

NEWS RELEASE For Immediate Release

> For more information, contact: Lynn Konsbruck 312-768-7362 Ikonsbruck@maxmarketing.com

Snap-on Adds Diagnostic Quick Tips Training Videos to Website and YouTube Channel

LINCOLNSHIRE, IL, July 28, 2015 – Snap-on has recently added Quick Tips training videos to its <u>website</u> and <u>YouTube</u> channel to help professional technicians speed up their diagnostic capabilities. The videos, based on real case studies, show how to apply diagnostics to specific vehicles and applications through two minute demonstrations of diagnostic tools solving common problems.

"The short Quick Tips videos were created to provide training in an easy to watch format so technicians can use their Snap-on diagnostic tools to address a specific problem on a vehicle," said Mark Schaefer, director of marketing, Snap-on Diagnostics. "With our complete Training Solutions[®] videos on our website and YouTube channel, not only do we show technicians how to use our tools, but we now demonstrate how the tools can be used to solve everyday issues that they might encounter in their service bays."

To find the Quick Tips on the Snap-on website, visit <u>http://diagnostics.snapon.com/TrainingSolutions</u> and select a diagnostic tool. Once a Quick Tip has been selected, technicians will see which diagnostic tools the tip applies to, read an overview of the problem and then watch the resolution video.

Hosted by Snap-on National Field Trainer, Jason Gabrenas, the complete Quick Tips series is free of charge and available 24 hours a day, seven days a week online so technicians can watch the videos when it is most convenient for them.

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, Wis. To learn more about any of Snap-on's diagnostic solutions, talk to a Snap-on representative or visit <u>http://diagnostics.snapon.com</u>.