For Immediate Release

For more information, contact:
Lynn Konsbruck
Maximum Marketing Services
312-768-7362
lkonsbruck@maxmarketing.com

Snap-on Enhances Online Tool Matcher Feature

Helps Technicians Find the Diagnostic Platform that Best Fits their Needs

LINCOLNSHIRE, Ill., Nov. 17, 2026 – Snap-on® has enhanced its online tool matcher feature to offer an updated user experience designed to help professional technicians quickly find the diagnostic platform that best fits their needs.

Available on the Snap-on Diagnostics website, the tool matcher helps technicians identify the right scanner based on their specific work, preferences and diagnostic needs, with recommendations for ZEUS+™, TRITON™, APOLLO™ and SOLUS+™.

“At Snap-on, we understand that no two technicians are exactly alike,” said Helen Cox, marketing and client services director, Snap-on Diagnostics. “Every technician has different tasks, workflows and needs, which is why our diagnostic scan tools are designed with those differences in mind. The tool matcher helps technicians find the features and capabilities they need to get the job done.”

The tool matcher begins with a brief survey designed to better understand each technician’s needs and preferences. Questions focus on the types of jobs they perform, features that could enhance their workflow and how frequently they connect to a vehicle.

Based on the responses, the tool matcher provides a personalized product recommendation highlighting the specifications and capabilities most relevant to the technician. Results include an overview of the recommended tool, the types of jobs it is best suited for, product videos, a link to calculate return on investment and the option to request a demonstration from a Snap-on representative.

Technicians can also compare their recommended product with other Snap-on diagnostic platforms, making it easier to evaluate available features and select the tool that best fits their needs.

For added convenience, results can be viewed immediately or delivered by email. Technicians who choose email delivery will receive their personalized tool recommendation along with Snap-on news and training resources designed to help them get the most from their diagnostic tools.

To learn more, visit www.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 2025, and is headquartered in Kenosha, Wisconsin.

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