



**Snap-on Media Contact:**

Leslie Dagg / Jim Bianchi 248-269-1122

Bianchi Public Relations

[ldagg@bianchipr.com](mailto:ldagg@bianchipr.com) / [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com)

**READY. SET. GLO: SNAP-ON TOOLS PICKS WINNING NAME  
FOR STREET ROD CREATION**

*Enthusiast and classic car restorer submits winning name, receives prize*

KENOSHA, Wis. (Oct. 8, 2007) – The entries have been reviewed and the winner has been selected. After much anticipation, the 1957 Chevrolet Nomad street rod being built by Snap-on Tools and Dr. Neon has a name – the “Glo-mad” – in honor of the car and Dr. Neon’s renowned work with neon lighting.

The winning name was submitted by David Graves, a fleet manager and general contractor from Carrollton, Texas. He is a member of his local Classic Chevy Club and has just finished the restoration of a ‘56 Corvette – a project nearly five years in the making.

A frequent visitor to [www.aintstreetlegal.com](http://www.aintstreetlegal.com), the Web site documenting the build of the Glo-mad, David has been keeping up with the progress of the car’s construction by watching live web cams and video episodes of Dr. Neon and his crew. For dreaming up the winning name, he will receive a Snap-on gift certificate for \$1,957 in honor of the 1957 street rod.

“It was definitely a tough decision, but after going through nearly 3,000 entries, David’s was chosen for its creativity and overall simplicity,” said Alicia Smales, vice president, marketing for Snap-on Tools. “This naming contest speaks to the interactivity of the project. Using all the tools of Web 2.0, we have been able to maximize participation in this one-of-a-kind build from celebrities, technicians and enthusiasts alike.”

The Glo-mad is on track to be finished for its first public display at the 2007 Specialty Equipment Market Association (SEMA) show held later this year in Las Vegas.

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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. 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.

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 4,500 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Tools is a subsidiary of Snap-on Incorporated, which was founded in 1920 and is a \$2.5 billion, S&P 500 company headquartered in Kenosha, Wisc. For additional information on Snap-on, visit [www.snapon.com](http://www.snapon.com).

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