



For Immediate Release

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## Win a Hat in the ‘Snap-on and You’ Social Media Campaign

*Awarding First 200 Customers Who Submit a Photo with their Diagnostic Scan Tool*

**LINCOLNSHIRE, Ill., June 11, 2025** – Snap-on® announces it is awarding hats to the first 200 customers who submit a photo of themselves with their Snap-on diagnostic scan tool either on Instagram® with the hashtag #SnaponAndYou or through the [website landing page](#).

“The ‘Snap-on and You’ campaign is all about the professional technician and their Snap-on scan tool – a winning combination that makes all the difference when it comes to diagnosing today’s complex vehicles,” said Helen Cox, marketing and client services director, Snap-on Diagnostics. “When technicians tap into the power of their Snap-on scan tool, they get pre-existing data collected from auto technicians across the globe. We invite everyone to share a photo with their diagnostic scan tool for a chance to win a Snap-on hat and the opportunity to be featured on our website gallery page.”

To learn more about Snap-on, visit [snapon.com/diagnostics](https://snapon.com/diagnostics) or talk to a Snap-on franchisee or other Snap-on sales representative.

### About Snap-on

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 including those working in vehicle repair, aerospace, the military, natural resources, and manufacturing. From its founding in 1920, Snap-on has been recognized as the mark of the serious and the outward sign of the pride and dignity working men and women take in their professions. Products and services are sold through the company’s network of widely recognized franchisee vans, as well as through direct and distributor channels, under a variety of notable brands. The company also provides financing programs to facilitate the sales of its products and to support its franchise business. Snap-on, an S&P 500 company, generated sales of \$4.7 billion in 2024, and is headquartered in Kenosha, Wisconsin.

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