



NEWS RELEASE

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Snap-on Masters of Metal Tour Heads to Las Cruces

KENOSHA, Wis. – November 18, 2014 – Celebrating professional service technicians as the “masters of their trade,” the Snap-on Masters of Metal TourSM is on the road and heading to a city near you. This interactive tour offers an exciting hands-on experience, highlighting the newest innovative products from Snap-on.

Featuring real product displays and interactive touchscreen technology, the *Snap-on Masters of Metal Tour* opens a window into the imagination of tool lovers, allowing them to interact with the engineering and design of Snap-on products. Visitors can dive into the personalization and customization of Snap-on[®] tool storage in the Rock N’ Roll Cab Express[™], get up close and personal with Cruz Pedregon’s 8,000HP Snap-on NHRA[®] Funny Car, and see how *Snap-on* tools are designed and manufactured. This event also provides individuals with the opportunity to connect with Snap-on representatives and learn how *Snap-on* tools and equipment help improve productivity and efficiency.

“From the smallest bit socket to the biggest roll cab, one thing is certain; our customers live by their Snap-on metal. That’s why we created the Snap-on Masters of Metal Tour. It’s a fun, steel-bending experience for Snap-on customers and a way for us to honor professional technicians, the true ‘masters of their trade’,” said Yvette Morrison, vice president of marketing, Snap-on Tools Group.

The *Snap-on Masters of Metal Tour* is open to the public and upcoming New Mexico stops include:

Date	City	Location
November 25	Las Cruces	Border International 1670 South Valley Drive Hours: 2:00 p.m. to 7:00 p.m.

“We’ve added some exciting new features so those who may have seen the tour come through their area will want to check it out again,” said Morrison. “For those who have not had the opportunity to see the Snap-on Masters of Metal Tour up close and personal, there is no better time than now to see what it’s all about.”

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. Founded in 1920, Snap-on is a \$3.1 billion, S&P 500 company headquartered in Kenosha, Wisconsin. For additional information, visit www.snapon.com.

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