



**IT  
STARTED  
WITH  
A SPARK**

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100+

**SNAP-ON REALLY DID START WITH A SPARK. THE SPARK WAS AN IDEA, AND THE IDEA FORGED A DREAM, AND THE DREAM SHAPED LIVES AND IT REACHED ACROSS A NATION AND A WORLD.**

The idea was from one of our founders, Joe Johnson. He took five handles of different shapes and put them together with 10 sockets of different dimensions. And, he said, they did the work of 50 tools. It truly revolutionized tools...and work. That tradition of innovation has been handed down to us over the decades.

The founders did something else very special. They bypassed distributors...the usual tool-selling channel in those days... and sent salesmen directly into the repair shops, laying those five handles and 10 sockets out on green felt right in front of the mechanics as if they were as precious as surgical instruments...representing that if the technicians used these tools, it would signal to the world that they were doing something special...perhaps as special as a surgeon. Today, the display of the Snap-on brand continues to be an outward sign of the pride and dignity that working men and women take in their profession. And, this tradition has driven our Company forward for over 100 years.

This is a special company with a storied history, an encouraging now, and an exciting future. As such, let me tell you of a people, essential to the serious and unique to the world, standing firm

against the threat, preserving all we know amidst the gloom. We are Snap-on and we are those people. We persevered through change, through wars, depressions, recessions...through historical turmoils of many kinds. The once-in-a-centennial pandemic was just the most recent of those challenges. It came right as we entered our 100th year, postponing our celebration. As the virus passed, we marked our milestone by adding a plus symbol to our anniversary logo, reminding future generations that we came through the COVID era and exited the difficulty stronger than we entered... and will continue to thrive through the next century and beyond.

If you're reading this, you've paved the road for our success. For that, we salute you. This book holds memories of our special celebrations, but it's also a tribute to all those who helped make us what we are today...a testament of our commitment to enable the Makers and Fixers who create and maintain the world we know. It tells the stories of our time when we truly made a difference for society...as we have in the past...and as we will continue to do in the future.

It's appropriate that we pause one more time to thank the worldwide Snap-on nation. In that regard, we are grateful for the confidence of our shareholders, the commitment of our associates, the conviction of our franchisees, the faith of our customers, and for the support of our communities. We especially thank our retirees...those who have come before us. Every day we reach higher and, as we do, we stand on their shoulders.

A corporation is a place where people come together to create value for themselves and for others that they could not achieve as individuals. Snap-on has done so for over a century. We create lives of prosperity and satisfaction for our team and for millions of professional Makers and Fixers. And, we make it possible for working men and women to have some of their most prized possessions, enabling them to fulfill their dreams, display pride in their profession, and to declare the dignity of work and the critical nature of their world. This is a unique company with a special calling. We summon the new from the insights of today, solving the most critical tasks and moving the world forward.

As we proceed forward into our next century, the team has never been stronger...never been more prosperous... never been more significant. Although the accomplishments have been considerable, we mark our first 100 years not so much as a reminder of what has been done. Rather, we celebrate this milestone as a confident testimony to the extraordinary future we all share in the days and decades ahead.



**Nick Pinchuk**  
Chairman and Chief Executive Officer

## **CONTRIBUTORS**

To the many, many Snap-on associates and franchisees who helped create, and participated in, the 100th Anniversary of Snap-on, our profound gratitude and congratulations!

A special thank you to the contributors who provided insight, information, photographs, written copy and ideas for this book:

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## **EDITORIAL TEAM**

Sam Bottum, Lauren DeRose, Alexandria Egolf, Andy Ginger, Jada Peters, Flora Ward, Jeff Weiss and THIEL Brand Design: Ben Halpin, Steve Koenike and Andrea Walters.

A special thanks to Andy Ginger, our retired president of Snap-on Industrial and former chief marketing officer. His contributions in assembling this 100th Anniversary book were substantial. Like many of you, his passion and commitment to Snap-on and its people run deep and are reflected throughout this distinctive chronicle.

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**A CENTURY IN  
THE MAKING.**



**So much to see. So much to do.** We're extremely pleased that our 100th Anniversary was celebrated across the world with a wide variety of events and recognition. But nothing tops the heartfelt and amazing centennial extravaganza that took place at the global headquarters in Kenosha in August, 2021.

Celebration events got underway early with a business update staged under a massive tent, featuring a range of important contributors, and followed by entertainment, carnival rides, music, demonstrations, race cars, special food and drink,

fireworks, skydivers, exhibits and a host of activities that lasted all day and into the night. All in all, the place was buzzing with excitement and festive activities to meet the anticipation that had been building for the better part of a century.

Attended by thousands of associates, retirees, family members, suppliers, partners, friends and neighbors, the giant event sprawled across the entire campus and into the skies above. Snap-on associates in locations across the globe participated in the celebration via Zoom.

Our commitment to Kenosha started in 1929 with the construction of a shiny new plant in the midst of the cornfields. Nine decades on, growth and opportunity in our anchor city abound. Proof could be found in the groundbreaking ceremony for our new 90,000-square-foot facility that was held during the centennial celebration. The facility, aptly named Century Place, will deliver a wide range of kitting and engineered tool solutions for critical industries. *The Kenosha News* declared: "On the day of its 100th birthday celebration, it was Snap-on that gave the Kenosha community a gift."



# WHAT EPIC LOOKS LIKE.

The Kenosha 100th Anniversary celebration was over-the-top with excitement and entertainment for the day. After the opening presentations, associates, visitors and their families roamed the campus to enjoy the action and activities. The show was topped off with nighttime hot air balloon flights and a surprise skydiving demonstration.

**MUSICAL MOMENTS** Bella Cain, a high-energy Top-40 country band known for their huge talent and crowds, performed on the Snap-on stage. Additionally, The Beverly Belles sang a cappella in different period costumes across multiple locations on the campus.

**MOTORSPORTS** Long-time Snap-on NHRA driver, Cruz Pedregon, stayed busy signing autographs, posing for photos and occasionally firing up his

950-horsepower funny car to add an exciting, if not loud, note. NASCAR driver for Team Penske and 2020 NASCAR Xfinity Series Champion Austin Cindric signed autographs. Josef Newgarden, Team Penske IndyCar driver, the 2017 and 2019 IndyCar Series champion, and the winner of the 2023 Indianapolis 500, greeted guests and signed autographs.

**GEARHEADS GALORE** Snap-on associates and others showed off their custom show cars and competed for prizes. Those looking for diagnostics know-how visited the Snap-on TechKnow Express. And those interested in tool storage visited the Snap-on Rock N' Roll Cab Express.

**DEMONSTRATIONS ALL DAY** Power Hawk®, a recent addition to the Snap-on family of brands, demonstrated their life-saving rescue tool and other equipment for





difficult rescues. Woodcarvers worked their magic to create a one-of-a-kind Snap-on wrench-shaped, wooden sculpture.

**MAGIC IN THE MUSEUM** Guests toured the new exhibits in the refreshed Snap-on museum and viewed the original 1927 Snap-on / Blue-Point sprint car.

**FUN FOR THE FAMILY** Kids (big and small) had tons of fun at the carnival that featured pony rides, a carousel, a ferris wheel, face painters, balloon artists, carnival games, Snap-on Jenga, rock wall climbing and a giant Snap-on themed inflatable slide.

**A VIEW FROM THE SKY** The hot air balloon rides were loved by all and many went home with photos from up high.

**SPECIAL SNAP-ON EXHIBITS** Fans of the brand visited the 1951 vintage dealer van. Many took photos with the award-winning Snap-on 100th Anniversary Fourth of July float. Others could not resist a photo op with the 3.5-ton, giant 100th Anniversary logo socket sculpture.

**FOOD AND BIERGARTEN** A dozen Wisconsin caterers offered over 50 delectable entrees. From dogs and burgers to steak and chicken, from falafel to schnitzel, from sundaes to shaved ice, it was all there and served with gusto. To accompany the wide array of food options, guests chose from a range of Snap-on themed custom beverages, including 5/50 Green Felt Pilsner, Impact Ale, Smoking Tire Seltzer and Kenosha Red.

