

Contact:

Karen Wagner
Marketing Manager
Mitchell 1
858-391-5000, x-6850
karen.wagner@mitchell1.com
Lynn Konsbruck
Maximum Marketing Services
312-768-7362
lkonsbruck@maxmarketing.com

Mitchell 1 Introduces OwnerAutoSite.com for Customer Retention Marketing (CRM) Users

POWAY, Calif. – Oct. xx, 2008 – Mitchell 1 introduces OwnerAutoSite.com; a Web-based loyalty service for Mitchell 1's Customer Retention Marketing (CRM) users and their customers (vehicle-owners). This new service provides valuable vehicle information in a convenient and easy-to-use Web site.

The OwnerAutoSite.com vehicle pages are automatically created for every customer that a repair shop has in its CRM database. The shop's logo, coupons, hours of operation and other pertinent information are displayed on the Web site in a professional manner.

"OwnerAutoSite.com provides a shop's customers with easy access to vehicle service history and scheduled service information, as well as the option to request appointments and print-out coupons," said Chris Arden, Mitchell 1's CRM product manager. "This is a great new tool that will benefit both CRM users and vehicle owners alike."

A shop's customers will also have access to OnlineServiceAdvisor, which is a vehicle diagnostic tool that is designed to reduce diagnostic time and improve the accuracy of traditional repairs.

"The OnlineServiceAdvisor tool will help vehicle owners communicate clearly with their technician or service advisor in order to diagnose the problem and fix it correctly the first time," said Arden. "The Web-based questionnaire covers everything from routine vehicle maintenance, brakes, transmission and drivetrain, to cooling and heating systems, and more."

Mitchell 1's CRM program provides shops with a comprehensive suite of products for all their marketing, call tracking and customer retention needs. It helps shops increase their revenue and improve their customer loyalty. Participating shops are able to contact their patrons with professional, personalized reminders, in mail and e-mail form, when they are due for scheduled maintenance. The automated nature of the program allows CRM shops to reach their customers several times a year, with minimal time investment on their part. The CRM program was built specifically for the Mitchell 1 OnDemand 5 Manager program; therefore, contact preferences and vehicle information can be updated automatically without a need to call the support center.

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About Mitchell 1:

Headquartered in Poway, California, Mitchell 1 has provided quality repair information solutions to the automotive industry for almost 90 years. The Mitchell 1 family of products includes a complete line of integrated software tools designed to improve repair shop productivity. Mitchell 1's OnDemand5 now serves as the industry standard for innovative repair, estimating and management software. The new Mitchell 1 Mitchell Business Performance Services gives shop owners automated marketing solutions to improve bottom line profits. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award. For more information on Mitchell 1 products and services, automotive professionals can log onto the company's Web site at www.mitchell1.com.

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