



NEWS RELEASE

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Snap-on Masters of Metal Tour to Make Special Appearance at VISION 2014 in Kansas City

KENOSHA, Wis. – February 28, 2014 – The Snap-on Masters of Metal TourSM will be making a special appearance at the 2014 VISION Hi-Tech Training & Expo. The event for automotive service professionals, the 2014 VISION will be held March 6-9 at the Overland Park (Kan.) Convention Center. Celebrating professional service technicians as the “masters of their trade,” the *Snap-on* Masters of Metal Tour is an interactive extravaganza offering an exciting hands-on experience, highlighting the newest innovative products from Snap-on.

“We are honored that the Snap-on Masters of Metal Tour has been invited to be a part of the 2014 VISION Hi-Tech Training & Expo,” said Gerry Beronja, director of customer marketing for Snap-on. “VISION is one of the biggest events in the country for professional service technicians so it will serve as a great opportunity to show our customers, as well as potential customers, the latest and greatest tools and innovative offerings that Snap-on provides to make service technicians more efficient and productive.”

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.

Offering 60,000 square feet of exhibits, VISION features the latest in automotive service tools, equipment and services for the automotive industry, as well as management and technical training to automotive service professionals. More than 3,500 automotive service professionals from 37 states, Australia and Canada received training during the 2013 event. For more information about the VISION Hi-Tech Training & Expo, visit www.visionkc.com.

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 \$3.1 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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