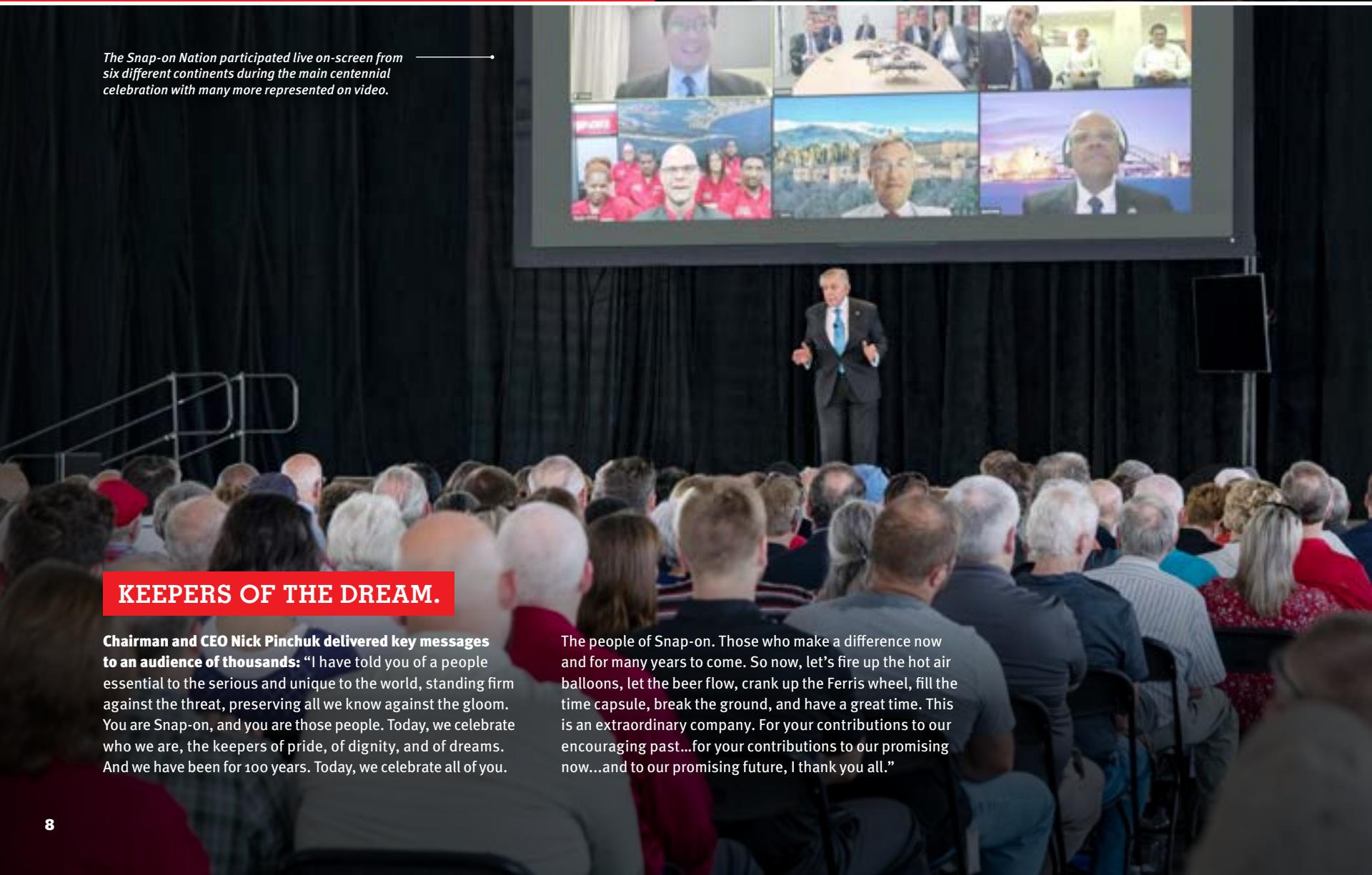


# CELEBRATING THE WORK, THE PEOPLE AND THE PURPOSE.

*The Snap-on Nation participated live on-screen from six different continents during the main centennial celebration with many more represented on video.*



*The program acknowledged the contributions of many, including the founding families and past presidents. Here, John Poland (standing), grandnephew of founder Bill Seidemann, along with Bill's granddaughter Jackie Getschow and her husband Reuben, accept gratitude as did many others. Founding family descendants from the Johnson, Tarble and Palmer families were also acknowledged.*



## KEEPERS OF THE DREAM.

**Chairman and CEO Nick Pinchuk delivered key messages to an audience of thousands:** "I have told you of a people essential to the serious and unique to the world, standing firm against the threat, preserving all we know against the gloom. You are Snap-on, and you are those people. Today, we celebrate who we are, the keepers of pride, of dignity, and of dreams. And we have been for 100 years. Today, we celebrate all of you.

The people of Snap-on. Those who make a difference now and for many years to come. So now, let's fire up the hot air balloons, let the beer flow, crank up the Ferris wheel, fill the time capsule, break the ground, and have a great time. This is an extraordinary company. For your contributions to our encouraging past...for your contributions to our promising now...and to our promising future, I thank you all."



Ground is broken for Century Place by (from left to right): Anna Daugherty, Human Resources; Jim Kreuser, Kenosha County executive; Rence Estrada, Rence's Auto Repair; Nick Pinchuk, Snap-on chairman and CEO; James Gamble, Snap-on retiree; John Antaramian, Kenosha mayor; Todd Gaulke, franchisee; Gus Gonzalez, VP Industrial International.



## HONORING THOSE WHO CAME BEFORE US.

From the pioneers of the first set of interchangeable sockets to the current day engineers and executives, Snap-on has always been about people. From the founders...to the leaders and dreamers...to legions of hard-working associates, we have been fortunate to be driven by people who've carried the mission forward through their conviction, creativity and dedication. The centennial celebration gave us a chance to recognize those individuals and renew our vow of continued excellence.

The presentations kicked off with Olympic themes, trumpets, timpani, cheerleaders and gigantic flags heralding accomplishments and the first days of our second century. The Beverly Belles led the crowd in the national anthem.

There were testimonials from franchisees and customers, and the responses of associates to the litany of endorsements. The program highlighted three past presidents and a host of senior executives in attendance. Engineers and innovators across the businesses along with associates and contributors ranging from recent hires to retirees with 40+ years of service were recognized, noting that we stand on the shoulders of those who have gone before us.



CONNECTING THE PAST WITH THE PRESENT.





AND THE PAST WITH THE PRESENT WITH THE FUTURE.







# **“WE REACH HIGHER STANDING ON THE SHOULDERS OF THOSE WHO HAVE GONE BEFORE.”**

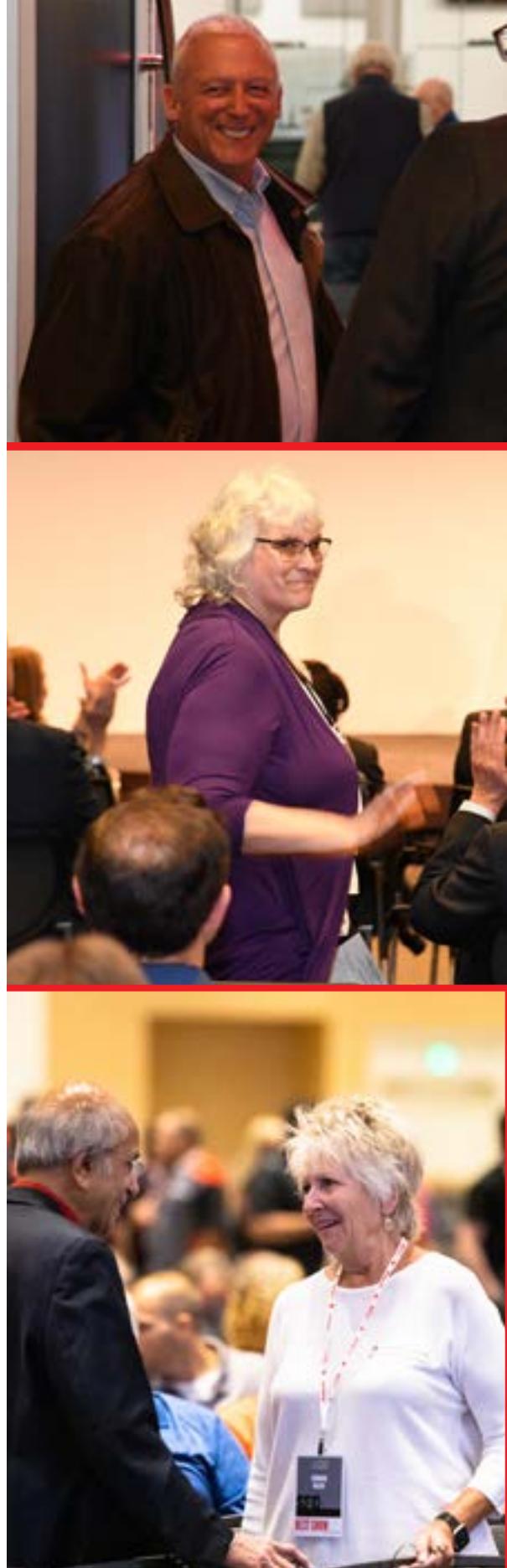
**- NICK PINCHUK**

**CHAIRMAN AND CEO NICK PINCHUK'S** words held added meaning during our 100th Anniversary celebration. Snap-on's vision and success around the world can be clearly traced to those who paved the way over the last century. And the anniversary celebration provided the perfect opportunity to remind the world of the many people and achievements that built the brand and the business over many decades.

There's no question that the company's accomplishments and the brand's stature are the direct result of the vision and hard work of generations of Snap-on associates. That's why we were honored to welcome retirees,

former associates and friends who were among the thousands of key supporters and celebrants at many of the important 100th Anniversary celebrations.

Individuals like Cookie Waldron, a retired tool storage assembly worker from the Algona, Iowa plant and Branko Beronja, retired executive vice president, were highlighted during the business presentation at the 100th Anniversary franchisee conference in Orlando. This type of recognition was repeated at many of the 100th Anniversary events around the globe.







**CLOSER TO HOME IN KENOSHA**, a dedicated group of associates, former associates and retirees worked to create a very visible and iconic piece of their history. They designed and built a parade float with the theme “Celebrating 100 Years of Makers and Fixers” that appeared in three 4th of July parades, including the Kenosha event. The entry marked Snap-on’s 45th annual appearance in the event and won multiple awards, including Best In Show. Snap-on retirees and associates marched in the parade alongside the float to represent the company and highlight Snap-on’s long history in the community.





# OCTOBERFEST



**DESPITE THE PANDEMIC** causing the cancellation of planned 2020 events, many of the 100th Anniversary festivities took place in 2021 and early 2022. The 100th Anniversary version of Octoberfest was a huge success. In keeping with tradition, the IT department hosted the event and operated the barbecue grills and serving lines under giant tents in the parking lot in Kenosha.

