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# Snap-on NO COMPROMISE TOUR™ Heads to Kansas Speedway

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

**KENOSHA, Wis. – August 27, 2009** – The Snap-on Tools NO COMPROMISE TOUR™ is heading to Kansas City, Kan. with its tour stop scheduled for September 4-6 at the Kansas Speedway. The tour stop will be held in conjunction with the Goodguys Mid-Western Nationals Car Show which is also being held at the Kansas Speedway. The hours for the NO COMPROMISE TOUR™ are 10:00 a.m. to 4:00 p.m. on September 4, 8:00 a.m. to 5:00 p.m. on September 5 and 8:00 a.m. to 3:00 p.m. on September 6.

“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 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

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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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