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For More Information, Contact:

Rick Secor
(262) 656-5561
rick.secor@snapon.com

Snap-on Masters of Metal Tour Appearing in a City Near You

Tour Off to Great Start Celebrating Service Technicians as “Masters of Their Trade”

KENOSHA, Wis. – May 24, 2012 – The Snap-on Masters of Metal Tour™ is off to an impressive start as it showcases the latest and greatest Snap-on® tools and equipment to throngs of Snap-on nation members in venues coast-to-coast.

“The Snap-on Masters of Metal Tour has been a resounding success as we have seen many events drawing long lines of Snap-on customers waiting to tour the interactive trailer,” said Yvette Morrison, vice president of marketing, Snap-on Tools Group. “Adding hands-on features to the tour has taken an already impressive event to another level.”

Featuring customized mobile units full of the latest and greatest *Snap-on* tool offerings, the *SNAP-ON MASTERS OF METAL TOUR* is an interactive tour that celebrates automotive service technicians as the “masters of their trade.” The *SNAP-ON MASTERS OF METAL TOUR* provides these “masters” a hands-on experience with the newest and most exciting products Snap-on has to offer.

The highlight of the tour is the Snap-on mobile units featuring state-of-the-art touch screen technology that lets Snap-on customers interact with engineering and design of the product. This allows visitors to see firsthand how *Snap-on* tools are created and manufactured. There are also multiple displays that provide hands-on activities to see how various *Snap-on* tools work. This event also provides individuals with the opportunity to connect with Snap-on representatives and learn about the tools and equipment that can help improve their productivity and efficiency.

“The Snap-on Masters of Metal Tour has become a tremendous asset in helping show our customers how Snap-on provides the most valued productivity solutions in the world,” said Morrison. “We encourage our customers, and potential customers, to check out the tour in a city near them. We know they won’t be disappointed.”

The *SNAP-ON MASTERS OF METAL TOUR* is open to the public and is scheduled to stop at over 85 locations across the United States and Canada in 2012.

About Snap-on Tools

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, diagnostics and equipment solutions for professional users. Product lines include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions which are used by technicians and professionals at vehicle dealerships and repair centers and in the marine, power sports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and Internet channels. Snap-on Incorporated, which was founded in 1920, is a \$2.9 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit www.snapon.com.

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