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Snap-on Honored with Four Automotive Communications Awards

KENOSHA, Wis. – November 24, 2013 – The Car Care Council Women’s Board has honored Snap-on with four 2013 Automotive Communications Awards (ACA). The awards were presented to Snap-on at the 16th annual Women’s Board reception held Tuesday, Nov. 5, at the Sands Expo Center in Las Vegas, during the Automotive Aftermarket Products Expo (AAPEX).

The Automotive Communications Awards are sponsored by the Women’s Board and supported by the Automotive Communication Council. The awards applaud companies/agencies that provide automotive information through outstanding advertising, marketing and public relations efforts.

Snap-on was recognized with Automotive Communications Awards in the following categories:

- **Business-to-Consumer Awards—Special Promotions & Promotional Events**
CT8810 Dirty Donny "Monster" Campaign: Stickers/Cards
- **Business-to-Business Awards—Ad Campaign to Distribution/Retail Audience**
CTR725 "Untethered" Campaign
- **Business-to-Business Awards—Special Promotion and/or Promotional Event**
2013 Snap-on Franchisee Conference: Event Signage/Graphics
- **Business-to-Business Awards—Best App for Mobile Device**
Snap-on iPad App

“We want to thank the Women’s Board for recognizing Snap-on with these prestigious awards,” said Gerry Beronja, director of customer marketing for Snap-on. “At Snap-on, we are dedicated to providing our franchisees informative marketing communications to use with their customers showing the innovative tools and equipment Snap-on offers. It is an honor to receive these Automotive Communications Awards for our marketing communications efforts.”

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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