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**Identifix® Direct-Hit™ Reaches  
Milestone of 20,000 Subscribers**

*ST. PAUL, MN, June 30, 2009* – Identifix®, ([www.identifix.com](http://www.identifix.com)) one of the nation’s premier sources of online and hotline vehicle diagnostic and repair information, announced today that subscribers to the company’s [Direct-Hit™ product](#) have now reached 20,000.

Direct-Hit is Identifix’s subscription based online diagnostic information source offering real-world, proven diagnostic and fix information. It was developed from over 3.6 million Identifix Repair Hotline calls to the company’s 45 ASE master certified technicians. Direct-Hit delivers more than 325,000 Hotline Archives that are symptoms, associated short-cut tests and fixes, and includes over 150,000 Confirmed Fixes. Direct-Hit is updated constantly with over 6,000 new symptoms, associated short-cut tests and fixes added to the database each month.

“Our strong growth is proof positive of the industry support for our products and services. Direct-Hit allows us to share with the entire industry the knowledge we gain from talking to over 20,000 shops each year,” said Jeff Sweet, Identifix President. “By using Hotline Archives a shop is able to see whether other shops are observing similar problems on vehicles. It can then take advantage of the short cut tests created by our master technicians and use likely causes to Find Fixes Faster™.” Sweet added.

Identifix is proud of its steady growth of 20,000 Direct-Hit subscribers, but is it also delighted by the level of access to vehicle information its current subscribers are taking advantage of. Currently, Direct-Hit subscribers are accessing over 160,000 vehicles

weekly equaling 8.3 million vehicles look ups annually. By using Direct-Hit routinely, shops are demonstrating their ability to repair vehicles faster and more efficiently.

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, providing data on used vehicle reliability and reparability.

***About Identifix:***

Founded in 1987, Identifix<sup>®</sup> 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. 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 1,000 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<sup>™</sup>, Direct-Hit<sup>™</sup>, Repair Trac<sup>™</sup>, and consulting services to automotive equipment manufacturers. For more information visit: [www.identifix.com](http://www.identifix.com)

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