



For Immediate Release

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Mitchell 1 Receives 2021 PTEN Innovation Award

ProDemand Estimate Guide Wins in the Automotive Software Category

SAN DIEGO, Calif. – Aug. 2, 2021 – Mitchell 1 announces it has received a *Professional Tool & Equipment News* (PTEN) 2021 Innovation Award for its ProDemand® Estimate Guide in the automotive software category.

“We are thrilled to win a PTEN Innovation Award again this year and thank the judges for choosing our ProDemand Estimate Guide as one of the best new products in the industry,” said Nick DiVerde, senior marketing director, Mitchell 1. “The ProDemand Estimate Guide is a true timesaver for auto repair shops by simplifying the task of writing an estimate. It is faster and easier than ever to navigate directly to a comprehensive view of the information needed for the estimate, paving the way for a more efficient, profitable repair.”

With the ProDemand Estimate Guide, labor times, OEM parts pricing and parts diagrams are consolidated on a single page, and the streamlined navigation speeds up the estimating process by reducing the clicks needed to access items. Other features that help increase efficiency are a breadcrumb trail to quickly return to previous categories, automated calculations and the ability to add or subtract parts in the quote with a single click.

Chosen by a panel of judges consisting of technicians and shop owners, the *PTEN* Innovation Awards recognize products that respond to the automotive repair industry’s market challenges with creativity and innovation. Tools are evaluated based on their ability to make vehicle repair and diagnosis easier and more efficient and make shops more productive.

ProDemand [auto repair information](#) provides complete OEM repair, estimating and maintenance information and exclusive real-world industry insights in a single lookup, to help automotive technicians repair vehicles more efficiently. Key features include expert-based SureTrack® Real Fixes, ADAS quick reference information, interactive wiring diagrams, the latest TSBs, common replaced parts graphs, and integrated estimating with the Mitchell 1 [Manager™ SE](#) shop management system.

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

About Mitchell 1:

Headquartered in San Diego, California, 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 shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand® optimized with SureTrack® is the most complete solution for OEM and real-world repair information and diagnostics. Manager™ SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and customer engagement tools to help shop owners improve their bottom line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. For more information about Mitchell 1 products and services, visit the company's website at mitchell1.com. Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

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