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### **Tuffy Auto Service Centers Signs Agreement with Identifix**

*ST. PAUL, MN, April 2, 2007*– Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced it has been recognized as a Preferred Provider to Tuffy Auto Service Centers, a growing automotive service franchisor with over 250 locations nationwide.

“Some of our Tuffy dealers already using Direct-Hit have told me that the online research they performed when diagnosing a problem vehicle actually made them money,” commented Mickey Szerlag, Director of Training for Tuffy Auto Service Centers. “With all the new technology in cars and the way it constantly changes, it’s hard to stay on top all the time. Identifix has all the information we need in a format that has already been gone through for us. It allows us to fix cars a lot faster,” Szerlag added.

Commenting on the new relationship, Jeff Sweet, President of Identifix stated: “We are happy to see the results from the Tuffy dealers that are already using Identifix and look forward to expanding our relationship with Tuffy Auto Service Centers nationwide.

Identifix’s Direct-Hit is an award winning subscription based online diagnostic product. Direct-Hit provides quick fixes, time saving diagnostics and real world information that facilitate quick and effective vehicle diagnoses. Direct-Hit enables technicians to perform repairs profitably and accept repair services on jobs that otherwise might have been turned away. The company also serves as a content supplier to Microsoft’s MSN.Auto web site for used vehicle reliability and reparability data.

The Identifix Repair Hotline is a pay per call hotline annually used by over 10,000 automotive shops. Calls are routed to 39 Identifix ASE certified master technicians who each specialize in one carline. The Repair Hotline produces a first call resolution rate of 72% with a 94% customer satisfaction rate.

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**About Identifix:**

Founded in 1987, Automotive Service Information, which operates under the brand name Identifix, has evolved into the nation's best source for knowledge of what breaks on vehicles, what vehicles it breaks on, and how to fix those vehicles correctly. Identifix has built this knowledge base through continual analysis of data. The knowledge base is created from data gathered from the more than 250,000 annual calls it receives from technicians seeking diagnostic assistance for vehicle repair problems; its staff of 39 Master Technicians (with over 600 years combined years of experience performing vehicle diagnostics); and the nation's most comprehensive on-site library of factory vehicle service information. The Identifix products and services include: Repair Hotline™, Direct-Hit™, Repair Trac™, and consulting services to automotive equipment manufacturers. Identifix most recent awards included 2003 MOTOR TOP 20 Tool and 2004 ASA Benefit of the Year. For more information visit: [www.identifix.com](http://www.identifix.com).