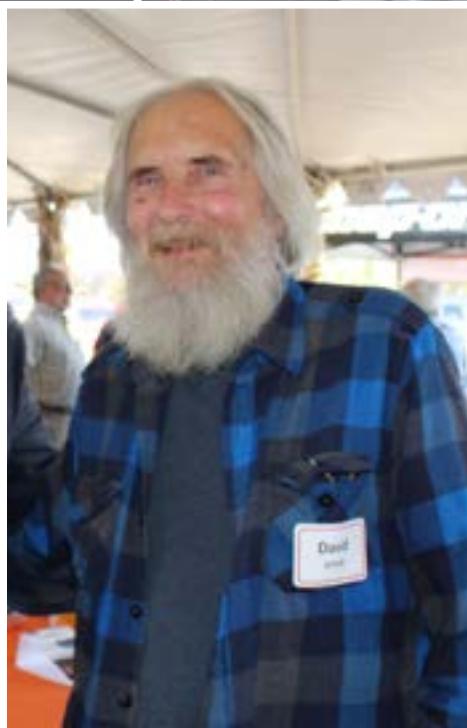
Oktoberfest themed costumed singers and musicians, along with a great lunch and treats, including root beer floats, helped make the celebration a big hit. Not to mention the hours Nick Pinchuk spent greeting guests and catching up. As usual, the impressive seasonal décor of hay bales, pumpkins, gourds and other fall festival items were distributed to attendees after the event. Snap-on kicked off its 100th anniversary United Way campaign at this special event.



# FEST









# HOT

**THE 2021 HOLIDAY SEASON** capped the year of 100th celebrations with a spectacular event. Hundreds of retirees, former associates and current associates gathered in anticipation of the resumption of the Snap-on product sale that typically takes place during this time of year. They were not disappointed. Attendees stocked up on Snap-on branded apparel and collector's items for themselves and those on their holiday gift lists. Many items featured 100th Anniversary themes and logos. In a show of brand loyalty, retirees and associates alike purchased numerous amounts of these goods including Snap-on socks, a perennial favorite. The crowd cheerfully greeted each other after a challenging Pandemic that kept many apart during the year. Holiday music, cookies, beverages, snacks and goodies helped to keep things festive and upbeat.





# DAY MAGIC







# FUTURE



Ground is broken for the new building at the August, 2021 Kenosha celebration. From left to right: Anna Daugherty, Human Resources; Jim Kreuser, Kenosha County executive; Rence Estrada, Rence's Auto Repair; Nick Pinchuk, Snap-on chairman and CEO; James Gamble, Snap-on retiree; John Antaramian, Kenosha mayor; Todd Gaulke, franchisee; Gus Gonzalez, VP Industrial International.



The Snap-on Board of Directors is joined by Kenosha Mayor John Antaramian in the ribbon-cutting ceremony on Century Plaza. Directors include Chairman and CEO Nick Pinchuk along with Jim Holden, Nate Jones, Gregg Sherrill, Henry Kneppel, Don Stebbins, Karen Daniel, Dudley Lehman, Ruth Ann Gillis and Dave Adams.





Jeff Howe, VP, sales and franchising, and Amy Lowry, division controller, along with a group of children from Snap-on families, fill the time capsule with important artifacts for the future during the Kenosha anniversary celebration.

Snap-on associates representing the enterprise bolted the time capsule into the vault below Century Plaza. From left to right: Steve Reeves, Corporate; Ryan Dreifke, Snap-on Tools Group; Michael Bond, Commercial & Industrial Group; Holly Judt, Repair Systems and Information Group.

## READY FOR WHAT'S NEXT.

One hundred successful years in business is a major accomplishment in anyone's book. So what does tomorrow look like for Snap-on? In a word, busy.

Critical industries are exploding with growth and the need for custom tools and kits is everywhere. To help meet those demands, we designed and built a new structure dedicated to delivering custom solutions for a number of emerging opportunities. On August 4, 2022, the 90,000-square-foot Century Place facility was opened adjacent to our existing plant and mere feet from the 100th Anniversary time capsule below Century Plaza. The Snap-on Board of Directors participated in the ribbon cutting ceremony which was attended by local dignitaries, company executives, associates and retirees.

The Beverly Belles sing the national anthem a cappella in perfect harmony.



*Andy Lobo, now president Snap-on Industrial, introduces participants in the ceremonies.*



*Snap-on board members heard presentations about custom kits designed and created for specific companies and industries. Examples included: a kit designed for teaching Snap-on certification curricula in technical education programs; a general mechanics tool kit for the U.S. military; and an aviation repair kit for maintaining specific types of aircraft.*

*Snap-on associates who work in the Industrial Kitting Center, which expanded into the new Century Place building, led by Bart Wignall, president Industrial and Julio Morales, senior director Industrial Operations, on Century Plaza in front of the Snap-on banner from the New York Stock Exchange.*





*Snap-on associates, dignitaries and guests enjoy lunch inside the significantly enlarged building following the dedication ceremonies.*



*Overview of plaza following ribbon cutting.*



*Example of a kit produced in the Industrial Kitting Center. In 2022, the operation created 4,578 different custom kits ranging in quantity from a few to thousands each.*

*Individual kits vary widely from a dozen tools to thousands. Average kit size is 396 tools.*

*Tool control is critical for these industries. Missing tools can cause foreign object damage, shut down operations, increase cost and more. Snap-on creates a wide range of tool control technologies and solutions within these kits.*

*In many cases, these kits contain specialized, custom-made tools designed by Snap-on only for a singular application.*

## **MARKING A CENTURY OF PROGRESS WITH EVEN MORE PROGRESS.**

The next century promises to hold a wide variety of opportunities for Snap-on. Industries such as aerospace, aviation, natural resources, mining, power generation and military are all growing exponentially. But there's certainly more to come. And with that growth comes the need for specialized tools and kits. Century Place is now ramped up to deliver a wide range of kitting, tool control and engineered tool solutions for the critical industries of today and tomorrow.



AN ANNIVERSARY  
RING LIKE NO  
OTHER.

## THE SOUND OF SUCCESS.

Ringing the opening bell at the New York Stock Exchange is an honor reserved for some of the most recognizable publicly traded companies in the world. Snap-on's day came on March 20, 2020 to commemorate our 100th Anniversary. Plans were made, invitations were sent, the banner was ready...and then, the world shut down. No one expected the pandemic.

After a long wait, Snap-on was to conclude its centennial celebrations at the historic stock exchange on June 10, 2022. Snap-on people, 36 in total, from across the company, representing all businesses, multiple countries, and including factory associates and franchisees, descended on New York City.

On the evening of June 9, the majestic Snap-on banner was unfurled on the iconic exchange façade, displaying our brand and our company for all to see. That very night, within minutes, images spread around the globe through social media amongst proud devotees.

The next morning, two Snap-on vans drove down Wall Street and assumed the place of honor in front of the exchange. The Snap-on contingent proceeded to the trading floor, where Snap-on and Makers & Fixers logos were projected on every screen. At precisely 9:30 a.m. (EDT), Nick Pinchuk, Snap-on chairman and CEO, officially commenced trading during The Opening Bell® ceremony. The Snap-on team erupted in a celebration so exuberant that CNBC's live coverage had to be temporarily paused.

*Snap-on signs surround the festivities as Chairman and CEO Nick Pinchuk is congratulated by Lynn Martin, the 68th president of the New York Stock Exchange, shortly after ringing the bell.*



## WORTH THE WAIT.

While the bell ringing was no doubt the highlight, there were multiple other noteworthy moments leading up to, and following, the event. Arriving the day before, the Snap-on team was treated to a walking tour of Manhattan and shared a memorable dinner overlooking the East River. Heartfelt company recollections were exchanged. One long-time associate revealed that the trip was her first time on a plane, emotionally speaking of the opportunities given to her as part of a very special company. After dinner, the iconic Snap-on banner was placed on the stock exchange façade displaying the Snap-on celebration for all to see.

Following the exciting bell ringing, Nick spoke to the group on the company's extraordinary past, successful present

and promising future. The company, originally incorporated in April, 1920 as the Snap-on Wrench Co., began trading on the New York Stock Exchange in February, 1978 under the ticker symbol SNA and recorded a first-day price of \$28.125.

On behalf of the exchange, Lynn Martin presented a commemorative medallion and plaque in honor of the 100th Anniversary of the founding of Snap-on. The event concluded with a toast to our company, our people and all the Makers and Fixers who move the world forward.

**THE RED CARPET  
WAS ROLLED OUT  
AND SNAP-ON  
TOOK OVER  
THE LANDMARK  
EXCHANGE AT  
18 BROAD STREET.**

*The Snap-on contingent, some 36 members strong, gathers outside the exchange under massive corporate banners. (See listing of attendees on facing page.)*



Snap-on representatives from across the enterprise joined Chairman and CEO Nick Pinchuk on the trading floor and on the bell podium for The Opening Bell® ceremony.



#### BELL RINGING ATTENDEES

Phil and Melissa Agnew, Franchisee  
Brian Austin, SOT  
Mary Bauerschmidt, Corporate  
Debbie Binninger, Corporate  
Sam Bottum, Corporate  
Louise Burnett, RS&I  
Kent Castle, SOT  
Christian Della Rosa, RS&I  
Dana Dombrowski, Corporate  
Christine Doss, Corporate  
Alexandria Egolf, Corporate  
David Fly, C&I  
Joe Fornier, RS&I  
Paul Gasser, Corporate  
John Gowey, Corporate  
Holly Judt, RS&I  
Tom Kotenko, RS&I  
Chad Livingood, C&I  
Aldo Pagliari, Corporate  
Nick Pinchuk, Corporate  
Sriram Ravuri, Corporate  
Hope Ronske, Snap-on Credit  
Al Rogers, SOT  
Kurt Sauer, SOT  
Doug Saunders, SOT  
Rhonda Trantham, C&I  
Andy Tressler, Financial Services  
Sara Verbsky, Corporate  
David Vecchi, C&I  
Maria Vieira, C&I  
Jeff Weiss, Corporate  
Marian Wells, C&I  
Anne Witte, SOT  
Kathy Zhang, Corporate

Two Snap-on mobile stores take their place of honor in front of the New York Stock Exchange for the bell-ringing event.



