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 ProDemand+, Bringing Mechanical and Body Repair Information Together

Expanded OEM Information Helps Shops Explore Related Service Opportunities and Tackle Complex Repairs

SAN DIEGO, Calif., Nov. 10, 2026 – Mitchell 1 introduces ProDemand+, a powerful add-on to industry-leading ProDemand® software that brings OEM mechanical and collision repair information together in one platform to help shops navigate today's increasingly complex vehicle systems.

ProDemand+ adds OEM procedures and specifications covering body and structural repairs, materials, adhesives, and paint and refinishing to ProDemand's comprehensive mechanical diagnostic, repair and maintenance resources.

“Today's vehicles are more interconnected than ever, and the line between mechanical and body-related repairs continues to blur,” said Cami Hermann, marketing director for Mitchell 1. “ProDemand+ helps mechanical and collision repair shops identify related repair requirements upfront, confidently tackle more complex repairs and reduce costly rework. This creates opportunities to improve efficiency, expand services and get customers' vehicles back on the road faster.”

For mechanical repair shops, ProDemand+ supports body-related work they routinely encounter, such as replacing bumpers, mirrors, sensors and other body-mounted components. These repairs often involve advanced driver assistance systems (ADAS) that require precise sensor positioning and calibration. Technicians can research OEM procedures, assess job complexity and determine which repairs their shops have the equipment, training and expertise to handle in-house.

For collision repair shops, ProDemand+ provides mechanical repair information to help technicians look beyond visible body damage and develop more complete repair plans. For example, replacing a damaged bumper may require researching electrical connections, mounting specifications, ADAS sensor locations and calibration procedures. Having this information alongside OEM body repair procedures helps technicians address related vehicle systems without switching between separate platforms.

About ProDemand
ProDemand delivers OEM repair information and real-world fixes in one lookup, helping technicians diagnose and repair vehicles more efficiently. Powered by 1Search™ Plus, the platform includes interactive wiring diagrams, ADAS info, labor times, TSBs and recalls. The optional ProDemand+ add-on expands coverage with OEM collision repair information. ProDemand also integrates with Manager SE shop management software to improve operational efficiency.

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

# # #

16067 Babcock Street | San Diego, CA 92127
(858) 391-5000 www.Mitchell1.com