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New Hofmann Manufacturing Video Highlights Dedication to Producing Innovative Wheel Service Products

Conway, AR – Sept. 20, 2023 – Hofmann[®] has introduced a new [video](#) showcasing its industry-leading line of wheel service products and highlighting the dedication of the *Hofmann* team to providing the best products and service for its customers.

“Hofmann pioneers technologies to meet our customers’ daily needs, and this new video highlights the quality and innovation of our shop equipment,” said Joe Vermillion, national sales manager for Hofmann. “In keeping with a long-standing commitment to excellence, Hofmann products feature patented technology and are built on a customer-focused foundation of expert engineering and quality manufacturing.”

Filmed at *Hofmann*’s manufacturing facility in Conway, Arkansas, the new video includes testimonials from *Hofmann* employees who explain the manufacturing and assembly processes, as well as the commitment of the entire *Hofmann* team to provide innovative aligners, balancers, tire changers and more to its customers around the globe.

“The Hofmann brand is known for top-of-the-line wheel aligners, tire changers and balancers, and an ongoing commitment to customers’ success,” said Mariana Montovaneli, director of marketing for Hofmann. “We produced this video to illustrate our dedication to providing state-of-the-art equipment that improves their businesses with unparalleled performance and productivity.”

Customers can view the video [here](#) and learn more about other *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. Founded in 1920, Snap-on Incorporated is a \$4.25 billion, S&P 500 company headquartered in Kenosha, Wisconsin.

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