

Repair Programs Service Provider Benefits Term Sheet



The First Choice of Automotive Professionals

Program Description

Mitchell1 provides quality repair information solutions to AAA/CAA including a complete line of integrated software tools designed to improve repair shop productivity and profitability. Mitchell 1's OnDemand5 and Manager now serve as the industry standard for innovative repair, estimating and management software. Mitchell 1 Business Performance Services give shop owners automated marketing solutions to improve their bottom line profits. Mitchell 1 has the tools technicians need to: diagnose problems quickly and accurately, make estimating parts and labor costs more accurate, and improve shop efficiency. A variety of software products, packages, and automotive manuals and guides are also available.

Target Customers (U.S. and Canada):

- Approved Auto Repair Network
- Club-owned Repair
- Preferred Service Providers
- Emergency Road Service Providers
- Club-owned Fleets

Marketing:

- Brochure and statement stuffers available
- Complete program information on AAA.biz/auto

Value Statement:

- ~\$200 Average annual savings
- 20 percent discount off list prices upon rental or point-of-purchase subscriptions
- A 20 percent renewal discount for OnDemand5
- A 15 percent discount for printed materials.
- Access to Vintage vehicle information including real-time technical service bulletins, diagnostic hotline access, pre-1983 wiring diagrams, and engine performance information, included with your Mitchell 1 subscription.

Good to Know:

- Flexible lease and purchase plans available
- Google™ search feature on OnDemand5.com
 - Faster and easier searches
 - Tech Tips
 - Technical Service Bulletins (TSBs)
 - Full-color wiring diagrams
 - Automatic monthly updates
- OnDemand Live – Tips can be viewed and shared

Contact Information:

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