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Snap-on Adds Diagnostic Product Forum to Website

Learn the Latest Tips and Tricks for Getting the Most Out of Your Scanner

LINCOLNSHIRE, Ill., Jan. 19, 2011 – When Snap-on recently redesigned its diagnostics website at <http://diagnostics.snapon.com>, they made many functional improvements to make it easier for visitors to learn about the company and its product offerings. One new feature that was added to the site is the diagnostics product forum, which includes several bulletin boards where users can share their diagnostic tool questions, suggestions, ideas and success stories.

“When professional technicians visit our new diagnostics product forum, they’ll have the opportunity to connect with other users to learn that latest tips and tricks for getting the most out of their scantool, scope or information system,” said Mark Schaefer, director of marketing for Snap-on Diagnostics.

Discussion forums are available for:

- **Diagnostic platforms:** general discussion about Snap-on diagnostic systems, software updates and accessories
- **Scanner capabilities:** tips, tricks, questions and suggestions, such as codes, data, functional tests and troubleshooter
- **Lab scope and component level testing:** tips, tricks, questions and suggestions, for example discuss instrumentation and information for testing vehicles at the component level
- **What do you want in your Snap-on diagnostic tools?** Share with Snap-on the additional features that you need or desire in our tools. What do the factory tools do that you need in your Snap-on tool?
- **ShopKey Users:** join shop owners/managers and technicians in discussing tips, tricks, questions and suggestions on the leading information repair solution

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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