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Snap-on Continues as “Official Tool” of Goodguys Car Show Series

KENOSHA, Wis. – April 2, 2013 – As a leading global innovator, Snap-on will continue to showcase its professional, high-quality tools and equipment at one of the world’s premier custom car events, the Goodguys Car Show series. Snap-on, the Official Tool of Goodguys, will be on site at every Goodguys event across the country in 2013.

“Some of the coolest cars in the world are on display at the Goodguys car shows. These popular events are ideal venues for us to show serious car lovers some ‘must have’ tools and equipment,” said Yvette Morrison, vice president of marketing for Snap-on Tools. “At every Goodguys event this year, auto enthusiasts can learn how efficiency-enhancing Snap-on tools and equipment can make their rebuilding projects more productive and allow them more time to show off their custom cars.”

Snap-on franchisees will be on site at all Goodguys Car Shows, providing car enthusiasts with an interactive opportunity to see firsthand the newest and most exciting products Snap-on has to offer. In addition, the Snap-on Masters of Metal TourSM, which celebrates professional service technicians as the “masters of their trade,” will be appearing at select Goodguys shows.

About Goodguys

The Goodguys Rod & Custom Association promotes and produces some of the world’s most dynamic automotive events. Founded by lifelong hot rodder Gary Meadors in 1983, Goodguys is the world’s largest hot rodding association with over 70,000 active members worldwide. Goodguys events feature thousands of candy colored hot rods and customs, tricked out trucks, mighty muscle cars and regal classics sprawled throughout venues such as lush fairgrounds, super speedways and large outdoor stadiums. Goodguys offers over 20 events annually across the country and events range from two-day affairs attended by 30,000 to 40,000 people to three day extravaganza’s attracting over 100,000 auto enthusiasts.

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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