

FOR IMMEDIATE RELEASE

Contact: Brad Simmons
Ph (810) 844-1770
brad.simmons@clearmechanic.com

ClearMechanic Announces Free “Live Photo Gallery” Program

Posting Real-Time Feed of Customer Vehicle Photos To Shop’s Web Site Is Now Free

San Francisco, CA – (June 29, 2011) ClearMechanic, provider of visual selling solutions for automotive service centers, has announced a new “live photo gallery” program that combines real-time vehicle photos and expert illustrations.

Using ClearMechanic’s mobile application, service centers can take high-quality photos of a customer’s vehicle and immediately post them to their web site **at no charge**. This free offering also features ClearMechanic’s illustration content next to each vehicle photo to provide full context for the customer.

Please see the bottom of this press release for screenshots of the new ClearMechanic program. Early deployments of the program include Magnussen’s Toyota of Palo Alto (<http://www.toyotapaloalto.com/service-photos.htm>) and Fontana Nissan (<http://www.fontananissan.com/photos.php>).

Service centers seeking premium offerings, such as automating e-mails to customers, will pay a monthly subscription fee. These premium offerings are optional.

“We have now created a simple, powerful and free tool to let service centers share vehicle photos with customers in real time,” said Brad Simmons, CEO of ClearMechanic. “A customer who sees a photo of *their* defective vehicle part is far more likely to trust a repair recommendation. This trust generates immediate sales for the service center, but also increases the probability that customers will return to the same facility for future service needs.”


Fontana Nissan General Manager Frank Bachman confirms the effectiveness of ClearMechanic. “ClearMechanic seems to be the only viable step in providing transparency for the vehicle repair process,” according to Bachman. “A picture of the necessary repair is better than a thousand words. Our customers love it.”

ClearMechanic’s interactive library includes over 1,000 technical diagrams and illustrations that convey both the location and function of vehicle parts and systems. All images have been approved by master technicians for accuracy.

About ClearMechanic, Inc:

Founded in 2008, ClearMechanic is a visual selling tool that provides a transparent process for service recommendations and repairs. Service managers who use ClearMechanic can see sales conversion rates increase to 90 percent. For more information, please visit www.clearmechanic.com.

ClearMechanic Live Photo Gallery – Screenshot #1

**TOYOTA**
moving forward

MAGNUSSEN'S TOYOTA OF PALO ALTO
690 San Antonio Road Palo Alto, CA 94306

Sales Only: 877-906-8696
Service Only: 877-660-8696
Parts Only: 877-576-8696

[HOME](#) [NEW INVENTORY](#) [USED INVENTORY](#) [SPECIAL OFFERS](#) [FINANCE](#) [PARTS](#) [ABOUT](#) [SERVICE](#)





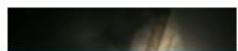
Service Photos [PRINT](#)

Check Your Vehicle Photos Online!

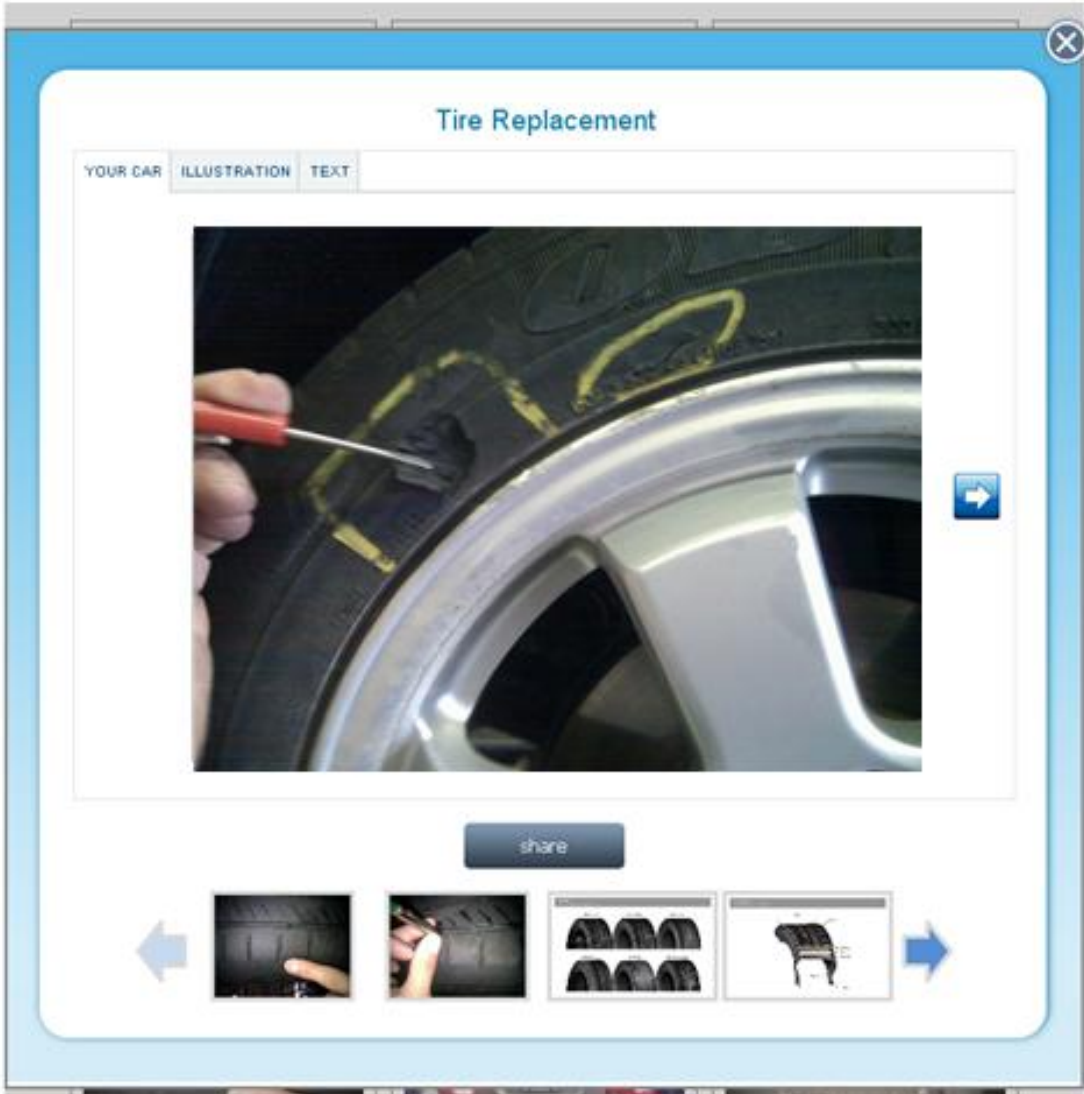
Toyota Palo Alto is pleased to announce a new program offering visual explanations in our service department. During your visit, we may email digital photos of your vehicle to help explain our recommendations.

Vehicle photos are taken by our certified technicians in real time. We also offer expert illustrations next to each photo to provide context on the vehicle part or system being shown.

We pride ourselves on offering clear explanations of the work we perform. With the addition of photos and visual explanations, we hope to continue earning your trust.

 RO #435130 Air Filter	 RO #435113 Tire Replacement	 RO #435108 Shock Absorber
		

ClearMechanic Live Photo Gallery – Screenshot #2



Tire Replacement

YOUR CAR ILLUSTRATION TEXT

Tire structure
Suspension & Steering systems

tread

grooves

cap plies

belts

radial plies

inner liner

beads

Navigation: Left arrow, three photo thumbnails, right arrow