

# THE RIGHT DIAGNOSTIC TOOL FOR EVERY TECH.

## TRITON™



### TESTING & VERIFICATION

TARGET: Go-To Diagnostic Technicians

## APOLLO+™



### GUIDED REPAIRS

TARGET: Up-and-Coming Tech

## SOLUS+™



### MAINTENANCE & SERVICE

TARGET: Maintenance Tech

## SNAP-ON® SUPERIORITY COMES STANDARD CLOCK

A TIMELY PREMIUM  
FOR HELPING SELL  
THROUGH YOUR  
DIAGNOSTIC  
INVENTORY.



Your 2026 Diagnostic Pack gives you the perfect range of platforms, allowing you to offer the right tool to every tech on your route. At every skill level.

And as an extra incentive to move them off the fence, they'll have a shot at winning this custom Snap-on wall clock.

Of course, the pack also provides all the marketing materials you'll need to get the conversation started. As well as some proven tips for closing the deal. Just see the reverse side for more info.

# MARKETING MATERIALS

You'll have everything you need to get your customers thinking about investing in a Snap-on scan tool, including a poster, dangler, sticky note pad, shelf tags and a lanyard card. Plus raffle tickets and a ticket box for the giveaway.

The materials are designed to help them identify which platform is right for them – and to whet their appetites for a shot at the wall clock. But it's still no substitute for the expert consultation and match-making you'll also be bringing to the table.



## SALES IDEAS

- Use all your marketing materials, and reinforce the features and advantages of the Snap-on Diagnostic Family. Help guide customers to the tool that's right for them at this particular stage of their career
- Make sure to feature the Snap-on Superiority Comes Standard Clock materials, and consider showcasing the clock in your van
- Award raffle tickets for the purchase of any of the featured platforms, as well as existing inventory you'd like to move
- Display the corresponding shelf tags next to each platform so techs can easily identify the right tool for them

## SELL-THROUGH STRATEGIES

- Purchase a TRITON™, APOLLO™ or SOLUS™, and get a chance to win a Snap-on Superiority Comes Standard Clock
- Purchase a platform on subscription to receive bonus F2FL entries
- Purchase any scan tool and get the chance to win another premium

# 2026 DIAGNOSTIC PACK CONTENTS

## SHIPMENT 1 (WEEK 4)

QTY	PART #	DESCRIPTION
1	EESC337	SOLUS+™
1	EESC338A	APOLLO™
1	EEMS349A	TRITON™
3	SSX26P114	Snap-on Superiority Comes Standard Clock (Made in the USA)
1	SS263702ENG	Kick-Off 2026 Diagnostics Marketing Kit

## SHIPMENT 2 (WEEK 9)

QTY	PART #	DESCRIPTION
1	EESC337	SOLUS+™
2	EEMS349A	TRITON™