# BRINGING



**100TH ANNIVERSARY 1/24  
DIECAST CRUZ PEDREGON  
DODGE CHARGER NHRA  
FUNNY CAR**

Celebrate the determination and success of the Cruz Pedregon team with this 100th Anniversary replica funny car. With a deep and successful connection to Snap-on, this NHRA legend has won three world championships and 42 career victories.



**100TH ANNIVERSARY SPECIAL  
EDITION 22" LED DIAMOND-  
SHAPED BUBBLE CLOCK**

The perfect shop or garage clock, this LED lighted limited edition reminds you not only of what time it is today but also that your favorite brand has made a difference every day for over 100 years. Keep the tradition going.



**100TH ANNIVERSARY BRAD  
KESELOWSKI 1/24 NASCAR DIECAST CAR**

A sturdy, detailed diecast replica that will not only remind fans of our 100 years in business but also the 30 pole positions and 39 victories Team Penske amassed across its teams during the pandemic racing season.

# HOME

## 100TH ANNIVERSARY CAP

This six-panel cap carries the 100th Anniversary logo along with red trim and stitching on the edges. A great way to let folks around you know what brand you believe in.



## 100TH ANNIVERSARY 1:18 SCALE DIECAST SIMON PAGENAUD INDYCAR

This replica Simon Pagenaud IndyCar is a powerful reminder that all 3 Penske teams won races in the 2020 IndyCar Series. And, Scott McLaughlin drove the Snap-on 100th car to a virtual IndyCar podium finish.



## 100TH ANNIVERSARY LOGO T-SHIRT

This quality cotton tee declares the anniversary on the front and displays the series of vintage Snap-on logos over the decades on the back.

It's not like Snap-on didn't already have a strong and dedicated following. After all, brand loyalists happily live life surrounded by Snap-on barbecue grills, sports equipment, electronics and a whole lot more. But the 100th Anniversary only ratcheted up the connection and we were happy to oblige with an assortment of limited edition items. These were enjoyed by not only Snap-on customers but associates and franchisees as well.





#### LIMITED EDITION "100 YEARS IN THE MAKING" CENTENNIAL CHAIR

Celebrate the heritage of Snap-on as well as its promising future every time you sit down in this comfortable, adjustable swivel office chair. Looks good and feels even better.

#### 100TH ANNIVERSARY LIMITED EDITION TRAXXAS GTM SUPERCAR

This radio-controlled Snap-on GTM Supercar is exceptionally fast. Unleashed, it will challenge even experienced drivers. Very rare and very cool!



## PRESERVING A MOST COLLECTABLE CENTURY.

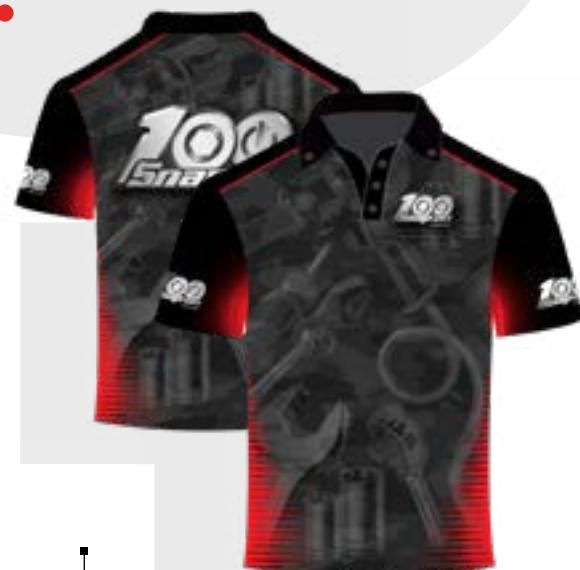
#### 100TH ANNIVERSARY COLLECTORS CHALLENGE COIN

This 100th Anniversary challenge coin represents comradery and honors the actions of those who receive it. It proudly displays the 100th Anniversary logo on one side and a series of historic Snap-on logos on the other.



#### 100TH ANNIVERSARY LEATHER JACKET

With an embossed 100th Anniversary logo on the front and Snap-on logo on the back, this fashionable leather jacket will not only make you feel warm and comfortable, it lets the world know that you're a supporter of the best tools on earth.



#### 100TH ANNIVERSARY SUBLIMATED CREW SHIRT

Made in North America, this breathable polyester crew shirt with pocket declares the anniversary on front, back and sleeves and displays a dramatic Snap-on tool graphic in the background.



#### LIMITED EDITION SNAP-ON 100TH ANNIVERSARY FOOSBALL TABLE

Celebrate the 100th Anniversary in unique style with this limited edition foosball table. Snap-on screwdriver handles give you a comfortable and confident grip every match. And the wrench S in the center face-off circle reminds you that with Snap-on, you've already won.



#### 100TH ANNIVERSARY SPECIAL EDITION METAL SIGN

This sturdy, fashionable centennial sign pays homage to the last 100 years while laying the groundwork for the next 100. "A Century and Beyond" reminds us that there's a lot more work to be done.



#### SPECIAL SUPER-SIZED 2020 100TH ANNIVERSARY CALENDAR

The history of the brand unfolds across 10 decades with this special calendar. Highlighting milestones and important events, it's beautifully illustrated with historic images including some seldom before seen. The story this calendar tells lives on long after 2020.



#### NEON 100TH ANNIVERSARY LOGO SIGN

Illuminating the path forward into the next century, this neon 100th Anniversary sign radiates the power of the brand with an intense glow that feels both familiar and focused. The future of Snap-on has never looked so bright!

#### 100TH ANNIVERSARY REFRIGERATED BEVERAGE DISPENSER

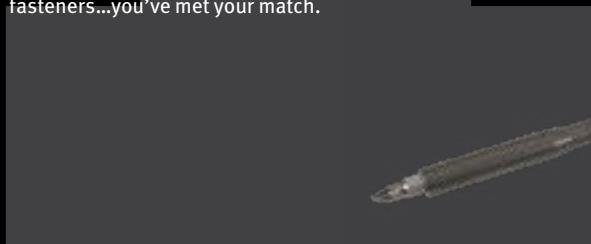
Your favorite beverage tastes better served from a custom-built centennial beverage dispenser. Holding 54 cans cooled to your desired temperature, the dispenser sports a front panel displaying a racing stripe along with a collection of Snap-on logos from the earliest days right up to the 100th Anniversary. Cheers!





#### MONSTER LITHIUM CORDLESS IMPACT WRENCH

Designed for heavy-duty applications, this new 18-volt,  $\frac{1}{2}$ -inch drive impact wrench boasts a 900 ft-lb tightening torque and 1,200 ft-lb breakaway torque that provides maximum power on the job. The digital microprocessor-controlled switch maximizes performance with three forward and reverse settings. And the 100-lumen LED headlight brightly illuminates the work area. Stubborn fasteners...you've met your match.



#### TECHANGLE ELECTRONIC TORQUE WRENCH

Another 100th Anniversary special edition, this torque wrench with a  $\frac{1}{2}$ -inch drive is supported by a full range of features that make it versatile and easy to use. Ten configurable presets provide the ability to customize numerous functions and store up to 50 records. Dual progressive LEDs allow the user to see active torque at various work positions. And torque-then-angle mode allows the user to torque fasteners and then switch to angle without removing the torque wrench from the fastener.



#### ICONIC RATCHETING SCREWDRIVER AND BITS

A 100th Anniversary version of the best-selling Snap-on hand tool of all time. The hard handle is impervious to shop debris. Superior ratcheting mechanism with interchangeable bits. The  $8\frac{3}{4}$ -inch length established the standard in the industry. The 100th Anniversary logo is inlaid on the handle.



#### 100TH YEAR EDITION EPIQ™ ROLL CAB

This rare tribute toolbox carries medallions representing the company's 100th milestone. Matching workcenter and lockers add even more capability. Includes a bedliner PowerTop with LEDs and customizable SpeeDrawer with color-matching dividers. The box's ISO-Ride+™ System features 7-by-2-inch swivel lock mag wheels. Only 1,920 of them were made!

## LIMITED EDITION. UNLIMITED ENTHUSIASM.

The 100th Anniversary provided an opportunity to create products that exceeded expectations for both performance and desirability. Many of these items featured anniversary plates or medallions and were numbered and registered. Professionals and collectors alike scooped up everything from ratcheting screwdrivers to high-tech roll cabs.

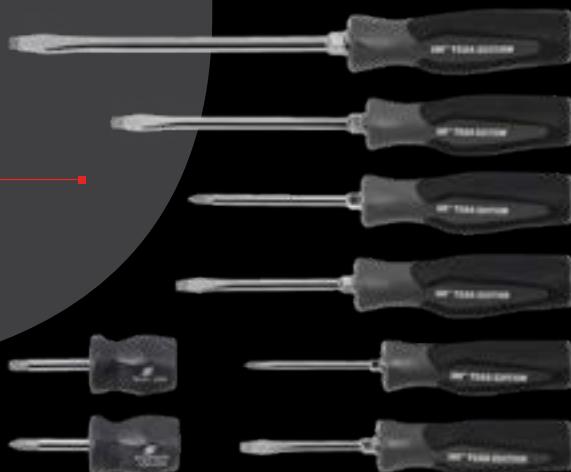


### 100TH ANNIVERSARY ZEUS® WORKSTATION WITH DOCK AND MONITOR

This special edition workstation allows technicians to showcase the history and pride of Snap-on in their automotive repair shops, while providing the freedom to use the powerful ZEUS diagnostic and information system featuring Intelligent Diagnostics. Other features include a docking / charging station and a 27-inch high-resolution touch screen monitor with a tilting monitor bracket. The 12-inch drawer accommodates a printer, while two 3 1/2-inch drawers include organizers to maximize storage space.

### SEVEN-PIECE COMBINATION SCREWDRIVER SET

An outstanding deal on a seven-piece combination screwdriver set containing the most popular sizes. Stored in a convenient tray to keep your drawer organized. Embossed with a proud 100th Anniversary logo on each handle.



