

FOR IMMEDIATE RELEASE

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ClearMechanic Launches Free iPhone Application

Any Dealer or Independent Shop Can Take Real-Time Vehicle Photos and Post Them Online

San Francisco, CA – (October 5, 2011) ClearMechanic, provider of “visual explanation” solutions for automotive service centers, has announced the release of its free iPhone application. Any iPhone owner can now take real-time vehicle photos, post them to a dealer or shop web site and feature expert illustrations alongside each photo. With its new iPhone application and current Android application, ClearMechanic’s program now covers approximately 70% of all smartphones.

The launch of ClearMechanic’s iPhone application is part of the company’s new free program for all dealerships and independent repair shops. Car owners can view their personalized vehicle photos online or access them through e-mail or text message. The result is more transparency and trust in the repair process, which generates more near-term and long-term sales. Please see the bottom of this press release for screenshots.

Dealers and shops seeking premium offerings, such as automating e-mails or text messages showing real-time photos, will pay a monthly subscription fee. These premium offerings are optional.

“The release of the free iPhone application solidifies ClearMechanic’s position as the leading provider of mobile photo-taking solutions in the automotive repair industry,” said Brad Simmons, CEO of ClearMechanic. “Between our mobile applications and database of expert illustrations and diagrams, ClearMechanic is a must-have resource for any dealer or shop seeking to ‘visually explain’ repairs.”

ClearMechanic has documented a 20-40% increase in close rates 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.

About ClearMechanic, Inc:

Founded in 2008, ClearMechanic is a visual selling tool that provides a transparent process for service recommendations and repairs. Service managers who use ClearMechanic can see sales conversion rates increase to 90 percent. For more information, please visit www.clearmechanic.com.

Screenshots of ClearMechanic's Free iPhone Mobile Application



Screenshots of ClearMechanic's Free iPhone Mobile Application



Screenshots of ClearMechanic Live Photo Gallery

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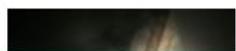
Service Photos [PRINT](#)

Check Your Vehicle Photos Online!

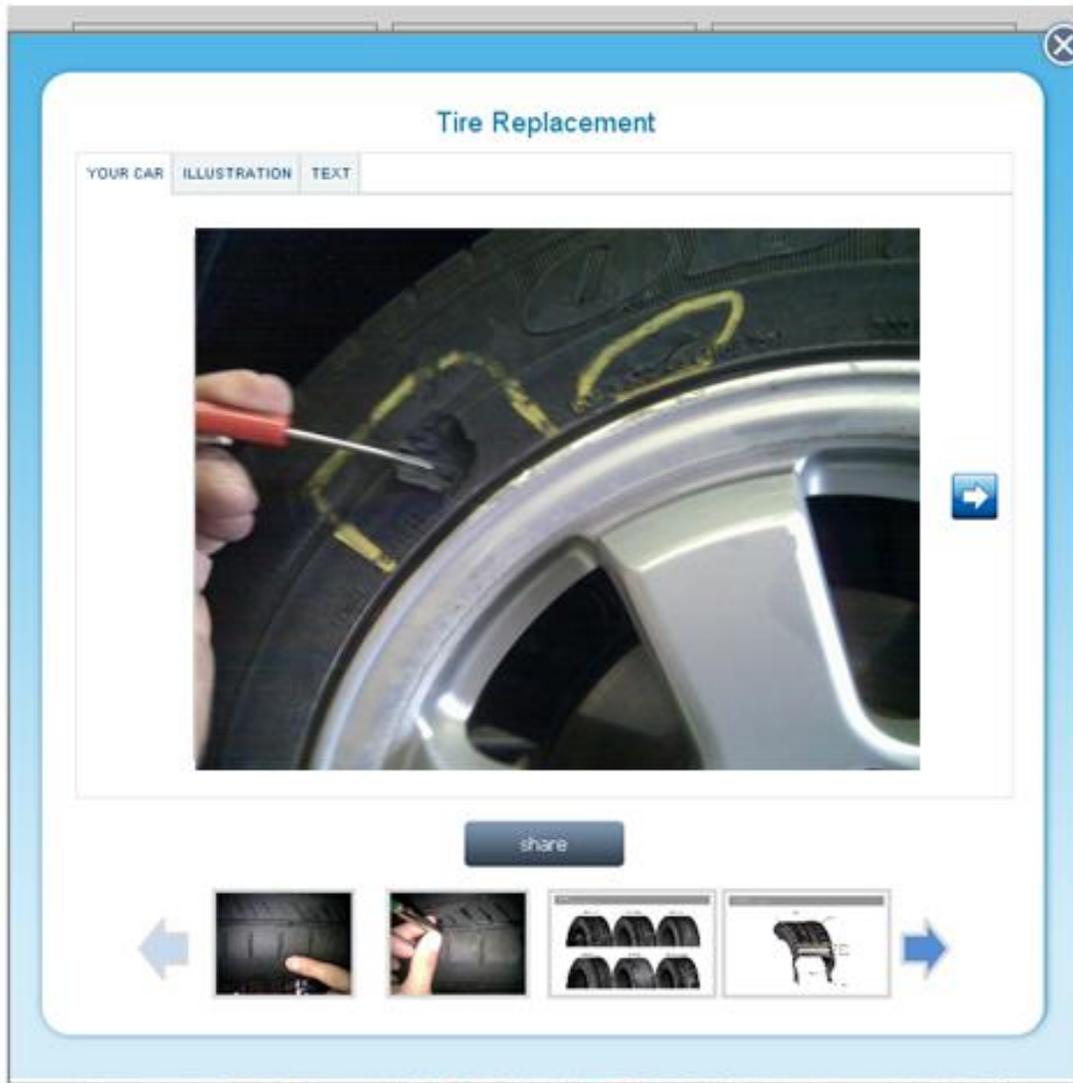
Toyota Palo Alto is pleased to announce a new program offering visual explanations in our service department. During your visit, we may email digital photos of your vehicle to help explain our recommendations.

Vehicle photos are taken by our certified technicians in real time. We also offer expert illustrations next to each photo to provide context on the vehicle part or system being shown.

We pride ourselves on offering clear explanations of the work we perform. With the addition of photos and visual explanations, we hope to continue earning your trust.

 RO #435130 Air Filter	 RO #435113 Tire Replacement	 RO #435108 Shock Absorber
		

Screenshots of ClearMechanic Live Photo Gallery



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Tire Replacement

YOUR CAR ILLUSTRATION TEXT

Tire structure
Suspension & Steering systems

tread

grooves

cap plies

belts

radial plies

inner liner

beads

← [Image 1] [Image 2] [Image 3] [Image 4] →