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Newly Updated Hofmann Website Features New Look, Increased Product Resources

Conway, AR – May 13, 2024 – Hofmann® has redesigned its website to provide easier access to comprehensive information about its award-winning products and to help customers make well-informed decisions about the *Hofmann* wheel service products that are best for their respective shop locations.

"Our primary goal in the redesign process was to create a resource that is user-friendly and includes detailed information that our customers can easily access when evaluating Hofmann products for their shops," said Mariana Montovaneli, director of marketing for *Hofmann*. "We received customer input about what information they thought was important information to include and incorporated their suggestions to create a more robust and applicable site."

The newly updated *Hofmann* [website](#) is designed for effortless navigation, featuring details about the full *Hofmann* product line, including wheel aligners and balancers, tire changers and lifts. Within each product category, users can find specific information on technological enhancements, product benefits and frequently asked questions (FAQs), so they can confidently select the most suitable product for their shop size.

Also found on the website is a collection of videos showcasing the operational dynamics of each product and how it enhances shop efficiency and productivity. The site makes it easier to locate a *Hofmann* sales representative for inquiries or assistance with placing an order.

"The redesigned appearance of the Hofmann website aligns with the innovation inherent in Hofmann products, and the enhanced functionality mirrors their effectiveness, efficiency and productivity," said Montovaneli. "We invite all shop owners and managers to explore the new site and discover how Hofmann can help grow their businesses."

Customers can learn more about *Hofmann* wheel service products by calling 800-251-4500 or visiting www.hofmann-equipment.com/.

About Hofmann

For more than 90 years, Hofmann® has been a world leading innovator of automotive undercar service equipment solutions and is one of the many brands that Snap-on offers repair shop owners and managers. Snap-on Incorporated is a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, 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. Snap-on, an S&P 500 company, generated sales of \$4.5 billion in 2022, and is headquartered in Kenosha, Wisconsin.

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