



For Immediate Release

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Mitchell 1 Continues Women in Auto Care Sponsorship

SAN DIEGO, Calif., Dec. 1, 2020 – Mitchell 1 continues its support of Women in Auto Care (WiAC), a community under the umbrella of the Auto Care Association, with the renewal of its annual sponsorship, according to Nick DiVerde, senior marketing director, Mitchell 1.

“Women in Auto Care contributes significantly to the growth and success of our industry through their networking and educational opportunities, and scholarship programs, so we are very pleased to continue our support of this worthy organization,” said DiVerde.

Women in Auto Care is composed of individual members employed in the automotive industry. It is dedicated to the advancement, education and empowerment of women within the auto care industry through conferences and networking, scholarships, data, awards, scholarships and more. It is supported by a number of industry organizations whose generous support helps the community continue to operate exceptional programs that encourage women to participate in the industry and empower women in the industry throughout their careers. For more information, visit <https://www.autocare.org/women-in-auto-care/>.

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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