

**Contact:** Susan Lovett  
800.997.1674 x2010  
slovett@mpifix.com



**For Release:** Immediate  
March 19, 2007

## **Meineke Dealers Association Endorses Identifix**

*ST. PAUL, MN, March 19, 2007*– Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced that it has been endorsed by the Meineke Dealers Association to introduce Identifix services to the more than 900 Meineke Car Care Centers nationwide. Since its inception in 1972, Meineke has grown to over 900 locations and has serviced over 50,000,000 vehicles.

“Forty of our dealers are already using Identifix with great success, so it makes sense to endorse the service and offer it to our dealers nationwide. Meineke Car Care Centers can look forward to being able to fix cars more efficiently through our relationship with Identifix,” commented Ron Soto, Executive Director with Meineke Dealers Association and a former Meineke shop owner.

Jeff Sweet, President of Identifix added; “We are happy to expand our relationship with Meineke to provide our Direct-Hit and Repair Hotline services to its Car Care Centers. It is our mission is to provide products that enable shops to find fixes faster; excel in their businesses and earn more money.”

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.

####

**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).

**About the Meineke Dealers Association:**

The Meineke Dealers Association was created in the early 1990's with a stated mission to actively pursue, in cooperation with Meineke Car Care Centers, Inc, the betterment of the Meineke Franchise System, for the benefit of its members and all concerned. Since its inception, the Meineke Dealers Association has been instrumental in negotiating favorable vendor deals through the Meineke Dealers Association Purchasing Co-op, has consistently communicated the needs and concerns of its members to Corporate, and helped formulate an award-winning Franchise and Trademark Agreement, widely considered as a model in the franchising industry. The Association also sponsors Scholarship and Training programs, and keeps an open line of communication among its members through two dedicated websites and a semi-monthly newsletter