

**FOR IMMEDIATE RELEASE**

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## **ClearMechanic Launches Free Android Mobile Application**

*Any Dealer or Independent Shop Can Take Real-Time Vehicle Photos and Post Them to Web Site*

San Francisco, CA – (August 4, 2011 ) ClearMechanic, provider of “visual explanation” solutions for automotive service centers, has announced the release of its free Android mobile application. The Android application allows any Android smartphone owner to take real-time vehicle photos, post them to a dealer or shop web site and feature expert illustrations alongside each photo.

ClearMechanic will launch a free iPhone version of its mobile application in early September.

The launch of ClearMechanic’s Android mobile application is part of the company’s new free program for all dealerships and independent repair shops. 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>).

Dealer and shop personnel who download the ClearMechanic mobile application must first submit a name and repair shop name to receive approval to participate in the free program.

Dealers and shops seeking premium offerings, such as automating e-mails or text messages to customers showing real-time photos, will pay a monthly subscription fee. These premium offerings are optional.

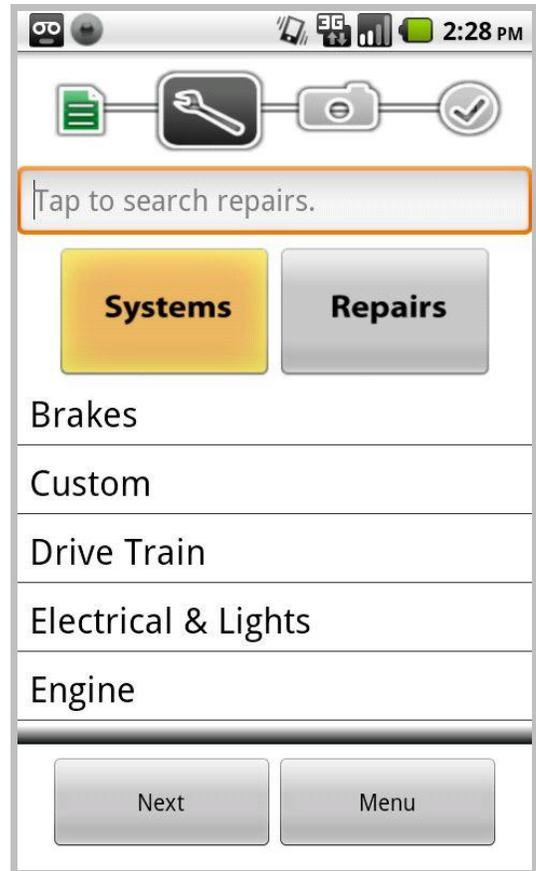
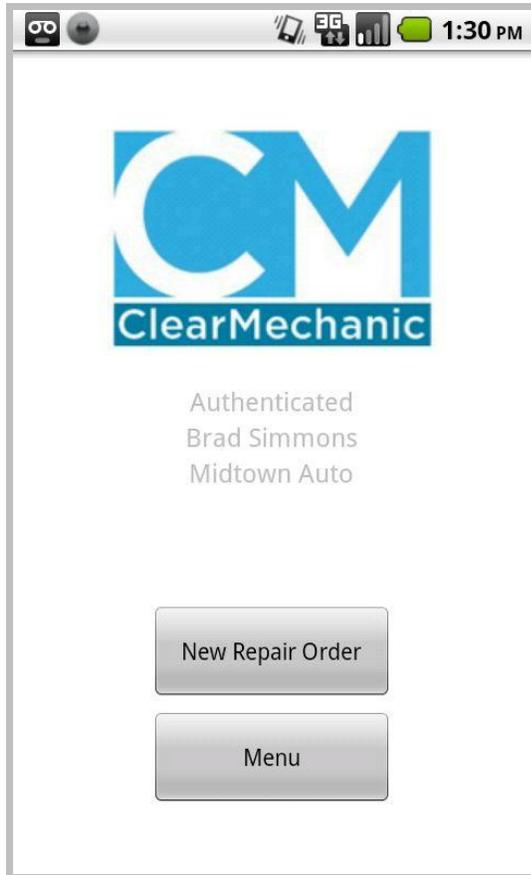
“The release of a free Android mobile application is part of our strategy to deliver a high-quality ‘visual explanation’ program to every dealership and independent shop,” said Brad Simmons, CEO of ClearMechanic. “We are committed to restoring trust between automotive repair providers and car owners. Showing customers real-time photos of *their* vehicles is a key step.”

ClearMechanic has documented a 20-40% increase in close rates on additional service recommendations when customers are shown photos of their defective vehicle parts. ClearMechanic also owns a comprehensive database of 1,000 technical diagrams and illustrations explaining the location and function of vehicle parts and systems. All content has been approved by master technicians for accuracy.

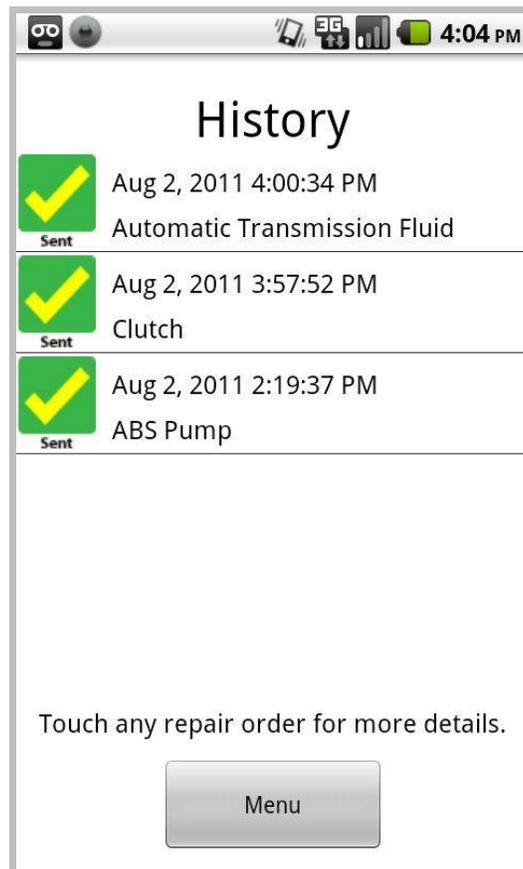
### **About ClearMechanic, Inc:**

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](http://www.clearmechanic.com).

