



For Immediate Release

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Mitchell 1's Ben Johnson Presents "Preparing for Electrification" During MAP Technical Conference

POWAY, Calif. – Jan. 18, 2022 – Ben Johnson, director of product management for Mitchell 1, presented "Preparing for Electrification" during the recent winter 2022 Automotive Maintenance and Repair Association (AMRA) Motorist Assurance Program (MAP) technical conference that was held at the Marriott Fort Lauderdale Airport in Dania Beach, Florida.

During Johnson's presentation, he covered the various types of electric vehicles (EVs), current forecast projections for their growth in the car parc, what types of services are being seen in repair facilities and anticipated maintenance needs, and what a shop should be doing now to prepare for these technologically advanced vehicles when they show up in their aftermarket service bays. He also discussed Mitchell1's recent focus on EVs and electrical diagnostic tools now included in their interactive wiring diagrams.

"It was great to once again meet with the MAP membership," said Johnson. "I applaud their proactivity in seeking knowledge about these vehicles so they're better prepared to service them. A technician's best tool is their experience and they simply don't have a lot of experience yet with EVs. That's why Mitchell1 has invested in recent technology advances in our ProDemand products – to provide the information these technicians will need as they encounter many of these technologies for the first time."

Johnson is responsible for managing Mitchell 1's portfolio of products for the motor vehicle industry. He maintains several ASE certifications and is a member of the Society of Automotive Engineers (SAE) International. He currently serves on the Auto Care Association's Tool & Equipment and Emerging Technologies committees, and on the executive council at the Automotive Aftermarket Suppliers Association (AASA) Technology Council. He is a frequent presenter at industry events on the topic of ADAS and emerging automotive technologies.

ProDemand® provides complete OEM repair, estimating and maintenance information with exclusive real-world industry insights in a single lookup. The 1Search™ Plus search engine returns auto repair information in a user-friendly graphical "card" layout aligned with a technician's workflow. Key features include expert-based Real Fixes, ADAS quick reference, advanced interactive color wiring diagrams, the latest TSBs, common replaced parts graphs, and streamlined estimating integrated 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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