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 Celebrates Fall Car Care Month with New Facebook Sweepstakes

SAN DIEGO, Calif., Oct. 27, 2026 – In recognition of October's Fall Car Care Month, Mitchell 1 is launching a new Facebook sweepstakes to thank automotive service professionals who help keep vehicles safe and dependable. Five winners will receive a $100 gift card, with one winner announced every Thursday for five weeks, ending Nov. 26.

"With winter weather and holiday travel approaching, automotive service professionals play a key role in helping drivers prepare their vehicles for the road ahead," said Cami Hermann, director of marketing for Mitchell 1. "This sweepstakes is a small way to thank them for their hard work and highlight the value of preventive maintenance."

To enter the sweepstakes, visit the Mitchell 1 Facebook page and click the link to complete the online entry form by Thursday, Nov. 19, 2026. Each entry is valid for the duration of the sweepstakes period.

Spearheaded by the National Institute for Automotive Service Excellence (ASE), Fall Car Care Month is an annual observance to remind drivers to perform preventive maintenance and prepare their vehicles for the harsh winter weather ahead.

For more information, visit mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at mitchell1.com/my-rep.

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.

# # #