



For Immediate Release

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Snap-on Expands Digital Assistance Capabilities

LINCOLNSHIRE, Ill., Sept. 17, 2026 – Snap-on® has expanded the digital assistance capabilities available through its Customer Care Team at www.snap4help.com, giving customers more convenient ways to find answers and get support for their diagnostic tools.

New online resources include:

- **Search the Knowledge Base** to quickly find answers to frequently asked questions.
- **Chat with AI** for instant assistance, information and guidance.
- **Connect with a live Customer Care representative** during staffed hours for personalized support. If additional assistance is needed, customers can seamlessly transition from AI chat to a live agent for help in real-time.

“The Customer Care Team has expanded its digital services to make it easier for customers to get the assistance they need, whenever and wherever they need it,” said Helen Cox, marketing and client services director, Snap-on Diagnostics. “These resources are available to all users, and chat support can also be accessed directly through a technician’s customer profile account. Whether they prefer to find an answer on their own, use AI-powered assistance or connect with a live expert, customers now have more options for getting the support they need.”

The expanded digital assistance capabilities are designed to help customers quickly find information and troubleshoot questions to help them get the most of their Snap-on diagnostic tool investment.

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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