



For Immediate Release

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## **Snap-on Redesigns Diagnostics Website** *Increase Productivity with Even More Diagnostic Solutions*

**LINCOLNSHIRE, Ill., Oct. 20, 2010** – Snap-on announces it has completely redesigned its diagnostics website at <http://diagnostics.snapon.com> with many functional improvements to make it easier for customers to learn about Snap-on's diagnostic software, diagnostic platforms, product information and training, as well as participate in diagnostic product forums.

Website enhancements include:

- new VERDICT™ Diagnostic & Information System page
- new MICROSCAN® PRO Scan Tool page
- revised, product-specific accessories shopper
- expanded online Customer Care information
- new menus to make it easier to navigate platform information and images
- product comparator for all diagnostic platforms
- more animations and video placements (360 degree product views)

“The Snap-on diagnostic website was redesigned to be a valuable source of information for professional technicians,” said Mark Schaefer, director of marketing, Snap-on Diagnostics. “It’s simple to use and easy to navigate so visitors will find exactly what they are looking for. The new site also reflects our commitment to providing complete after-sale support and training for our diagnostic customers, to help technicians improve their productivity and efficiency.”

The website includes information on Snap-on's diagnostic products such as Software Bundle 10.4, which offers fast answers for successful service and repair. Diagnostic platform descriptions are available for VERUS®, VERDICT™, MODIS™, SOLUS PRO™, ETHOS®, VANTAGE PRO™ and MICROSCAN®. Visitors can also learn about Snap-on's information products such as ShopKey®, ShopStream Connect™, ShopKey® Shop Management System and the Ask-a-Tech Diagnostic Information Source.

The Forum & Training section of the site includes the Diagnostic Product Forum where technicians can share diagnostic tool questions, suggestions, ideas and success stories, plus learn the latest tips and tricks for getting the most out of their Snap-on scantools, scopes or information systems. The training page includes Snap-onTV, which offers on-demand video programming, the Virtual Tech Demo online game and Training Solutions, providing free training through hands-on videos and multimedia slide shows.

In addition, the website includes a Diagnostic FAQ, offering the fastest way to get answers to diagnostic tool questions, a press room with the latest product information and helpful user manuals.

### **About Snap-on Diagnostics:**

Snap-on Diagnostics is part of Snap-on Incorporated, leading global innovator, manufacturer and marketer of tool, diagnostic and equipment solutions for professional tool users. Products are sold through its franchised dealer van, company-direct sales and distributor channels, as well as over the Internet. Founded in 1920, Snap-on is headquartered in Kenosha, Wisconsin. For more information, visit <http://diagnostics.snapon.com>.

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