### TALON GRIP SLIP-JOINT PLIER SET

Three-position joints allow these anniversary edition pliers to keep the jaws parallel, increasing surface area contact with the work piece. Talon Grip™ provides up to 57% increase in pulling power. Set includes diagonal cutter, needle-nose plier and slip-joint plier.

### MICROLITHIUM CORDLESS LONG-REACH RATCHET

Designed to access smaller fasteners in hard-to-reach locations, this 14.4-volt ratchet is 13.7 inches long for extended reach and offers a 1/4-inch square drive. It features a motor with 35 foot-pounds of torque output, variable speed trigger and LED headlight. It's perfect for dash and panel work.



### 100TH ANNIVERSARY SOCKET SET WITH 100 PIECES AND 1/4-INCH DRIVE

This exclusive anniversary set includes 87 sockets, three ratchets, six extensions, a universal joint and three adaptors in a foam storage case. The sockets use the Snap-on Flank Drive® system delivering 15-25% more turning power. Ratchets have Dual 80° Technology and feature an 80-tooth gear to provide 4.5° of swing arc. Extensions are made from cold-forged alloy and have the smallest diameter shank, allowing greater accessibility.





**NORTH AMERICA**  
Elkmont, Alabama  
Conway, Arkansas  
City of Industry, California  
San Diego, California  
San Jose, California  
Tustin, California  
Columbus, Georgia  
Carol Stream, Illinois  
Crystal Lake, Illinois  
Libertyville, Illinois  
Lincolnshire, Illinois  
Algona, Iowa

Louisville, Kentucky  
Rochester Hills, Michigan  
Wixom, Michigan  
Olive Branch, Mississippi  
Carson City, Nevada  
West Lebanon, New Hampshire  
Rockaway, New Jersey  
Murphy, North Carolina  
Richfield, Ohio  
Willoughby, Ohio  
Harrisburg, Pennsylvania  
Robesonia, Pennsylvania  
Troop, Pennsylvania  
Elizabethton, Tennessee

New Caney, Texas  
Prosper, Texas  
Kenosha, Wisconsin  
Milwaukee, Wisconsin  
Pleasant Prairie, Wisconsin  
Markham, Canada  
Newmarket, Canada  
Mississauga, Canada  
Calgary, Canada

# WE KNOW WORK.

WE ALSO KNOW HOW TO CELEBRATE IT.

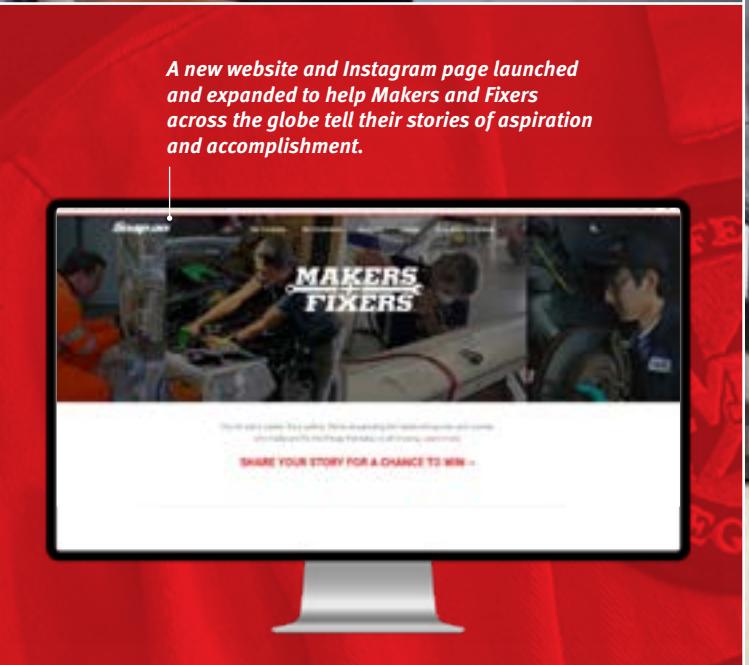
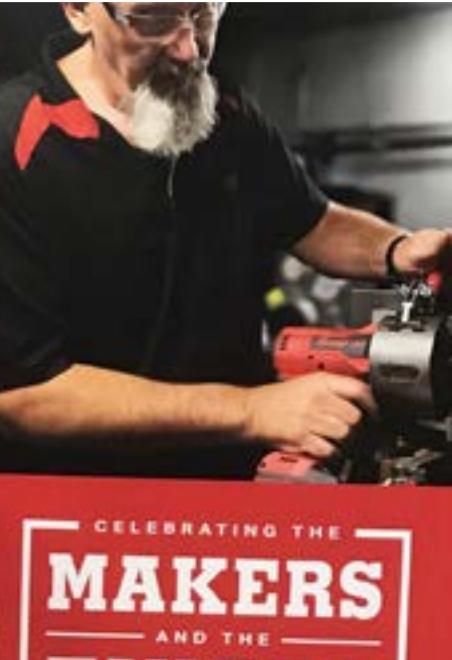
From Durban, South Africa to Mexico City, Mexico. From Milwaukee, Wisconsin to Kungsör, Sweden. In parking lots, building lobbies and on the floors of manufacturing plants. Snap-on's 100th Anniversary was celebrated around the world by associates proudly sporting "We Know Work" T-shirts, along with Makers, Fixers, dignitaries, celebrities and even mariachi bands. Talk about a party! Not even the global pandemic could stop the festivities. Under commemorative anniversary banners and new Maker & Fixer signage, we ate, we drank, we danced and we committed ourselves to doing everything in our power to make the next 100 years even better than the first 100.





# CELEBRATING 100 YEARS OF CAN-DO.

*Banners, signs and promotions in workplaces encouraged Snap-on associates to submit their own profiles, to nominate others and to fully appreciate their customers.*



**THE PEOPLE OF WORK.** For more than a century, we've made it our mission to provide the tools, training and innovation that lead to unparalleled success for workers who make a critical difference across a wide range of industries. It was a privilege to kick off a new campaign to honor these Makers and Fixers as the focal point of the Snap-on centennial.

We reached out well beyond our core audience to build awareness and appreciation for the contributions of the Makers and Fixers worldwide. And, we recognized 100 years of our own associates, especially in manufacturing, as Makers for the essential workers of the world.

# MAKERS + FIXERS™

→ *Here, the hood of a Snap-on NHRA funny car recruits a racing audience to join in with their own Maker and Fixer stories.*



## REAL WORK FOR THE REAL WORLD.

When you ask the Makers and Fixers, they'll likely tell you their career path was less about choice and more about fate. Maybe a father or a relative introduced them to their profession at an early age. Maybe they had raw talent that a teacher noticed. Or maybe they had an undeniable knack for making or fixing.

These are stories of individuals from many places. They have levels of dedication, skill and determination rarely found in any line of work. While they don't seek the spotlight, they've earned our recognition. So, we celebrate who they are, what they've done and all they will accomplish. They are the inspiration for those who will follow.

You'll find thousands of insightful profiles like these on the website and Instagram pages. Each, in their own words, relates a story of aspiration, hard work and accomplishment.

Talk about a group that never gives up! **The Makers. The Fixers. The difference.**

**MAKERS**  
**+**  
**FIXERS**<sup>TM</sup>



### ERIC ZAMORA

INDUSTRY  
AVIATION  
COUNTRY  
USA  
CITY  
NEWNAN, GA  
JOB  
AIRCRAFT MAINTENANCE TECHNICIAN,  
DELTA AIRLINES

"Curiosity can take you anywhere." For Eric Zamora, aircraft maintenance technician at Delta Airlines in Georgia, those words served as an inspiration as well as a roadmap. He came to the USA as a teen in 2017 from Columbia and after finishing high school in Miami, he decided to see where his interest in aviation might take him in a career. He had to learn English in five months in order to qualify for a program to earn his A&P license at George T. Baker Aviation Technical College. Two days after taking and passing his practical exam, Eric was hired by Delta Airlines. He moved to the Atlanta area where today he happily resides and works. "Fixing is my passion." We appreciate your journey, Eric!



### GRACE CLAUDIO

INDUSTRY  
AUTOMOTIVE  
COUNTRY  
USA  
CITY  
BRONX, NY  
JOB  
TECHNICIAN, BMW

"When I was 15-20 years old, I was an amateur boxer. There was something about people doubting me that made me have a passion for doing things that normally only men were known to do." Grace Claudio carried that fearless determination into the study of automotive technology in college. She landed an internship at Master Mechanix in Yonkers, NY. From there, she enrolled at BMW University which opened the doors to an opportunity at BMW of Manhattan where she's been for over 13 years and is today a master certified high voltage specialist. In her free time she also writes, acts and models. "Getting to this level was no easy feat but I am still here and still grinding." Your accomplishments are an inspiration to us all, Grace.



## SIMON GÖTESJÖ

INDUSTRY  
**POWER GENERATION**  
COUNTRY  
**SWEDEN**  
CITY  
**LIDKÖPING**  
JOB  
**ELECTRICIAN, EL TELE & DATA ELECTRICIANS**

Known as The Rooftop Electrician, Simon Götessjö makes his living in some pretty precarious places. But he's okay with that. Hailing from a family of independent and successful individuals, he's used to navigating unfamiliar territory. "I like the variety in this job. I get to decide how to do things. My dad was a farmer but he knew Bahco Tools. I also know my tools. And my limitations." You might say Simon is pretty on top of things.



## CARSTEN ANDERSON

INDUSTRY  
**POWER GENERATION**  
COUNTRY  
**DENMARK**  
CITY  
**MIDDELFART**  
JOB  
**FOUNDER, DANISH WIND POWER ACADEMY**

Starting his career as an electrician, Carsten Anderson was looking for a chance to move up. And move up he did, shifting to wind tower repairs. But he discovered a lack of qualified technicians. So he founded Wind Power Academy where he and others train technicians on wind tower safety and repair. "The freedom is fantastic! But you often work with just one other person and you both have to be experts in everything from hydraulics to electronics to torque." Carsten, there's no doubt that everyone you've trained looks up to you!



