



**NEWS RELEASE**  
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## **Snap-on NO COMPROMISE Tour™ Heads to Memphis Area**

**KENOSHA, Wis. – October 12, 2011** – The Snap-on® NO COMPROMISE Tour™ is heading to the Memphis area with a stop scheduled for Tuesday, October 18 from 4:00 p.m. to 8:00 p.m. at Desoto Civic Center, 4560 Venture Drive, Southaven, Miss.

The NO COMPROMISE Tour provides “Snap-on Nation” with an interactive opportunity to see firsthand the newest and most exciting products Snap-on has to offer. In 2011, new features on the tour will include the latest Snap-on tool offerings as well as the newest diagnostic and tool storage solutions from Snap-on. Cruz Pedregon’s Snap-on NHRA Funny Car will be on display giving tour goers an opportunity to see this sleek and powerful funny car. The Snap-on Chopper will also be on display again this year.

“The best part of the NO COMPROMISE Tour is the opportunity to try out Snap-on tools for yourself,” said Rick Secor, director of marketing communications for Snap-on Tools. “From the newest diagnostic equipment and software updates to the latest and greatest Snap-on hand tools, power tools and storage units, the Snap-on NO COMPROMISE Tour is an interactive fiesta that appeals to both professionals and do-it-yourselfers.”

The Snap-on 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. 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).

### **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, power sports and aviation industries. 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 \$2.6 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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