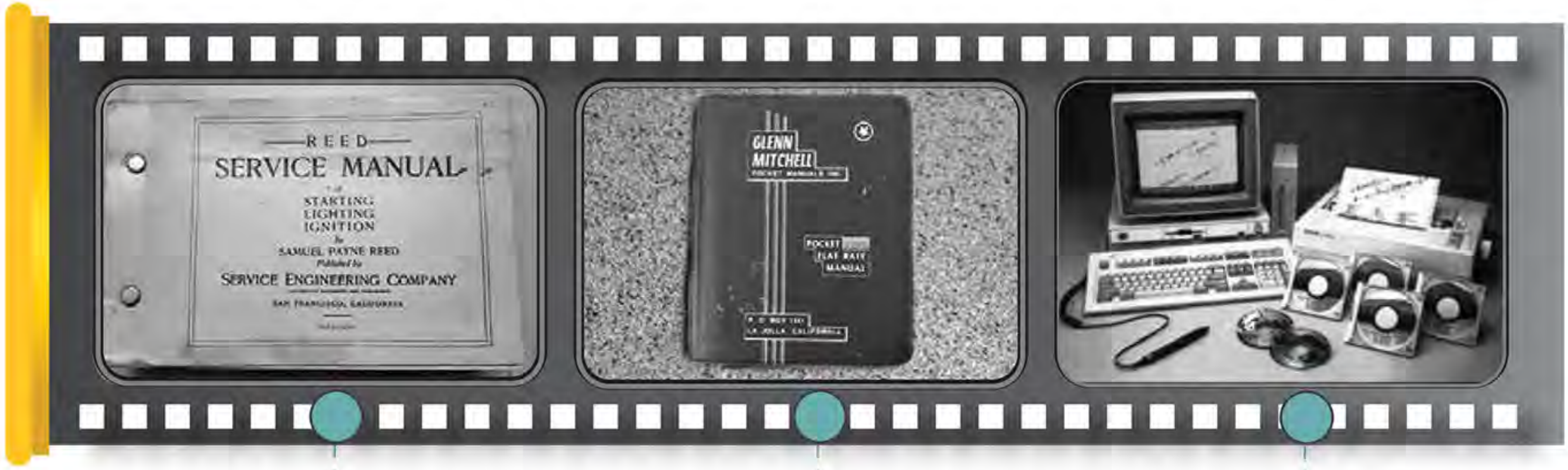




Through a combination of heritage, innovation, stability and authenticity, Mitchell 1 has been accelerating the vehicle repair process for 100 years. Our proud tradition of serving as the connection point between the automotive industry and the service professional forms the foundation for every business success that lies ahead.



**Reed Service Manual published**, first-ever specs & diagrams of automobile electrical systems (precursor to Mitchell 1).

Mitchell releases the **original Pocket Estimator**, which includes labor times.

Mitchell creates the **first PC-based repair information product** for auto repair shops: ON-DEMAND® on CD-ROM.

**Snap-on Inc. acquires the repair division of Mitchell**, forming Mitchell Repair Information Company.

**CRM marketing service launched** (precursor to SocialCRM).

**ProDemand® and SureTrack® introduced**, combining OEM and real-world repair information in a single application.

**Manager SE Truck Edition launched**, integrated shop management system for Class 4-8 trucks.



**1918**

**1958**

**1989**

**1998**

**2005**

**2012**

**2016**

**2018**  
Mitchell 1 celebrates its 100th anniversary – a century of innovation and still accelerating!

**1946**

**1968**

**1995**

**2001**

**2006**

**2015**

**2017**

Glenn Mitchell starts **Mitchell Manuals**, creating the first-ever collision estimate guides to feature parts numbers, illustrations and prices.

Mitchell acquires **National Automotive Service**, and with it a collection of mechanical service and repair data dating back to 1920.

**Series I launched:** Windows-based shop management system (precursor to Manager™ SE).

Mitchell Repair becomes **Mitchell 1.**

Web-based **Tractor-Trailer.net** repair software for heavy vehicles makes its debut.

**TruckSeries released**, consolidating Class 4-8 truck repair solutions in a single application.

ProDemand adds **1Search™ Plus**, advanced search technology and technician-friendly workflow.