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Identifix® Partners with AutoNetTV to Provide Monthly Video Tips for Auto Service Center Technicians

ST. PAUL, MN, Jan 19, 2009– [Identifix®](http://www.identifix.com) (www.identifix.com) one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced that it has partnered with [AutoNetTV](#), to provide video content for its Pro Channel. The *Identifix Tip of the Month* will include valuable information on how to diagnose and fix tough vehicle repair problems. It will be broadcast each month on the AutoNetTV Pro Channel, viewed by owners and team members at approximately 4,700 English-speaking service centers throughout North America. The channel provides business and marketing insights, technical training, and other industry-specific messages devoted to the professionals working in the automotive aftermarket.

“We are thrilled to include the *Identifix Tip of the Month* on the Pro Channel for the technicians, and others working at our subscriber locations,” says AutoNetTV co-founder, Sean Whiffen. “We’ve been fortunate to work with some of the best content partners out there, like CBS and Identifix, to make the AutoNetTV and Pro Channel programs entertaining, educational and motivating. Identifix has a great track record of identifying problems and providing solutions for vehicle repairs. We are sure the owners and staff will look forward to the *Tip of the Month* segment.”

The Identifix Tips of the Month are hosted by Jim Newkirk, an Identifix master certified technician, the Identifix European carline team leader and Direct-Hit product specialist. Newkirk brings over 32 years of diagnostic experience and has worked for Identifix Repair Hotline for 15 years. Identifix will provide a tip segment each month, and the first of 12 will air in February. Each *Identifix Tip of the Month* is a known fix from the Identifix Hotline Archives™, which are designed to help technicians across North America diagnose and fix tough problems on the vehicles that they encounter.

Identifix collects and stores known good fixes in what is referred to as a Hotline Archive. A Hotline Archive contains the information and tests a technician will need to diagnose problems on all types of vehicles and systems in one easy to read and use document. They can shortcut diagnostic time and get the technician to a solution quickly and accurately. Each Hotline Archive starts with the vehicle description, mileage and a short description of the customer concern. It then walks the technician through the Confirmed Fix™. 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 Confirmed 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.

The **Identifix Tip of the Month** will provide technicians with a monthly selection of real world test information and Confirmed Fixes contained in Hotline Archives.

“We are very excited to partner with AutoNetTV.com. Video is such a great medium to communicate how to diagnose and fix tough problems faster and more accurately. 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 AutoNetTV

AutoNetTV is the pioneer of automotive television programming for customers in the waiting areas of service centers. Over 5,200 (English and French) service centers throughout North America receive this custom programming to educate customers on their factory scheduled and preventative maintenance needs, and to improve their waiting experience. AutoNetTV combines fast-paced entertainment pieces from CBS with independent editorial content to increase customer satisfaction and preventative maintenance services. The monthly program is approximately an hour and a half long and provides multiple options for major service chains to integrate their branded messages within the existing AutoNetTV programming content. AutoNetTV also provides the Pro Channel, dedicated to the owners and team members of service centers.

This program provides business and marketing insights, technical training, and other industry-specific messages devoted to the professionals working in the automotive aftermarket. The Pro Channel is also used by major brands as a corporate communication platform. For more information visit: <http://www.AutoNetTV.com>

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 41 Master Technicians (with over 900 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 most recent awards included 2003 MOTOR TOP 20 Tool and 2004 ASA Benefit of the Year. For more information visit: www.identifix.com.

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