For Immediate Release

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Mitchell 1 Unveils Redesigned Website with Enhanced Content and User Experience

Modernized design, expanded product information and streamlined navigation help repair professionals find the right solutions faster

SAN DIEGO, Calif., Nov. 23, 2026 – Mitchell 1 has unveiled a redesigned website, www.mitchell1.com, featuring a modernized look, expanded product content and streamlined navigation. The refreshed website delivers a more intuitive user experience, helping visitors quickly find the software and services they need to improve shop efficiency and profitability.

The redesign includes significant enhancements to the homepage and core product pages for ProDemand, Manager SE, SocialCRM and TruckSeries. Each page features more in-depth product information and clearer messaging that highlights how Mitchell 1 solutions address everyday challenges facing repair professionals.

“Every enhancement was designed to make the experience more intuitive, informative and engaging,” said Cami Hermann, marketing director for Mitchell 1. “Our goal was to create a clearer path to the right solution, making it easier for repair professionals to understand what our products offer, explore the features that matter most to their businesses and quickly identify the solutions that best fit their needs.”

Mobile-responsive layouts, improved content organization and more prominent calls to action further enhance the browsing experience, providing quick access to relevant information across devices.

The website redesign reflects Mitchell 1's ongoing commitment to providing automotive and commercial truck repair professionals with the information, tools and resources they need to make informed business decisions and operate more efficiently.

For more information, visit www.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.

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