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## **Identifix Achieves Database Milestone**

**ST. PAUL, MN, June 9, 2008**– Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced that it has added the 250,000<sup>th</sup> Hotline Archive to Direct-Hit; its award-winning online diagnostic product. In addition, Identifix delivers over 100,000 Confirmed Fixes in Direct-Hit.

Each month the most interesting diagnostic problems are selected to write as Hotline Archives from over 15,000 calls received by the 45+ Factory Trained Master Technicians who staff the Repair Hotline operated by Identifix. Identifix technicians document the vehicle problem/symptoms, provide useful short-cut tests and helpful hints and the most likely cause(s) for this problem; all on a one page document that can be printed and taken to the vehicle. With over 1, 500 new Hotline Archives added to Direct-Hit each week, Hotline Archives represent the best source for continually updated diagnostic information and solutions for what’s breaking on today’s vehicles.

A Confirmed Fix is the result of a technician using a Hotline Archive to fix a problem, confirming exactly how they were able to fix their specific problem. When validated by an Identifix technician, the Confirm Fix is then added to the Hotline Archive making it even more valuable, because experience-based fix information is added to the Hotline Archive. These Confirmed Fixes provide unique experience-based diagnostic information and are extremely useful to technicians searching for a quick fix for a vehicle. A Direct-Hit Supercharged Search™ will typically deliver the most recent Hotline Archives with associated Confirmed Fixes first, as these have been found to be the most helpful.

“When I started using Identifix’s Direct-Hit I was at first skeptical of the whole Quick Fix concept. I soon found out how fast I could find and repair problems quickly and efficiently, allowing me to put more repair problems through in a day. The large database of Hotline Archives has a solution to almost every problem I have encountered since I subscribed to Direct-Hit. I would highly recommend Direct-Hit to anyone running a small or large shop: It will make money if you use it,” said Darren Phillips of Darren Phillips Auto Repair.

Identifix Direct-Hit is the nation’s best source of diagnostic and repair information for what is breaking on today’s vehicles, which models it breaks on, and how to diagnose and fix those vehicles quickly and accurately.

Direct-Hit is a web based, easy-to-use database of vehicle symptoms with associated short-cut tests and fixes, called Hotline Archives™ generated from over 3.2 Million hotline calls and is accessed by automotive repair professionals across North America. Updated weekly, Direct-Hit now provides over 250,000 Hotline Archives™ and over 100,000 Confirmed Fixes™. Direct-Hit also contains a unique Preventative Maintenance sales tool that enables aftermarket shops to capture additional maintenance sales and profits.

In addition to Direct-Hit, Identifix provides the industry leading Repair Hotline, which is staffed by over 45 ASE master certified technicians specializing in five carline groups. Technicians wanting to have a one-on-one conversation with an Identifix master technician can call the Repair Hotline and are provided diagnostic assistance to get the vehicle correctly diagnosed and repaired.

“By using Identifix a shop is able to see whether other shops are observing similar problems on vehicles. The shop can then take advantage of the short cut tests created by our Master Technicians and use likely causes to find fixes faster,” said Jeff Sweet, Identifix President.

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#### **About Identifix:**

Founded in 1987, 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 45 master technicians (with over 1000 years combined years of experience performing vehicle diagnostics); and the nation’s most comprehensive on-site library of factory vehicle service information. Identifix products and services include: Repair Hotline™, Direct-Hit™, Repair Trac™, and consulting services to automotive equipment manufacturers. Identifix’s 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).