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ClearMechanic Partners with OilReset to Deliver Solutions to Quick Lube Industry

ClearMechanic's Mobile Applications Help Quick Lube Locations to Explain Complex Repairs

San Francisco, CA – (January 15, 2011) ClearMechanic, developer of visual explanation technology for automotive service centers, has partnered with OilReset.com to deliver solutions to the quick lube industry.

Quick lube locations, known for offering oil changes and minor maintenance services, are increasingly positioning themselves to perform complex repairs. However, quick lube technicians are generally sought out for their affordability and immediacy, not their expertise. As a result, earning a car owner's trust for complex repairs is challenging regardless of their true skill level.

OilReset, which offers technology and advisory solutions to the quick lube industry, will add to its portfolio the ClearMechanic mobile applications and database of expert diagrams. ClearMechanic's technology enables quick lube technicians to "visually explain" recommended repairs and instantly build credibility with customers.

According to ClearMechanic CEO Brad Simmons: "One of the most common situations we see is a car owner visiting a quick lube facility for one service, often an oil change, and then learning of several unexpected repair recommendations. This is already a dilemma for franchise dealers and independent shops, but it is especially difficult for quick lubes to make this sale due to the credibility gap for complex repairs." Simmons continued, "The use of real-time photos to show leaks, wear, cracks and other visual indicators on a customer's vehicle is a proven trust-building technique that will assist quick lube facilities."

About ClearMechanic:

ClearMechanic develops visual explanation technology for automotive dealerships and repair shops. Its flagship products include mobile applications, expert illustration content and web-based tools to "visually explain" repairs to customers. ClearMechanic has documented a 20-40% increase in success on additional service recommendations when customers are shown photos of their defective vehicle parts. ClearMechanic also owns a comprehensive database of 1,000 technical diagrams and illustrations explaining the location and function of vehicle parts and systems. All content has been approved by master technicians for accuracy.

For more information, please visit www.clearmechanic.com.

About OilReset:

OilReset.com is an informational site that provides technicians information on how to reset the oil light on all major manufacturers and models from 2010 and going back to the year 1982. The database is user friendly and gives technicians who understand the basics of an automotive instrument panel and the basics of using a desktop computer the ability to perform the procedure. This website is a database of 32 manufacturers that are easy to reference and accessible to all Technicians for free globally.

For more information, please visit www.oilreset.com.