

Score a Direct Hit

Purchase any of the new 2007 Genisys kits and receive a FREE two-month subscription (\$129 per month — \$258 value) to Identifix's award winning Direct-Hit web based diagnostic repair information service.

Coupon shipped with 2007 Genisys kits.

Effective Jan. 1 through Dec. 31 2008.

Improve productivity in your shop

IDENTIFIX

DIRECT-HIT

Find Fixes Faster

Genisys provides faster access to more diagnostic power. Now also get faster access to validated field fixes on nearly 150,000 repair problems with a free two-month subscription to Direct-Hit, Identifix's award winning, subscription-based, online diagnostic service.

Identifix operates North America's most effective repair hotline for the independent repair market. Each week the Identifix Repair Hotline receives up to 5,000 calls from shops seeking help in diagnosing and repairing problem vehicles. Its staff of 37 factory-trained master technicians works with callers just like you to resolve repair problems. From these calls, the most intriguing repair problems are selected, and over 1,000 new problems and fixes are published on Direct-Hit (www.identifix.com) each week. More than over 5,000 new fixes are published each month!

Check out this example of "real world" information:

- 1998 Isuzu Rodeo 2.2 Liter
- Symptom: The check engine light is on. Trouble code P1627 (PCM Analog To Digital Conversion Error). Intermittently, the gauges are not functioning normally. The cooling fan stays on.
- Hotline Archive Fix: Fuel level sensor, which is not sold separately. You will need to get the fuel pump assembly.
- Joe Wolff of Athens Auto Repair used this Hotline Archive and commented: "Fuel level sensor fixed it. Sensor was pulling the 5 volt ref. to ground. This is a real fix. I know it sounds like a bunch of BS but this is true."

**Act Now! Offer ends
Dec. 31 2008.**



New Applications

- Purchase a new 2007 Genisys kit with
 - USA 2007 Domestic software
 - USA 2007 Asian software
 - USA 2004 ABS and Air Bag software
 - USA 2006 InfoTech software

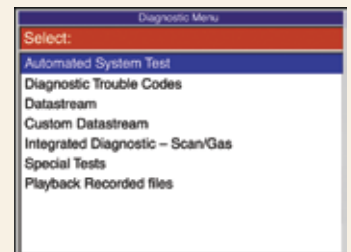
Quick Vehicle Connections

- New for 2007 is the addition of the OBD II Smart Cable to all Genisys kits.
 - All OBD II applications available from one "Smart Cable".



Quick "Health Check" of Vehicles

- Automated System Test is part of all vehicle applications software (Domestic '07, Asian '07, and European '05).
 - The new automated System Test will run a "Health Check" of all systems on the vehicle.
 - Diagnostic trouble codes, datastream and all related service information are gathered by Genisys and provided in a summary report.



DIRECT-HIT is a resource ready to provide you with immediate assistance. Along with its "real world" Hotline Archives, it provides unedited OEM TSBs and drive cycle OBD-II code data! DIRECT-HIT provides you with "real world" symptoms, tests, values, and repair procedures validated by its factory-trained master technicians. The information covers just about every type of vehicle you work on.

No other service can deliver the same amount of current information, on the same range of vehicles that Direct-Hit does!



Where Technicians Find Fixes Faster

Introducing Direct-Hit™

Direct-Hit is our award winning online diagnostic information service. Direct-Hit is the only product that combines real world shortcut tests and quick fix information. Best of all, it's easy to learn and use.



Direct-Hit is where technicians find fixes faster.

- ❖ Direct-Hit was created by Identifix to share the knowledge gained from 2.5 million calls taken through our industry-leading Repair Hotline.
- ❖ Tap into the knowledge generated from the 10,000 shops that call into the Repair Hotline each year.
- ❖ Over a 1,000 new problems, tests, and fixes are added to Direct-Hit each week.
- ❖ Direct-Hit offers the largest source of **Confirmed Fixes** documented by our 37 factory-trained, ASE-certified master technicians.
- ❖ Direct-Hit provides shortcut tests that get to the fix faster than factory flow charts.
- ❖ Direct-Hit is your best source for continually updated solutions to what's breaking on today's vehicles.

Direct-Hit Will Drive More Business Into Your Bays

"I just can't wait around for cars to break anymore."



Do you agree with this shop owner but, like most, don't have an effective preventive maintenance program for customers to keep your shop busy and profitable? Direct-Hit makes it easy to implement a **Preventive Maintenance program** with our customer-friendly reports. Our reports help sell Preventive Maintenance services for you by educating your customers on **what** needs to be done with an explanation of **why** each item is important. In addition, Direct-Hit's Preventive Maintenance Plan provides your technicians with all the labor times and specifications needed to perform each Preventive Maintenance task in a separate easy-to-print report. **Direct-Hit enables your shop and technicians to make money selling preventive maintenance.**

"I would say on average, we generate an additional \$5,000 per MONTH by using the Identifix preventive maintenance schedules."
— James Sparks, Owner/Technician, Sparks Automotive, Glenn Allen, AK

Finding Fixes Faster

Real Direct-Hit customer comments

"Thanks for the great information on Direct-Hit. We use it a lot to ensure our diagnosis. More and more we are checking with Direct-Hit first. Recently we had a '98 Dodge Ram 1500 2WD P/U with VIN Y 5.2L V8 in for repair. Repair order stated, 'battery goes dead overnight.' The usual checks were performed, and a parasitic draw test confirmed a 0.375 amp draw. After a lengthy isolation process (vehicle had several aftermarket components!), we narrowed it down to the seat belt control timer module! Needing reassurance, I checked Direct-Hit. Wish I had checked there first! One lone soul had stated having the same problem. That was the reassurance I needed! Again, thanks for this great service that ties us all together so we can fix these cars!"

— Thomas Barrows, Owner/Technician, HI-TECH Automotive Cape Girardeau, MO

Get Started Using Direct-Hit

How do I subscribe to Direct-Hit?

Getting started is quick and easy. In 5 minutes you can have access to Direct-Hit. PLUS, we offer complimentary training that is convenient and interactive. **NO CONTRACTS REQUIRED!**

For more information and a FREE demo, give us a call at 800.745.9649 and talk to one of our Direct-Hit representatives.

