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## **Snap-on Franchisee Conference Showcases "The Big Frontier" of Product, Opportunity and Fun**

**KENOSHA, Wis. (August 14, 2017)** – It took a state as big as Texas to hold this year's Snap-on Franchisee Conference (SFC). The annual event focused on the company's leadership in the "frontier" of hand, power and diagnostic tools; tool storage; and productivity solutions. "The Big Frontier"-themed SFC was held in Dallas, where more than 8,000 attended representing more than 3,000 North American routes. Opportunities were wide-open for attendees to experience the latest in sales, product and business management information from the best of Snap-on.

"Franchisees are most often the face of Snap-on, representing products that make critical tasks easier for professional technicians," says Tom Kassouf, president of the Snap-on Tools Group. "It's important for us to share with them the latest innovations created with their customers in mind. In addition, information and technology are powerful tools in the success and growth of a Snap-on franchise, so we blend these into instructive business seminars. Finally, it wouldn't be a Snap-on event without some fun, so we added world-class entertainment to the weekend."

This year's conference featured a 144,000-square-foot show floor filled with thousands of innovative products, staffed by the product managers and engineers that create and manufacture those products; interactive demonstrations; a productivity and profit center; Snap-on Credit booth; and a show car of Snap-on Funny Car driver Cruz Pedregon. Attendees also took part in "Franchisee Knowledge Exchange" sessions, along with other seminars and business updates.

Conference attendees were treated to entertainment by Grammy® Award-winning artist Little Big Town, as well as the Harlem Globetrotters; World Classic Rockers featuring former members of Journey, Boston, Santana, Steppenwolf and Lynyrd Skynyrd; Jake Worthington, The Voice® season six runner-up; and Mariachi Nuevo Estilo from America's Got Talent®. In addition, franchisees could enter to win a Snap-on branded 2017 GMC® Sierra 2500HD, a trailer, and a Martin® Acoustic Guitar autographed by Little Big Town.

### **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 \$3.4 billion, S&P 500 company located in Kenosha, Wisconsin, with operations throughout the world. For additional information, visit [www.snapon.com](http://www.snapon.com).

