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**SNAP-ON TOOLS AND DR. NEON KEEP ON ROLLING WITH
WWW.AINTSTREETLEGAL.COM AND STREET ROD BUILD**

Web site, project celebrates the build and engages enthusiasts

KENOSHA, Wis. (Aug. 27, 2007) – Four months ago, Snap-on Tools and Dr. Neon embarked on a journey filled with rusty frames, bent-up body panels and a limitless amount of innovation. The destination? A 1957 Chevy Nomad rebuilt and revived for the 21st century to be the wildest wagon on the planet.

Technicians and car buffs alike are flocking to www.aintstreetlegal.com to get in on the action. Videos, live webcams and a blog written by Dr. Neon keep enthusiasts coming back and continue to keep their eager eyes and ears updated.

“We’re really excited about this project,” said Alicia Smales, vice president, marketing for Snap-on Tools. “The build is progressing and people – including customers, franchisees, street rodders and auto enthusiasts – are taking notice.”

People such as custom motorcycle builder Wink Eller; NHRA Top Fuel drag racer Doug Herbert; Lenny Schaffer from Chop Shop Customs; and fabricator and welder extraordinaire John Muldowney are also taking notice – and lending their expertise as the street rod project continues. Among other things, look for Wink’s custom wheel design, Lenny’s reconstructed floor, Doug’s high pressure fuel pump, and John’s innovative use of Snap-on wrenches in the chassis construction.

Some of the latest projects include integrating an LCD screen into a Snap-on tool storage unit, designing power suicide doors, dropping an LS7, supercharged, inter-cooled and nitrous-injected engine into the frame and a rigging a rear door with a polished stainless steel Snap-on logo that will light up when the vehicle’s brakes are applied.

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New to www.aintstreetlegal.com? You'll know you're in the right place when you find a corrugated iron door with spare tires and old street signs lying around. Kind of like walking into your local body shop ... that is, if your local body shop is owned and operated by Dr. Neon.

Once inside, get yourself up to speed by watching video archives and reading about the history of the iconic car. Check out the message boards to see what others are saying and share your own restoration ideas, stories and photos. Visit Doc's toolbox to learn more about the Snap-on tools he's using. Heck, you can even buy a t-shirt.

"It's a total Web 2.0 experience," Smales said, "building the street rod live in a fully interactive online community setting."

The actual construction is taking place in Asheville, NC, under the direction of Dr. Neon, whose most recent project was an Air Force Thunderbirds motorcycle that was auctioned at Barrett-Jackson earlier this year. The Snap-on project will be completed in time for this year's Specialty Equipment Marketing Association (SEMA) show in Las Vegas.

Dr. Neon is a legend among bikers and street rodders for his signature neon "Glo-job" spark plug wires. For almost 20 years, his famous eye-catching neon plug wires have given nighttime appeal to tricked-out bikes and street rods. A set can be found on the famous Snap-on custom Chopper.

Like the Chopper, the Nomad, once complete, will be a traveling ambassador for Snap-on Tools – touring the country, and even the globe, as a mobile tribute to auto technicians everywhere.

Snap-on Tools Company, LLC 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 for vehicle manufacturers, dealerships and repair centers, as well as customers in industry, government, agriculture and construction. Products are sold through its franchisees, company-direct sales and distributor channels, as well as over the Internet. Founded in 1920, Snap-on is a \$2.5 billion, S&P 500 company headquartered in Kenosha, Wisconsin. For additional information on Snap-on, visit www.snapon.com.

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