

FOR IMMEDIATE RELEASE

Media Contact: Laurie Halter
Charisma! Communications
Ph (503) 245-3140
Laurie@charismacommunications.com

ClearMechanic Launches Solution to Visually Sell Auto Repairs to Customers

New solution helps service centers gain consumer trust through the use of pictures, video libraries and a more-informed repair process.

San Francisco, CA -- (January 19, 2010) ClearMechanic Inc., provider of web-based solutions for automotive service centers, introduces a platform that helps visually sell repair jobs and generate repeat business. Some dealerships using the system have seen service approvals increase to 90 percent.

ClearMechanic is an online sales and service solution that enables service personnel to visually present repair needs while automating the customer approval process, building trust with the customer to generate repeat business. The simple-to-use, online platform automatically associates videos and repair explanations with the problem area needing repair or service and enables service managers to upload photos and communicate with the customer in real-time. Providing visibility during the repair gives customers more confidence in their repair decisions, resulting in higher up-sell conversions and a strong ROI for service centers.

Research shows an estimated \$64 billion in maintenance work goes unperformed each year due in part to customer perceptions of the repair experience. The top three priorities noted by service customers in national surveys are: reasonable price, clear explanations of needed repairs and not being spoken to in a condescending fashion. By using ClearMechanic, service managers are able to cut through customer hesitation and provide clear, detailed repair recommendations with photos to help build customer trust.

“We’re an on-demand generation. Today’s consumer is comfortable communicating online and expects transparency along every step of the repair process” said Brad Simmons, CEO of ClearMechanic, Inc. “ClearMechanic takes service managers out of the uncomfortable position of proving the need for a repair or service and places them in the position of a trusted advisor.”

“Showing a customer a picture of coolant leaking under the hood of their vehicle is much more powerful than just saying they need to spend \$700 on an intake repair,” said Eric Lash of Lash Chevrolet. “Since we started using ClearMechanic, customers trust our recommendations more, and they often approve additional repairs they may have turned down otherwise.”

ClearMechanic will be demonstrating their system at booth 590 during the 2010 NADA convention in Orlando, Florida. To schedule a demonstration, please contact Brad Simmons at brad.simmons@clearmechanic.com.

About ClearMechanic, Inc:

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