



**NEWS RELEASE**  
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# Snap-on NO COMPROMISE TOUR™ Heads to Chicagoland Speedway

## *Tour Stop Part of Goodguys National Car Show*

**KENOSHA, Wis. – August 31, 2009** – The Snap-on Tools NO COMPROMISE TOUR™ is heading to Joliet, Ill. with its tour stop scheduled for September 18-20 at the Chicagoland Speedway. The tour stop will be held in conjunction with the Goodguys Chicagoland Nationals Car Show which is also being held at the Chicagoland Speedway. The hours for the NO COMPROMISE TOUR™ are Noon. to 8:00 p.m. on September 18, 8:00 a.m. to 5:00 pm on September 19 and 8:00 a.m. to 3:00 p.m. on September 20.

“The NO COMPROMISE TOUR™ is designed to give ‘Snap-on Nation’ an interactive opportunity to see firsthand the newest and most exciting products Snap-on has to offer,” said Alicia Smales, vice president of marketing for Snap-on Tools. “We wanted to create an informative, but fun, traveling tour that would appeal to everyone and I know we have accomplished that with the NO COMPROMISE TOUR™.”

The Snap-on Tools NO COMPROMISE TOUR™ is open to the public and provides visitors with the opportunity to speak with Snap-on officials about how Snap-on tools can help them get the job done faster and easier. This unique expo includes interactive tool demos, displays and Snap-on’s one-of-a-kind show car, the Glo-mad™ '57 Chevy. Don’t miss a chance to see the best of Snap-on. For more information, visit [www.snapon.com/nocompromisetour](http://www.snapon.com/nocompromisetour).

“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.”

### **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

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Internet. 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](http://www.snapon.com).

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