## MEGAN LAUBHAN

INDUSTRY  
**AVIATION**  
COUNTRY  
**USA**  
CITY  
**WICHITA, KS**  
JOB  
**FLIGHT DISPATCHER/INVENTORY CONTROL, WSU TECH**

"I grew up having never turned a wrench. But I fell in love with maintenance and decided to pursue becoming an aircraft mechanic full-time." What started as a job to pay for college turned into a newfound passion for Megan Laubhan. Today, she's a licensed pilot and a student in an AMT program that will earn her an A&P certification. Along the way, she's had the good fortune to work with a number of talented mechanics who have shared their expertise and time. She's worked on warbirds, biplanes, taildraggers, turbocharged aircraft and even some of the planes she pilots. "Getting to fix, inspect and repair these awesome machines has really elevated my respect for the intricacies of flight and it has given me motivation to keep problem solving in this career field for years to come." You're cleared for takeoff, Megan!



**DON DAVIES**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
MILWAUKEE, WI

JOB  
TOOL & DIE  
MAKER



**GINA EVANS**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
CONWAY, AR

JOB  
ASSEMBLER



**KAWAMOTO**

INDUSTRY  
MANUFACTURING

COUNTRY  
JAPAN

CITY  
TOKYO

JOB  
TORQUE  
CALIBRATION



**LANCE BARNETT**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
ELKMONT, AL

JOB  
MANUFACTURING  
ENGINEER

# THE PEOPLE OF OUR PROGRESS.



**RICHARD GUEST**

INDUSTRY  
MANUFACTURING

COUNTRY  
UNITED  
KINGDOM

CITY  
BRAMLEY

JOB  
LASER  
OPERATOR



**GUILLERMINA  
VALDEZ**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
CITY OF  
INDUSTRY, CA

JOB  
CNC MACHINIST



**CARINA  
SÖDERLUND  
ERICSSON**

INDUSTRY  
MANUFACTURING

COUNTRY  
SWEDEN

CITY  
LIDKÖPING

JOB  
LINE OPERATOR

**BRIDGETT  
HAIGES**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
MILWAUKEE, WI

JOB  
ASSEMBLER



**MICKAEL  
RLOBÉ**

INDUSTRY  
MANUFACTURING

COUNTRY  
FRANCE

CITY  
DEVILLE

JOB  
GRINDER



**COREAN  
PERKINS**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
MILWAUKEE, WI

JOB  
ASSEMBLER



## IT STARTS WITH THE MAKERS.

Snap-on associates in our manufacturing plants are at the root of it all. For more than 100 years, these individuals who produce our tools and solutions have made the difference. They've developed and executed the technology to create the most valued productivity solutions in the world. The few shown here represent thousands around the globe. We're honored to salute their continued contributions and the future they've shaped.

**CASSANDRA  
MEIER**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
ALGONA, IA

JOB  
FORM & WELD  
OPERATOR



**FREDIA  
WARRIOR**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
MILWAUKEE, WI

JOB  
CNC  
OPERATOR



**JUAN  
BENAVIDES**

INDUSTRY  
MANUFACTURING

COUNTRY  
USA

CITY  
CAROL STREAM, IL

JOB  
CALIBRATION





# WHO DOESN'T LOVE A GOOD MAKER OR FIXER STORY?

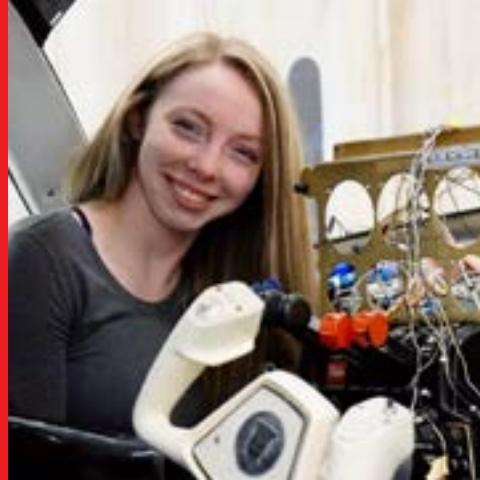
**We want to hear yours.** Whether you're a Snap-on associate or customer. A Maker or a Fixer. Or maybe you're just sharing someone else's story. We'd love to know about it!

If you, or someone you know, deserves recognition, simply scan the code below. You can also visit [MakersandFixers.com](http://MakersandFixers.com) to submit a nomination, read 1000-plus other stories and learn about the initiative.

Follow us on Instagram @MakersandFixers for more exciting Maker and Fixer features and giveaways!



[MAKERSANDFIXERS.COM](http://MAKERSANDFIXERS.COM)



**AMANDA HILL**

INDUSTRY  
**AVIATION**

COUNTRY  
**USA**

CITY  
**MANILA, AR**

JOB  
**GM AND LEAD TECH,  
A&J AVIATION**



**FLORIAN GROSSET**

INDUSTRY  
**VITICULTURE**

COUNTRY  
**FRANCE**

CITY  
**LOIRE VALLEY**

JOB  
**VITICULTURIST,  
LOIRE VALLEY VINEYARDS**





**MADISON  
ALEXANDER**

INDUSTRY  
**AUTO CUSTOMIZATION**

COUNTRY  
**USA**

CITY  
**MILAN, TN**

JOB  
**OWNER / PAINTER,  
RIVETING RIDES**



**MAURICIO  
ARIZMENDI**

INDUSTRY  
**MANUFACTURING**

COUNTRY  
**USA**

CITY  
**KENOSHA, WI**

JOB  
**MECHANIC**

**JOHN  
INGRAM**

INDUSTRY  
**TECHNICAL EDUCATION**

COUNTRY  
**USA**

CITY  
**LINCOLN, NE**

JOB  
**LEADER – RECLAIM, REBUILD,  
RESTORE, UNIV. OF NEBRASKA**



**MARIA  
VIANCO**

INDUSTRY  
**AVIATION**

COUNTRY  
**USA**

CITY  
**RIO RANCHO, NM**

JOB  
**MAINTENANCE TECH,  
BODE AVIATION**

**LIANA  
ACEVEDO**

INDUSTRY  
**MOTORCYCLE**

COUNTRY  
**USA**

CITY  
**STOCKHOLM, NJ**

JOB  
**TECHNICIAN,  
MOTORCYCLE MALL**



**SAMANTHA  
DYKES**

INDUSTRY  
**AUTOMOTIVE**

COUNTRY  
**USA**

CITY  
**WICHITA, KS**

JOB  
**FULL TIME STUDENT  
& MOM, WSU TECH**

**MARIA  
PINEDA**

INDUSTRY  
**MANUFACTURING**

COUNTRY  
**USA**

CITY  
**CRYSTAL LAKE, IL**

JOB  
**ORDER PROCESSING,  
SNAP-ON**



Without  
question,  
our most  
impressive  
assembly.



The 2021 Snap-on Franchisee Conference (SFC) was attended by over 10,000 people and featured an exclusive night at Disney's *Magic Kingdom*® Park. It was also a celebration of our first 100 years in business. The 100th Anniversary business update at the Gaylord Palms Resort in Orlando, Florida was the largest presentation the company has ever seen.



Tyson Threadgill, a franchisee from Show Low, Arizona, along with his daughter Kayla, tells Chairman and CEO Nick Pinchuk how he experienced two massive floods in a week that swamped his property and threatened his business. More than 60 shop owners, technicians and other customers came to his aid and bailed him out. One more example of how important Snap-on is to the communities of Makers and Fixers it serves every day.

**“This is going to be the best SFC ever.  
We’re going to remember it for 100 years.”**

**NICK PINCHUK**

## Stewards of the spark.

The 100th Anniversary conference reminded franchisees of the long history and tradition that carried us through a century. We highlighted our founders and their descendants who attended the SFC along with members of the board of directors. The centenary also celebrated the Makers and Fixers whom the business has served every day since its inception; the people who keep our world running.

Most importantly, the SFC shone a spotlight on the franchisees who are the backbone of the business. We highlighted how franchisees, along with the company, suffered the shock of a once-in-a-100-year pandemic and came out stronger.

The bottom line continues to grow. The business update pointed out that in 2009 two franchisees exceeded \$1 million in annual sales and in 2021 that total was 533 franchisees with 58 doing more than \$1.5 million and nine selling more than \$2 million. The company has thrived. Since 2009, Snap-on stock has risen 805% while the Dow Jones Industrial Average grew 342%. As a result, in 2020, Snap-on distributed \$19 million worth of value to franchisees through the stock plan.

The conference featured top-performing franchisees, their achievements and how they accomplished their success. It highlighted the continued support of the credit division and diagnostic developers, engineers, support staff and field staff.

The sales floor and the business update were packed with news of new product innovations across every category. In 2009, 15 new products sold \$1 million their first year; in 2020, we had 93...six times as many. And the company highlighted the continued investment to grow manufacturing and delivery capacity to keep up with the growth.

We are incredibly proud of the accomplishments of our franchisees and we promise to get up every day to work to make the business stronger and more successful.

*In a gigantic room packed with thousands, the business update kicked off with Olympic anthems playing with the help of timpani, trumpeters, cheerleaders and 10-by-15-foot, stadium-sized flags announcing the celebration.*





100th Anniversary limited edition products creating excitement at the SFC included a Midnight Blue with Blue Trim EPIQ Accessory System featuring a custom 100th logo light.

With the largest franchisee attendance in the history of the company, countless new product introductions, never-seen-before deals, awesome entertainment and the promise of a pandemic-free future, the centennial franchisee conference took on an energy and importance never before experienced.

