



For Immediate Release

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Mitchell 1 to Showcase SocialCRM Auto Shop Marketing Service at 2026 SuperConference in Orlando, Florida

SAN DIEGO, Calif., Feb. 24, 2026 – Independent automotive repair shop owners attending the 2026 SuperConference, hosted by the Automotive Training Institute (ATI), are encouraged to visit the Mitchell 1 booth to learn how its SocialCRM auto shop marketing service can effortlessly build a fully integrated digital program to help them connect with their customers and grow their businesses.

“We are excited to participate in ATI’s SuperConference and demonstrate how our marketing services can help shop owners attract and retain customers, improve their online visibility and save valuable time through automation,” said Marcus Mackell, director of SocialCRM services at Mitchell 1. “The annual conference is the perfect opportunity to demonstrate how SocialCRM empowers repair shops to achieve their marketing goals and thrive in today’s economy.”

At the event, Mitchell 1 will highlight new enhancements to SocialCRM + LocalSearch services that help shops better manage customer reviews, streamline online appointment scheduling and strengthen their digital presence. New capabilities provide actionable insights from customer feedback, enable direct appointment booking through Google Business Profiles and offer updated website designs that enhance brand image and attract new customers.

Together, these features are part of Mitchell 1’s Google Optimization Suite, which simplifies digital marketing and helps repair shops increase visibility, improve customer engagement and drive business growth.

The ATI SuperConference 2026 will be held March 18-21 at the Hyatt Regency Grand Cypress Resort in Orlando, Florida. For more information or to register to attend, visit the SuperConference [registration page](#).

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

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