



**NEWS RELEASE**  
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## Batteries Have Changed - Has Your Charger?

### *Introducing Snap-on's Battery Charger Plus*

**KENOSHA, Wis. – May 18, 2009** – Looking to put a “jolt” into your battery charging business? Snap-on’s Battery Charger Plus (EEBC500) is the industry standard when it comes to charging batteries. This hi-tech yet rugged machine has everyone “amped” up about its many benefits.

“With all the power-drawing accessories on late model vehicles, like heated seats and DVD players, today’s batteries have more demand on them than ever before,” said David Brekke, category manager for Snap-on. “Snap-on’s new Battery Charger Plus will charge today’s batteries properly, *plus* it has a flash reprogramming mode.”

The Snap-on Battery Charger Plus (EEBC500) is:

- **Adaptive** – Standard automotive, deep-cycle, AGM and Gel Cell batteries each require a different charging cycle.
- **Versatile** – Charges 6, 12 and 24-volt batteries with 4, 15 and 60-amp charging rates.
- **Convenient** - GFCI outlets for auxiliary power; handy storage compartment for battery hand tools.
- **Smart** - Fully automatic operation; microprocessor controlled algorithms optimize the charge cycle without overcharging.
- **Powerful** – 300-amp engine starting power.
- **Hi-Tech** – Exclusive flash reprogramming power supply maintains consistent OEM-specified voltage.
- **Informative** - Digital display: voltage percent of charge and alternator percent of performance.
- **Professional** - Rugged streamlined design.
- **Serviceable** - Negative and positive leads can be replaced in the field.

Customers can find out more about the Snap-on Battery Charger Plus (EEBC500) by contacting their local Snap-on franchisee, visiting [www.snapon.com](http://www.snapon.com) or by calling toll free 877-SNAPON-2 (877-762-7662).

## **About Snap-on Tools**

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 4,000 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 \$2.9 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit [www.snapon.com](http://www.snapon.com).

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