### Magical.

How else would you describe an annual conference that was attended by over 9,000 people and featured a night at Disney's *Magic Kingdom* Park in Orlando, Florida? Making it even more special, the 2021 SFC was also a celebration of our first 100 years in business. Naturally we wanted to do it up right. So in addition to the regular annual franchisee conference fare, we brought in live bands, cheerleaders, celebrities, and two significant giveaways. And if all of that wasn't enough, the occasion marked the post-pandemic return of normal business operations.

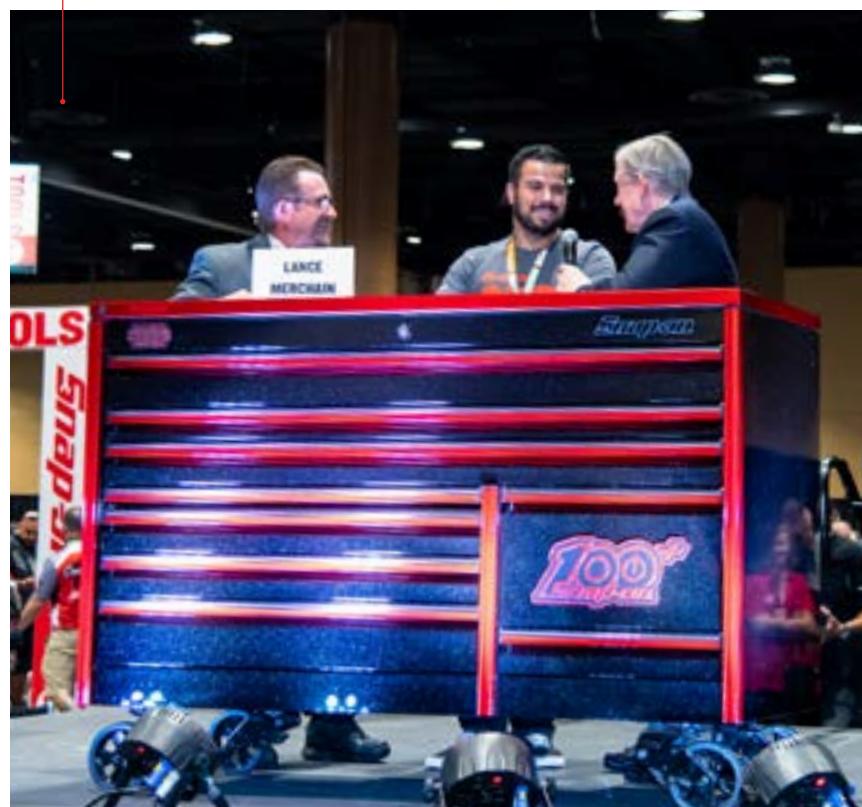
Bottom line is that there could not have been a better way to bring together and celebrate the people and products and everything else that makes Snap-on, Snap-on.





*Franchisee Lance Merchain from Orange, California was the fortunate winner of a one-of-a-kind, 100th Anniversary Snap-on EPIQ Roll Cab. It features a gloss black finish with aircraft-quality candy apple red trim plus over 100 carats of diamond flakes in its amazing finish. A diamond box for a diamond anniversary! Here, Chairman and CEO Nick Pinchuk, and Sales VP Jeff Howe, interview Lance in the center of the SFC show floor.*

*For the first time ever, members of the Snap-on Board of Directors joined in the SFC. Here, they learn about one of many new products they found on the show floor presented by enthusiastic product developers and managers.*





*The newly acquired, vintage 1927 Snap-on / Blue-Point Special sprint car made its debut at the conference, yet another icon of 100 years of brand, company and motorsports success.*



*Over 144,000 square feet of the best tools in the world and the most exciting deals of the century greeted franchisees on the show floor at the Gaylord Palms Resort in Orlando.*

**1.** Franchisee Matt Archuleta from Rio Rancho, New Mexico was the grand prize winner of the 2021 All Systems Go! promotion, an incentive for big-ticket sales. To celebrate the 100th Anniversary, Matt took home an ultra-custom, new 20-foot van from LDV Custom Specialty Vehicles, the first time a new Snap-on mobile store van was awarded in this fashion.



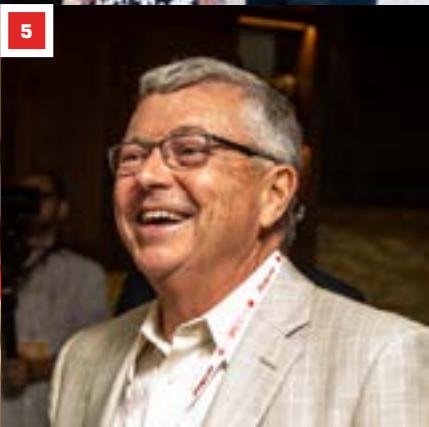
**2.** Key descendants of the founders attended the SFC to acknowledge the anniversary and the power of the franchise system. The centennial SFC was attended by Kathy and Greg Johnson (right). Greg is the grandson of Joe Johnson and a 30-year Snap-on associate. Also attending was Sarah Tutskey (center), the granddaughter of Joe Johnson and her husband Paul (left), who worked at Snap-on for more than 30 years.



**3. Tom Kassouf,**  
retired senior vice president and president



**4. Branko Beronja,**  
retired executive vice president



**5. Larry Hamrick,**  
retired vice president of U.S. sales

## A time to recognize.

The year 2021 will no doubt go down in the history books as one of the most monumental ever. The world was dealing with a worldwide pandemic that shut down or severely crippled many businesses. For Snap-on, the pandemic brought the obligation of supporting essential customers while creating new opportunities to support critical industries. As a result, new technologies and tools were manufactured and used by those designated as essential workers. True to our heritage, we were able to adjust to the changes dealt by the COVID-19 outbreak through improved products and processes.

The show floor buzzed with informative demonstrations, knowledgeable product managers and opportunities to expand business through new and innovative products. Powerful seminars provided thousands of franchisees an opportunity to learn about the latest diagnostic scanners, the most capable new software and enhanced sales methods to connect to customer needs. Taking place at the Gaylord Palms Resort in Orlando, Florida, the 2021 conference was notable for multiple reasons, not the least of which was a festive celebration of 100 years. But without question, the stars of the show were the franchisees. With the global pandemic fading into the background and the promise of exciting new products and industries, their energy and enthusiasm were back in high gear.

## 166 Buses!

The ultimate highlight of the SFC was an exclusive and inspiring evening for the Snap-on Nation at Disney's *Magic Kingdom* Park. It took 166 buses to transport almost 10,000 Snap-on franchisees, associates and guests to the park.



# SNAP-ON WORLD.



The 2021 Snap-on Franchisee Conference that officially celebrated the 100th Anniversary brought thousands of franchisees, associates and families to *Magic Kingdom® Park at Walt Disney World®*.

## NO BETTER WAY TO REWARD 100 YEARS.

Imagine the elation that Snap-on franchisees, guests and their families experienced in being handed the keys to *Magic Kingdom* Park for an exclusive evening event to celebrate our 100th! We're not just talking about a couple of rides and lunch with Mickey Mouse. We were granted full access to *Magic Kingdom* Park, complete with food, attractions, rides, characters and fireworks, along with special events and entertainment designed just for Snap-on like the Centennial Cavalcade. It took 166 buses to bring the Snap-on Nation to the park for the evening. And the celebration can only be described as, well, magical.

In every direction, guests saw both the Walt Disney World and Snap-on brands welcoming them to a unique experience to recognize the centennial.



**■** Nick and Lee Pinchuk led the way as Grand Marshals in the Snap-on Centennial Cavalcade, greeting Snap-on franchisees, guests and their families.



# WHATTA



**■** A seemingly endless array of stilt walkers, music makers and specialty performers added to the pageantry.



## A CENTURY OF ACHIEVEMENT.

Throughout our 100-year history, we've been honored at many memorable events. But the Snap-on Centennial Cavalcade, starting in Frontierland® and concluding on *Magic Kingdom* Park's Main Street, U.S.A.®, led by Chairman and CEO Nick Pinchuk, the National Franchise Advisory Council, board members and leaders of the company, was impossible to top. It celebrated our anniversary with live music, marching bands, specialty entertainers, and iconic Disney characters including Mickey Mouse and Minnie Mouse. What else would you expect when pairing *Walt Disney World* and Snap-on, two of the most iconic and beloved brands in the world?



# RIDE!



In a historic first for both long-established companies and powerful brands, a very exclusive logo captured the special feeling, combining the magic of Disney with the power of Snap-on.

# PURE MAGIC.



For one wonderful evening, Walt Disney World welcomed Snap-on to *Magic Kingdom Park*. All across Main Street, U.S.A., Adventureland®, Frontierland, Fantasyland®, Liberty Square, Tomorrowland® and the rest, you could find Snap-on franchisees and guests taking in all the Disney magic with their families. They mingled with the likes of Mickey Mouse and Minnie Mouse, Goofy, Snow White, Aladdin, Cinderella and dozens of other famous Disney characters. Musical entertainment along with special offerings of food and beverages were available everywhere. Maybe best of all...and even more special after two years of COVID-19...there were NO LINES to enter the rides and awesome attractions.





