



This issue:

Snap-on Equipment Gives Back to the Community [P. 1](#)

Nissan GT-R Dealers Choose Snap-on Equipment [P. 2](#)

Snap-on Equipment at NADA 2008 [P. 3](#)

SnaponEquipment.com Gets Fresh Look, Features [P. 4](#)

Snap-on Equipment Raises Money for Tornado Victims

Employees at Snap-on Equipment have reached out to the caring hands of the United Way.

On February 29, 2008 the company presented the United Way of Faulkner County with a donation of more than \$1,400 to benefit Arkansans devastated by storms that ripped through the state on February 4, 2008. Employees participated in a Jeans Day fundraiser where those who made a contribution were rewarded with extra casual days for the week. The employees raised more than \$700, and this amount was matched by Snap-on Equipment's corporate offices.



Aimee Prince, Resource Development Director for the United Way of Central Arkansas said the generous donation is an excellent example of how the community steps up when there is a need, no matter where the need is.

"This donation will help those in surrounding counties begin their lives again, because of you! It was the largest donation made to the account. You can't begin to imagine the impact this donation will make on those who lost their homes."



Snap-on Equipment's High Performance 3-D Imaging Aligner Selected by Nissan's GT-R Dealers

Nissan High Performance Centers and a majority of Japanese Nissan dealers upgrading in preparation for the Japanese introduction of the GT-R super-car have chosen the Arago V3D Imaging Alignment System from Snap-on Equipment's John Bean line.

The GT-R Certified Arago V3D is the world's only self-calibrating alignment machine, & is one of the most accurate machines on the market today. The Arago V3D meets the demanding needs of the 480 HP, 3.8L twin-turbocharged GT-R. The GT-R boasts a racecar style suspension and a top speed of 193 mph. Known for its speed, accuracy and patented 3-D imaging technology, the Arago V3D produces highly accurate results in less than two minutes. It also eliminates cumbersome setup steps and customer comebacks due to calibration issues.



In addition to the Arago V3D Imaging Alignment System, John Bean offers the V3D² and V3D¹ Imaging Aligners, and the 10K Scissor Lift – all of which are GT-R Certified.



V3D²



V3D¹



10K Scissor Lift

Snap-on Equipment Shows Products with Great Success at NADA Show 2008

Snap-on Equipment had a successful showing at the 91st NADA (National Automobile Dealers Association) Convention and Exposition, held Feb. 9-12 in San Francisco. Snap-on Equipment was one of 700 companies showing their products to more than 24,000 attendees at this year's show.

Kevin Duke, Snap-on Equipment Sales and Service Manager for the Los Angeles area, said customer interest was impressive, especially with our high tech products, such as the Arago V3D Imaging Aligner, the BFH 1000 (Total Ride Performance Wheel Balancer) and EHP System V Tire Changer.

"A lot of the other companies at the show were very impressed with our technology," Duke said.



Snap-on Equipment Web Site Gets Fresh New Look and Features

One of the most valuable tools in keeping our customers informed and up-to-date has just received a makeover! The Snap-on Equipment web site has received several upgrades, including style changes that make titles and headings easily identifiable, high-definition video spotlights of our most popular products, and printer friendly web pages.

Daniel Yearwood, Graphic Designer/Web Architect for Snap-on Equipment, said the redesign will improve usability for customers. "The improved layout and navigation will make it easier for customers to navigate the site and easily locate product information."

One key addition to the website is video spotlights of some of our most popular products: the Arago V3D Imaging Alignment System, the award-winning BFH 800 Super Premium Wheel Balancer, and the EHP Systems V and II Tire Changers. Recently we have started shooting video in High Definition, 16:9 Widescreen Format and are placing web-formatted versions of these on our site. We are continuously adding new videos for all of our products, so visitors can look forward to these in the future. Product



videos can be found whenever a "Movie" icon appears on the product page. Recent updates can also be found on our home page on the sidebar under the "Recent Updates" section. Product pages on snaponequipment.com also contain the most current literature available on all of our products. These are easily identifiable by the "Brochure" and "Bid Spec" buttons on the product pages. You can also find a literature index under the "Documentation" tab on the main menu.



To ensure the highest level of security for our customers, the site has been certified as "Hacker Safe". "Our security team in Kenosha works closely with McAfee, Inc. to ensure our servers are protected. They have taken this to the next level to ensure our customers are secure when using any of our web sites," said Todd Wilson, Manager of IT Integration.



Many customers are happy to learn that they can now:

- Locate a Sales and Service Representative from the main menu
- Access your order information from the "My Account" tab on the main menu
- Find information on a product with the "Search" option
- Access past & current editions of the Snap-on Equipment World Newsletter & Snap-on Equipment Press Releases
- Find Brochures/Operator Manuals on current & past products under the "Documentation" tab on the main menu
- Contact Customer Service to get answers to some of your most frequently asked questions under our "Contact" tab on the main menu
- Keep up-to-date on what's new at Snap-on Equipment

We invite you to take a look at the changes and all Snap-on Equipment products by visiting us at www.snaponequipment.com.