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# Snap-on Sponsors Formula Drift Championship

*Snap-on is the Official Tool of Innovative Race Series*

**KENOSHA, Wis. – July 7, 2009** – Innovative tools meet extreme motorsports as Snap-on, the most innovative tool company in the world, will be sponsoring one of the most unique events in motorsports, the 2009 Formula Drift Championship series. Snap-on will serve as the official tool for this one-of-a-kind motorsports competition series.

“Snap-on is honored to serve as the official tool of the Formula Drift series,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Snap-on tools are some of the most innovative and technologically advanced tools in the marketplace, we think the unique skills, precision and finesse needed to compete in Formula Drift make this a perfect fit for Snap-on. In addition, this gives Snap-on a great opportunity to reach a new audience of Formula Drift fans and show them how Snap-on can provide them with productivity solutions in the workplace or when they are working on their car at home.”

In addition to serving as the Official Tool of Formula Drift, Snap-on will be on-site at all race venues providing an interactive opportunity to see firsthand the latest Snap-on innovations and providing fans an opportunity to purchase the newest and most exciting products Snap-on has to offer. Snap-on will also have a track side marketing presence that includes signage, commercials and public address announcements.

Drifting is a high-skill, high-powered motor sport that calls for drivers to control a 200 horsepower to 700 horsepower car while it slides sideways at high speed through a marked course. It is similar to rally racing, but is held on a closed course and judged on execution and style rather than finishing the course fastest.

To learn more about Snap-on tools and the Snap-on racing program, visit [www.snapon.com/racing](http://www.snapon.com/racing).

## **About Formula DRIFT**

Entering its sixth season, Formula DRIFT is recognized as the North American professional drifting championship series. As the first official series in North America, Formula DRIFT has taken competitive motorsports to the extreme attracting fans and car enthusiasts from all walks of life. This high-skilled, high-powered motor sport where drivers intentionally maneuver their cars into well executed, controlled sideways slides at high speeds through a marked course, has more than 60 professional drivers competing in all seven competitions this year. Judged on execution and style, rather than who finishes the course in the fastest time, Drifting is a guaranteed crowd pleaser and is

often compared to the freestyle nature of skateboarding and motocross. For more information, visit: [www.formuladrift.com](http://www.formuladrift.com).

### **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 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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