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Snap-on Adds Diagnostic Calculator to Website *Click to See How Much Profit You Could be Making*

LINCOLNSHIRE, IL, Dec. 15, 2014 – Snap-on announces a new [diagnostic calculator](#) feature has been added to its website at <http://diagnostics.snapon.com> to help automotive repair technicians and shop owners determine how much profit they could be making by using a Snap-on diagnostic platform, including VERUS[®] PRO, VERDICT[®], MODIS[™] Ultra, SOLUS[™] Edge and ETHOS[®] Plus. The diagnostic calculator is available for use in the United States, Canada, Ireland and the United Kingdom.

“The new Snap-on diagnostic calculator is a great addition to our website; we know it will be very helpful for technicians and shop owners to see the value in investing in one of our diagnostic platforms,” said Mark Schaefer, director of marketing, Snap-on Diagnostics. “The calculator is fast and easy to use, and gives users a thorough breakdown on how profitable their diagnostic tools are based on how they use them. The diagnostic calculator is another great resource to help our customers grow their business.”

To find the user’s potential return on investment, the diagnostic calculator asks a few simple questions such as how many times a week does the shop connect to a vehicle, how many service/health checks does the shop perform each week and what the shop charges for these services. The user then indicates which diagnostic tool they either own or are looking to purchase. Lastly, the user enters their name and e-mail address to receive a customized message about their potential profit breakdown, based on the answers given.

To learn more about diagnostic solutions from Snap-on, talk to a Snap-on representative or visit <http://diagnostics.snapon.com>.

About Snap-on Diagnostics:

Snap-on Diagnostics is part of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, diagnostics and repair information and systems solutions for professional users performing critical tasks. Products are sold through the company’s franchisee, company-direct distributor and Internet channels. Founded in 1920, Snap-on is headquartered in Kenosha, Wisconsin.

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