



For Immediate Release

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## Mitchell 1 to Showcase Latest Product Innovation at the 2026 VISION Hi-Tech Training & Expo

**SAN DIEGO, Calif., Feb. 9, 2026** – Mitchell 1 will highlight the latest innovations and feature enhancements across its integrated suite of auto repair, shop management and marketing solutions at the 2026 VISION Hi-Tech Training & Expo, scheduled for March 5-8 in Overland Park, Kansas. Attendees are invited to visit Booth 719 to learn how Mitchell 1's software and services are helping to shape the future of automotive repair.

"We're looking forward to exhibiting at the upcoming VISION High-Tech Training & Expo again this year and demonstrating how our software and solutions are advancing the industry," said Cami Hermann, director of marketing for Mitchell 1. "With a strong focus on training and education, the expo is a great opportunity to connect with shop owners, service writers and technicians, as well as teachers and students who rely on our software in the classroom."

Mitchell 1 representatives will be on hand to demonstrate the following products and enhanced features:

### **SHOP MANAGEMENT: [Manager™ SE](#)**

- **Integrated Estimating and Digital Vehicle Inspection Tools** – A connected approach that brings data-driven estimating and multi-point inspection data together to streamline workflows, improve decision-making and help shops move faster while identifying more profitable repair opportunities.

### **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](#)**

- **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.

For more information and to register for the VISION Hi-Tech Training & Expo, visit <https://visionkc.com>

For more information about Mitchell 1, visit [mitchell1.com](http://mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [www.mitchell1.com/myrep](http://www.mitchell1.com/myrep).

**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](http://mitchell1.com).

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