

**NEWS RELEASE**  
For Immediate Release

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## John Bean to Showcase New Tru-Point at SEMA

### *New Booth Location in Upper South Hall #32017*

**Conway, AR – Oct. 18, 2021** – The new John Bean® Tru-Point™ advanced driver assistance system (ADAS) calibration system will be on display and available for demonstrations at the Specialty Equipment Market Association (SEMA) show being held Nov. 2-5 at the Las Vegas Convention Center.

*Tru-Point* will be one of many innovative products showcased at the Snap-on® Total Shop Solutions (TSS) booth #32017 with 6,000 sq. ft. featuring Car-O-Liner®, Hofmann®, Mitchell 1™ and SUN® Collision. Many of the products will be available for hands-on demonstrations.

Show attendees should note that the *Snap-on* booth #32017 is in a new location this year, moving to the Upper South Hall in the Collision Repair & Refinishing section of the convention center.

“After a year away, we are very excited to meet with customers in person at SEMA to share so many inventive products, like the new Tru-Point, the game-changer in ADAS calibration,” said Mariana Montovaneli, director of marketing for John Bean. “With our new, easier to access location in the upper south hall, we invite all SEMA attendees to stop by and see how we can help them increase shop productivity, performance and profitability.”

Customers can find out more about the new *John Bean Tru-Point* ADAS calibration system and other John Bean products by calling 877-482-4866 or visiting [www.JohnBean.com](http://www.JohnBean.com).

#### **About John Bean**

John Bean is a world leading source for 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. Founded in 1920, Snap-on Incorporated is a \$3.6 billion, S&P 500 company headquartered in Kenosha, Wisconsin.

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