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Snap-on Classics: MM250SL MIG Welder

KENOSHA, Wis. – August 15, 2013 – Service technicians who don't have a Snap-on Welding Machine in their bays are not only losing out on potential business, they may lose some current customers for good. The Snap-on[®] MM250SL MIG Welder does more than just weld two pieces of metal together. It is a versatile, high performing machine that can be used for a multitude of applications that can lead to higher profits and more importantly, happier customers.

"Sending a welding job out to another shop could potentially lose the customer," said Mike DeKeuster, category manager for Snap-on. "Why pay for a welding service when you can keep the profits in house with the Snap-on MM250SL MIG Welder. This is a productivity and efficiency enhancing shop tool that can lead to more business."

Snap-on MIG Welders have higher duty cycles at maximum amperage for longer, continuous weld times. The MM250SL features exact voltage settings for precise heat control and ease-of-use while the detachable feeder allows ease of mobility and features wire speed controls for fine tuning. The capacitor bank and diode set deliver consistent voltage and industry-leading smooth-arc characteristics. The MM250SL also offers the ability to add a SpoolGun for aluminum welding or TIG Accessory Pack for ferrous metals.

Among its various uses, the *Snap-on* MM250SL MIG Welder can be used for such MIG applications as removal of a locking lug nut after an owner lost their key, shock mount and strut tower repair or replacement, vehicle structure repair (core support, door jamb, hinges), broken engine/transmission mount repair, wheelchair ramps, snow plow repair, panel repair and replacement, frame repair, broken bolt extraction, winch installation and customization, door hinge repair, truck bed and tailgate repair, race car roll cage and frame construction, custom suspension mounts on tuner vehicles, shop maintenance, farm and implement machinery repair, mud flap bracket repair, storage racks and shelving, fences and gates, outdoor signs, trailer repair, trailer hitches and ornamental art.

Among the many SpoolGun applications include truck body repair, fishing boat repair, body and fender panel repair/replacement, lawn mower deck repair, custom valve cover breather installation, intercooler and radiator repair, cold air intake welding, while TIG applications include oil pan repair and customization, exhaust welding (custom, stainless steel and steel), custom valve cover breather installation, body and fender panel repair/replacement/customization, steel fitting welding and bike and motorcycle frame welding.

"There are so many varied uses for the Snap-on MIG Welder that it doesn't make sense not to have one in the shop," said DeKeuster. "The MM250SL will become a profit center for those shops that realize its potential."

Customers can find out more about the *Snap-on* MIG Welder (MM250SL) by contacting their participating Snap-on franchisee or representative, visiting www.snapon.com/shoptools or by calling toll free 877-SNAPON-4 (877-762-7664).

About Snap-on Tools

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Products and services include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions for vehicle dealerships and repair centers, as well as for customers in industries, including aviation and aerospace, agriculture, construction, government and military, mining, natural resources, power generation and technical education. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and Internet channels. 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.

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