



For Immediate Release

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Mitchell 1's Ben Johnson to Participate in ADAPT: Automotive Technology Summit

SAN DIEGO, Calif. – Nov. 22, 2021 - Ben Johnson, director of product management for Mitchell 1, will participate in two panel discussions during the ADAPT: Automotive Technology Summit, taking place Dec. 5-7, 2021 in Nashville, Tennessee.

Johnson will be a panelist during the "TECH Talk: ADAS – A Deep Dive" session on Dec. 5 from 2:30-4:00 p.m. CST. Industry leaders will share their thoughts on the most impactful aspects of ADAS and their influence on reparability, service and the aftermarket.

He will also be a panelist during the "Town Hall: Where We Stand" session from 4:15-5:00 p.m. CST on Dec. 6. Industry leaders will answer the questions of ADAPT attendees in a free-flowing discussion about the state of the automotive aftermarket and the next steps for independent shops to take.

"I'm looking forward to participating in the upcoming ADAPT summit as it's a great educational opportunity for independent repair shops to learn about the latest trends in advanced vehicle designs and how they impact the automotive aftermarket," said Johnson.

As director of product management, Johnson is responsible for managing Mitchell 1's portfolio of products for the car care industry. Since joining the company, he has overseen the launch of Mitchell 1's flagship ProDemand® [repair information](#) product, SureTrack® expert-based diagnostic information, TruckSeries repair information for Class 4-8 trucks, and enhancements to Manager™ SE, an industry-leading [shop management system](#).

Johnson maintains several ASE certifications and belongs to the Society of Automotive Engineers (SAE) International. He is past president of the Equipment & Tool Institute (ETI) executive committee and has also served as chairman of the Auto Care Association Technology Standards Committee. He currently serves on the Auto Care Association Tool & Equipment committee, the multi-association Telematics Task Force and the Automotive Aftermarket Suppliers Association (AASA) Telematics Working Group. He is a frequent presenter at industry events on the topic of ADAS and emerging automotive technologies.

More information about the ADAPT: Automotive Technology Summit is available on their website at <https://www.adaptsummit.com/>.

For more information about Mitchell 1, visit 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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