiVerde added. “It’s just another way we’re helping shops operate more efficiently and profitably through smarter, more connected solutions.”

Key enhancements to be highlighted include:

### SHOP MANAGEMENT: [Manager™ SE](#)

- **Estimating, Powered by the Snap-on Digital Engine** – This new platform simplifies the estimating process by delivering instant, accurate job quotes based on millions of vehicle-specific parts and labor data points. It allows estimators/service writers to quickly build estimates by searching for any part, job, maintenance interval or labor operation. The powerful search engine delivers targeted results from nearly 5 million unique Mitchell 1 labor times, 3.5 million OEM parts and over 3 billion validated repair records. It saves time, reduces bottlenecks and increases profitability.
- **Manager SE Inspections** – This next-generation multi-point inspection (MPI) tool takes mobile vehicle inspections to new heights. Fully integrated with the powerful [Job View](#) interface, this optional feature works in perfect synch with Manager SE, linking inspections, estimates and approvals in one seamless workflow. It improves trust and transparency with customers, speeds approvals and helps shops deliver faster, more efficient service.

## REPAIR INFORMATION: [ProDemand®](#)

- **Search Enhancements: “Did You Mean”** – This new feature within the 1Search™ Plus dashboard helps technicians and service writers find the right information faster by automatically suggesting correct industry terms when typos or extra characters are entered in the search bar, keeping technicians focused on the repair rather than troubleshooting searches.

## SHOP MARKETING: [SocialCRM](#) + LocalSearch

- **Book It Now** – This powerful new feature transforms the appointment scheduling experience, allowing consumers to instantly book online with real-time availability. Coming soon to LocalSearch services, Book it Now builds on the existing Online Appointments feature in Manager SE. It includes an enhanced mobile view experience and customizable forms that streamline scheduling for both shops and customers. Shops can control availability and specify related services, giving customers the flexibility to tailor their appointments as needed.
- **Review Insights** – This enhancement consolidates, analyzes and provides actionable insights from customer reviews across multiple review platforms, including Google, Facebook and SureCritic. It gives shops a clear snapshot of customer sentiment to help improve performance and build stronger customer relationships and grow their business.

Everyone who participates in a product demonstration at the Mitchell 1 SEMA Show booth will be entered into a raffle for a chance to win a Snap-on 55” Classic Series Roll Cab Toolbox. In addition, Mitchell 1 is offering a special discount on all products purchased during the SEMA Show and AAPEX.

For more information about Mitchell 1, please [visit 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 [mitchell1.com](#).

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