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## **“Snap-on Tech Series – Nitro Edition” gives viewers insider access to everything from power to parachutes**

**KENOSHA, Wis. (July 13, 2015)** – Avid motorsports followers, enthusiastic techs, Cruz Pedregon fans and those curious about what it takes to make a car run 300+ mph can now go behind-the-scenes with the “[Snap-on Tech Series – Nitro Edition](#).” Video topics cover vital aspects of Funny Car drag racing and include insider access to the key elements of Pedregon’s driving experience.

“As Cruz Pedregon’s primary sponsor, we want to offer the opportunity for fans to learn more about what goes into the fast-paced action of Funny Car racing,” says Yvette Morrison, vice president of marketing for Snap-on Tools. “The amount of work and attention to detail behind these races that average just four-seconds per run is unbelievable. There is a level of intensity that can only be appreciated by getting an inside look at everything from tuning the car to what happens when the parachutes shred to feeling the heat of a fire inside the cockpit and deploying the extinguishers. It’s interesting insight into this power-filled sport that you can only get from Snap-on.”

The 24-part series of 60 to 90-second segments is hosted by well-known motorsports announcer and personality Jarod Deanda, alongside Cruz. It delves into track conditions, vehicle mechanics and what keeps the Snap-on Funny Car a contender race after race, run after run.

“With every race, Cruz and his crew are striving for a track win while keeping everyone safe. We hope fans can experience a heightened appreciation for the skill and precision of the sport by watching the series,” says Morrison.

Fans can access these videos any time on Snap-on’s [Facebook](#), [Twitter](#) and [YouTube](#) pages. Thousands have watched the “Snap-on Tech Series – Nitro Edition” segments as they’ve posted to Snap-on social media outlets every Friday prior to race weekends and will continue throughout the 2015 season.

### **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 \$3.3 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit [www.snapon.com](http://www.snapon.com).

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