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# Snap-on to Sponsor Goodguys Car Show Series

*Snap-on is the Official Tool of the Enthusiast Events*

**KENOSHA, Wis. – June 11, 2009** – Great tools need a good showcase, and the greatest tool company in the world, Snap-on, will now be showcasing its tools at the Goodguys Car Show series. Snap-on has signed on as the Official Tool of the Goodguys car shows, and will be on site at every Goodguys event across the country in 2009.

“Some of the coolest cars in the world are on display every week at the Goodguys car shows so we thought this was a great venue to show people who are serious about their cars some serious tools,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Goodguys car shows offer Snap-on the ability to reach out to another customer segment: the car enthusiast. They are very committed to their cars and the Goodguys Shows are a great opportunity to show them some really cool tools.”

Snap-on will be on-site at all Goodguys Car Shows, providing an interactive opportunity to see firsthand the latest Snap-on innovations and providing car enthusiasts with an opportunity to purchase the newest and most exciting products Snap-on has to offer. In addition, the Snap-on Tools NO COMPROMISE TOUR™ will be making stops at select Goodguys Car Show events.

“By having Snap-on on-site, we will have an opportunity to interact with car enthusiasts who want the best for working on their custom vehicles,” said Smales. “This will be a great opportunity to learn how Snap-on tools can make rebuilding projects more efficient and productive.”

## **About Goodguys**

The Goodguys Rod & Custom Association promotes and produces some of the world’s most dynamic automotive events. Founded by lifelong hot rodder Gary Meadors in 1983, Goodguys events feature thousands of candy colored hot rods and custom cars sprawled throughout venues such as lush fairgrounds, super speedways and large outdoor stadiums. The cars, the vendor exhibits, the live entertainment and colorful people create a festive atmosphere charged with electricity. Goodguys offers over 20 events annually across the country from New York to Florida, from San Diego to Seattle and all points in between. The events range from two-day affairs attended by 30,000 to 40,000 people to three and four day extravaganza's attracting over 100,000 auto enthusiasts.

## **About Snap-on Tools**

Snap-on Tools Company, LLC is 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, powersports and aviation industries. Snap-on is one of the largest non-food franchise companies in the world, selling its products through more than 4,000 franchisees

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worldwide and through company-direct sales and over the Internet. Snap-on Tools is a subsidiary of Snap-on Incorporated, which was founded in 1920 and is a \$2.9 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit [www.snapon.com](http://www.snapon.com).

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