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# Snap-on to Sponsor Formula Drift Team BMI Racing and Driver Brian Wilkerson

*Snap-on will Sponsor BMI Team in Formula Drift Rounds 4 and 5*

**KENOSHA, Wis. – July 8, 2010** – Snap-on, the most innovative tool company in the world and space, will sponsor BMI Racing and driver Brian Wilkerson in the most innovative racing series in the world, Formula Drift. Snap-on will serve as the primary sponsor for driver Brian Wilkerson and the BMI Racing Formula Drift Snap-on RX8 4 Rotor car at the Formula Drift “Throwdown” event in Evergreen, Wash. on July 9-10 and the “After Dark” race August 20-21 in Las Vegas.

“After attending the recent Skills USA competition and seeing how well received the BMI Racing Formula Drift team was there, we felt that it would be a great opportunity for Snap-on to get involved even more with Formula Drift by sponsoring BMI Racing and Brian,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Snap-on’s association with Formula Drift gives us a great vehicle to interact with a different segment of our customer base. In addition, the Formula Drift events also give us a chance to entertain customers and show them the latest and greatest technology and products that Snap-on has to offer.”

Wilkerson’s BMI Racing’s Drift car will feature the Snap-on logo and special scheme for those two races. Snap-on will also have franchisee vans at the racing venues for the two Drift events. Snap-on has been involved with Formula Drift racing in each of the previous two seasons.

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 find out more about the Snap-on racing program, visit [www.snapon.com/racing](http://www.snapon.com/racing).

## **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, powersports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products through more than 4,500 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Incorporated, which was founded in 1920, is a \$2.4 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit [www.snapon.com](http://www.snapon.com).

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