

Mitchell1

# OwnerAutoSite.com

Schedule  
Vehicle  
Maintenance

## Mitchell 1 Introduces OwnerAutoSite.com

New for Mitchell 1 Customer Retention Marketing (CRM) users, OwnerAutoSite.com is a Web-based loyalty service that provides your customers with valuable vehicle information in a convenient easy-to-access Web site. The OwnerAutoSite.com vehicle pages are automatically created for every customer that you have in your CRM database. Your shop logo, coupons, hours of operation and other pertinent information is displayed on the Web site in a professional manner.

The screenshot displays the OwnerAutoSite.com interface for a 1991 Ford F-Super Duty. The top navigation bar includes 'Vehicles', 'Contact Us', and 'Request Appointment'. The main content area is divided into two columns. The left column features a speedometer showing 132701 miles, a 'Service History' button, a 'Next Service Due' button (indicating a 60K service is past due), a 'Request Appointment' button, an 'Online Service Advisor' button, and a 'Current Coupons' button. The right column displays the 'Vehicle Service and Repair History' table, which includes columns for Date, Mileage, Invoice Number, and Amount. Below the table are 'Export Options' and a 'Print' button. The footer of the page indicates it is 'Powered by Mitchell1 OwnerAutoSite.com'.

Date	Mileage	Invoice Number	Amount
10/30/2006	14441	41201	\$335.89
Service Description: FOUND REAR STEEL BRAKE LINE BROKEN IN FRAME			
10/03/2006	12101	40981	\$328.55
Service Description: CK CHARGING SYSTEM, FULL FIELD ALT. FOUND NOT CHARGING REPLACE ALT. NOW CHARGES 14.2 VOLTS.			
8/29/2006	109759	40677	\$149.05
Service Description: INSTALL PUMP BELT			
8/26/2006	109620	40613	\$305.12
Service Description: BRAKE PEDAL WAS HARD BECAUSE OF BELTS BEING OFF			
7/16/2006	106632	40293	\$371.97
Service Description: FOUND ONE BELT FRAYED AND ALL OTHERS NEEDING REPLACED DUE TO CRACKS AND WEAR			

Vehicle service history is available in a convenient window for printing and sorting.

OwnerAutoSite.com provides your customers with easy access to vehicle service history and scheduled service information as well as the option to request appointments and print out coupons. Your customers will also have access to OnlineServiceAdvisor, a vehicle diagnostic tool built to reduce diagnostic time and improve the accuracy of traditional repairs. This service is designed to help your customers communicate clearly with their technician or service advisor. The Web-based questionnaire covers everything from routine vehicle maintenance, brakes, transmission and drivetrain, to cooling and heating systems... and more.

Phone: 888-724-6742  
Web Site: Mitchell1.com/crm

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Business Performance Services

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This screenshot shows the 'Next Service Due' feature on the OwnerAutoSite.com interface. It displays a speedometer graphic with a needle pointing to 100 MPH. Below the speedometer, there are several service-related buttons: 'Service History', 'Next Service Due', 'Request Appointment', 'Online Service Advisor', and 'Current Coupons'. A central text area provides a personalized message to the customer, including their name, vehicle details, and a recommendation for a 30,000-mile scheduled maintenance. A 'Request Appointment' button is prominently displayed. The interface is branded with the Mitchell1 logo and the text 'Powered by Mitchell1 OwnerAutoSite.com'.

The Next Service Due feature provides important details for scheduled maintenance.

This screenshot shows the 'Vehicle Diagnostic Survey' form on the OwnerAutoSite.com interface. The form is titled 'Vehicle Diagnostic Survey' and includes a 'Please' statement asking the user to select vehicle categories. Below this, there are several checkboxes for various vehicle systems: Vehicle Exterior, Brake System, Steering, Handling, and Ride, Feature/Cruise/Display, Entertainment/Navigation System, Seats, Interior Climate Control, Exterior Trim/Storage/Windows, Engine, Transmission and Drivetrain, and Other. A 'Next' button is located at the bottom of the form. The interface is branded with the Mitchell1 logo and the text 'Powered by Mitchell1 OwnerAutoSite.com'.

OnlineServiceAdvisor is a tool that helps your customers communicate the problem they are experiencing with their vehicle.

This screenshot shows the 'CRM Coupons' feature on the OwnerAutoSite.com interface. It features a large promotional banner for '\$28.95 Lube, Oil & Filter Change' which includes a 'FREE Visual Safety Inspection'. The banner also states 'Please Present Coupon at Time of Service'. Below the banner, there are several service-related buttons: 'Service History', 'Next Service Due', 'Request Appointment', 'Online Service Advisor', and 'Current Coupons'. The interface is branded with the Mitchell1 logo and the text 'Powered by Mitchell1 OwnerAutoSite.com'.

CRM coupons are available to your customers in an easy to locate and print format.

This screenshot shows the 'Request Appointment' form on the OwnerAutoSite.com interface. The form is titled 'Request Appointment' and includes a 'Please' statement asking the user to select a preferred appointment time. Below this, there are several input fields for 'Your Name', 'Your Phone', 'Your Email', and 'Your Address'. There are also checkboxes for 'Service Information' and 'Appointment Information'. A 'Request Appointment' button is located at the bottom of the form. The interface is branded with the Mitchell1 logo and the text 'Powered by Mitchell1 OwnerAutoSite.com'.

Customers have the option to request an appointment date online.

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