*Screenshots of ClearMechanic's Free Android Mobile Application*



*Screenshots of ClearMechanic's Free Android Mobile Application*



## Screenshots of ClearMechanic Live Photo Gallery

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### Check Your Vehicle Photos Online!

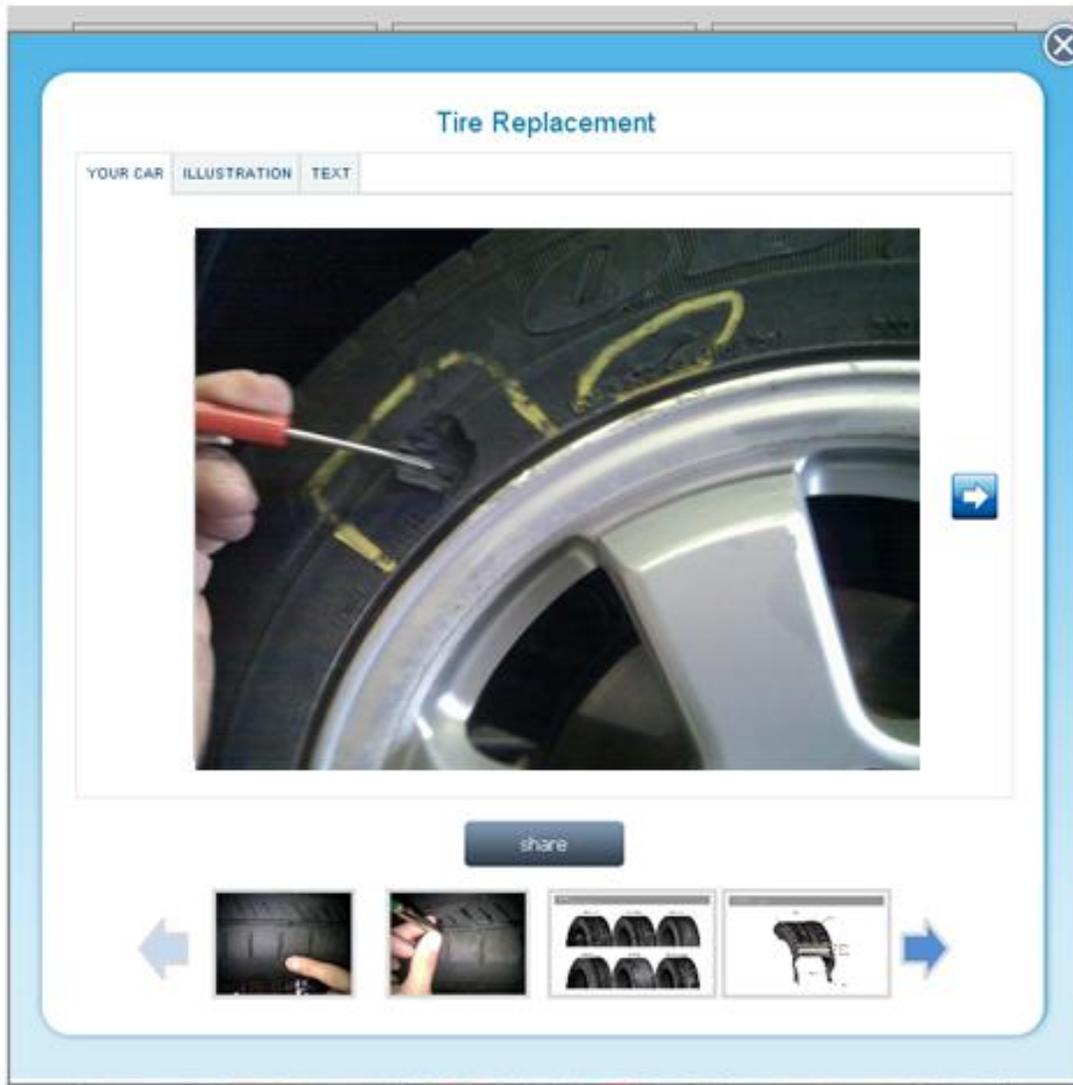
Toyota Palo Alto is pleased to announce a new program offering visual explanations in our service department. During your visit, we may email digital photos of your vehicle to help explain our recommendations.

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.

 <p>RO #435130 Air Filter</p>	 <p>RO #435113 Tire Replacement</p>	 <p>RO #435108 Shock Absorber</p>
		

*Screenshots of ClearMechanic Live Photo Gallery*



*Screenshots of ClearMechanic Live Photo Gallery*

Tire Replacement

YOUR CAR ILLUSTRATION TEXT

Tire structure  
Suspension & Steering systems

tread

grooves

cap plies

belts

radial plies

inner liner

beads

← [Image 1] [Image 2] [Image 3] [Image 4] →