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For Release: Immediate
October 31, 2006

Identifix Integrates MOTOR Parts & Labor Guide into Direct-Hit; Increases Technician Productivity

ST. PAUL, MN, October 31, 2006 – Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced the launch of a major upgrade to the award-winning Direct-Hit™ system. The upgrade includes the integration of the MOTOR Parts & Labor Guide into Direct-Hit, and several other new features aimed at increasing technician productivity by improving the speed and efficiency with which they can access the information they need.

Direct-Hit is a renowned online diagnostic database offering real-world, proven diagnostic and repair information developed from nearly 3 million Identifix repair hotline calls to the company’s 39 ASE master certified technicians.

Noteworthy new Direct-Hit features include:

- **Integration of the MOTOR Parts & Labor Guide**
 - Includes MOTOR Labor operation times and OEM part numbers
 - Easy to use
 - Keyword, system and symptom searchable
 - Multi-year coverage for domestic cars, light trucks, and vans

- **Newly updated Preventive Maintenance Plan**

The Identifix preventive maintenance plan helps independent repair shops capture additional revenue using professional, customer friendly and easy to understand reports that are based on the year, make, model and mileage of the customer’s vehicle. Direct-Hit has added many new features and enhancements to the preventive maintenance reports that will help shops sell more preventive maintenance services and increase technician productivity.

- **One click access to groups of specification a technician will likely need to perform a job or task**

Each specification section will also display related groups of specifications which can be conveniently displayed on one page with a printer-friendly link. Groups include:

- Brake specifications
- Fluids/capacities
- Engine sensors
- Torque specifications

“We are very excited with the recent upgrades to Direct-Hit, especially the integration of MOTOR parts and labor, a well recognized source for labor times. We’ve also added many features that focus on making Direct-Hit easier to use. Our mission is to look to the future and continually design products that enable shops to find fixes faster, excel in their businesses and earn more money,” said Jeff Sweet, president of Identifix.

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 ASE certified master technicians (with over 950 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.