# ATTRACTIIONS





# EVERYWHERE.

## MILESTONE MOMENTS.

Throughout the evening, Snap-on franchisees and guests looked to the skies for special fireworks and listened to important tributes about how Snap-on “started with a spark”; its people of work who enable the Makers and Fixers; focus on customer connection; and how we are the bearers of pride and dignity, all for over 100 years. As the incredible evening was nearing an end, the skies erupted in a magnificent fireworks display against the recorded voice of Chairman and CEO Nick Pinchuk echoing throughout the park:





**■**  
Snap-on guests at the event declare  
on their shirts "THIS IS HOW WE  
CELEBRATE A CENTURY OF SUCCESS."

**" Let me tell you of a people...  
essential to the serious and  
unique to the world.  
Standing firm against the storm.  
Preserving all we  
know amidst the gloom.  
We are Snap-on and  
we are those people  
and we have been  
for a hundred years.  
Tonight, let's celebrate who we are  
and who we will be...  
the keepers of pride,  
of dignity and of dreams.  
Tonight, let's celebrate Snap-on...  
the people who make a difference  
now and for many years to come. "**





**EUREKA  
COMES  
IN MANY  
SHAPES  
AND SIZES.**

# RETOOLING THE STATUS QUO.

**Gamechangers.** For more than 100 years, Snap-on has been creating breakthrough solutions that set new standards in virtually every category where tools and technology matter. It started on day one when founder Joe Johnson asked “Why should a mechanic have to buy a separate wrench for each fastener size? Why couldn’t he buy, say, five different handles and 10 sockets providing the flexibility of 50 different combinations?” And a revolution was launched.

**Customer Connection.** We owe our innovations to those on the front lines. Because we visit tool users where they work, we’re afforded an unfiltered opportunity to observe procedures and gain direct feedback. Those insights allow us to design and modify tools precisely to meet their needs. And that’s something that will never change.

We’re there on job sites, at trade shows, showroom floors, focus groups and more. And with nearly 5,000 franchisees, 27,000 distributors and a direct sales presence in 130 countries, we have a lot of ground to cover and resources to draw on.

Today, creativity and innovation remain the focus of our existence. The result has been astounding! With some 85,000 stocked items, 10,000 specialty tools and more than 3,200 patents, it’s evident we do things differently. And better!

Showcased here is a cross-section of annual Snap-on Innovation Award winners from across the enterprise. These awards recognized the work of product teams during the pandemic and 100th Anniversary years. They are an indication of the state of our technological capabilities and achievements as the company enters its second century. As well as a promise of future success.

## 1. SNAP-ON POWER STEERING & ALTERNATOR PULLEY MASTER SET

The interchangeability of this set allows for fast setup, fewer man-hours and fewer tools for the installation and removal of the pressed-on, belt-driven, serviceable pulleys found on GM, Ford, and Chrysler engines. The eight-piece set includes a reversible dual yoke, one-piece driver, and single pressure screw with multiple adapters for quick changeovers. Heat-treated and zinc coated.

## 2. SNAP-ON PRO-LINK® EDGE HEAVY-DUTY DIAGNOSTICS

Ideal for commercial truck shops, general repair, mobile service, and municipalities, it provides an easy and efficient way to diagnose complex commercial repair jobs. Scroll through information, review data lists, and cross-reference generic HD standard codes to OEM specific codes. The heavy duty scan tool offers thousands of OEM tests, maintenance routines, and programmable parameters for most major systems on commercial vehicles. Ten OEM-specific customization options are available.

## 3. LINDSTRÖM® PRECISION CARBIDE DIAGONAL CUTTERS WITH TAPERED HEAD

These expert cutters are designed to cut the hardest materials of very small diameter in medical device manufacturing and electronics assembly. They are suitable for hard wire materials such as nitinol, stainless steel, platinum and titanium. A precision lap joint with screw minimizes friction while maximizing the cutting edge and tip alignment. A single, ergonomic cutter addresses two applications precisely and perfectly.

## 4. SNAP-ON 14.4 VOLT 3/8" DRIVE "THE BRUTE" RATCHET

This powerful new ratchet delivers 70 foot-pounds of torque output to get the job done in tight work areas where access limits leverage. The variable-speed trigger provides precise tool control and the integrated LED light illuminates the work area. The cushion grip handle provides positive tool control with less user fatigue.

## 5. SNAP-ON TALON GRIP™ FLANKJAW™ SLIP-JOINT PLIERS

FlankJaw™ geometry allows up to 30% more torque without damaging the hex head fastener. Talon Grip™ provides up to 57% increase in pulling power, with a relocated joint, optimized handle shape and diamond-serrated jaws. Precisely machined slot for effortless position switching and control. Shear cutter provides a smooth cut, with minimal hand pressure. Longer contoured cushion grip handle for increased comfort and control.

## 6. SNAP-ON FLANK DRIVE® DOUBLE FLEX RATCHETING BOX WRENCH SET

This 12-point, metric set offers a 180° flexible ratcheting head with narrow width and low profile to get into the tightest spaces. The unique yoke/tang combination utilizes established Snap-on flex ratchet design for ultimate strength and durability. And the patented 80-tooth ratcheting gear design is optimized to maximize ratcheting arc, strength, durability and access for the most balanced wrench available. Delivers 15-20% more turning power with less risk of fastener damage.

## 7. SNAP-ON ADVANCED DIGITAL MULTIMETER WITH MOBILE APP

Technicians will see a big productivity upgrade with this new multimeter thanks to its first-to-market horizontal orientation and large 4-inch full-color LCD screen. For brake work and other jobs previously requiring multiple technicians, now one tech can do the work of two thanks to the multimeter’s exclusive app that captures, stores and shares real-time readings via Bluetooth remote display on the tech’s own smartphone.

## 8. SUN® COLLISION SOFTWARE

When a vehicle collision occurs, any damage to the body and frame is also likely to damage sensors, cameras and other mechanical components that must be repaired to return the vehicle to safe operating condition. SUN® Collision software takes the guesswork out of the process with complete OEM collision and mechanical repair information and SureTrack® Real Fixes.

## 9. SNAP-ON 68" NINE-DRAWER DOUBLE-BANK EPIQ™ SERIES ROLL CAB

This EPIQ™ series Super Cab Drawer System has three extra-wide drawers at the top of the roll cab that provide access to the most-often used tools. Designed for a lifetime of use, it features a combination of traditional corner gussets and standing seam construction with additional top, bottom and side support. The InPulse™ Drawer Action provides uncompromising strength and easy open/close action.

## 10. SNAP-ON 3/8" DRIVE FLEX-HEAD TECHANGLE® TORQUE WRENCH

Extends the working range to 5-125 foot-pounds helping technicians with work in a wider array of popular applications including wheel work and engine head applications. The multi-axis gyro compensation provides a high level of accuracy, even while in a flexed position. Eighty tooth ratchet for optimal blend of strength and reduced swing arc; works extremely well in tight engine compartments. Loaded with customizable technology to aid users in their work.

## 11. SNAP-ON SUBARU® CALIPER BOLT SOCKET

This 1/2-inch drive, 17 mm caliper bolt impact swivel socket is designed to reach obstructed front caliper bracket bolts on Subaru vehicles. Its special geometry and swivel design give access to front caliper bracket bolts that are blocked by suspension components. Made from higher alloy steel, the socket is precision-built and heat-treated for optimum strength and durability and its industrial finish helps protect against corrosion.

## 12. SNAP-ON HEAVY-DUTY TOP SIDE WORK PLATFORM

Designed to combine comfort with adjustable positions for repairs under the hood. The angled chest pad and adjustable three-position knee pads provide full-body support to increase productivity. The platform features toolless height adjustment from 51-66 inches, has an integrated tool storage drawer, and folds down for easy storage. The durable, powder coat steel frame has a 650-pound working capacity, four leveling feet, and 3 1/2-inch casters for easy mobility.

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## A CENTURY OF AHAS!

Breakthroughs reach beyond product design. Many of our achievements over the last century can be attributed to manufacturing process enhancements, strategic acquisitions, innovative programs and global partnerships. Today, we're guided by a spirit of determination and unyielding creativity that routinely result in industry-leading products and processes. Like the advanced hand-held scan tools and other breakthrough product examples featured on these pages.

As we move into the next century, we'll continue to make strides that will enable continued growth and category leadership.

### 1. SNAP-ON TRITON-D10™ INTEGRATED DIAGNOSTIC SYSTEM

This scan and scope tool is ideal for shop owners and general technicians who need scope functionality, intuitive diagnostic testing, and system verification from a single source for more certainty, even on complex repairs. Users can dig deep into vehicle systems and evaluate performance with comparative data while Fast-Track Intelligent Diagnostics streamline the diagnostic process.

### 2. SNAP-ON 3-DRAWER INDUSTRIAL WORKSTATION CART

This versatile 40-inch workstation provides mobility, a durable design, and 17,500 cubic inches of storage. It features three 35-inch wide drawers of varying depths and an oversized bottom section offering security and strength with a lockable door and powerful 500-pound load capacity. Accessories add more flexibility.

### 3. SNAP-ON LIGHTWEIGHT AIRCRAFT-GRADE ALUMINUM FLOOR JACK

This high performance floor jack features a low 3.4-inch height, has a maximum lifting height of 18 inches and boasts a 3,500-pound lifting capacity. The one-piece handle has a higher compound ratio, offering greater lift height per handle pump stroke.

### 4. EXCLUSIVE NEXT-GENERATION BAHCO BANDCALC™

New bandsaw calculator is interactive and responsive for every Bahco blade user. Upgraded functionality makes the calculation experience smooth and productive. Quickly selects the best blade and cutting parameters for the application and calculates the options for optimum cutting rates.

### 5. SNAP-ON SNAP RING PLIERS

These innovative pliers allow technicians to switch between internal and external rings up to 80% faster. And the longer 45- and 90-degree jaws allow for easier access to retaining rings. They can cut the time to install rings on transmissions, starters and turbochargers in half. Lighter and more streamlined than competitors.

### 6. SNAP-ON APOLLO-D9™ SCAN TOOL

The APOLLO-D9 provides the information and resources you need to get the job done quickly and efficiently. With a four-way thumb pad, a 9-inch capacitive color touchscreen display, and 5-gigahertz wireless compatibility, there's no more endless searching for the right answers. Advanced graphing features and OEM data, along with coverage for over 49 Asian, domestic, and European makes and over 100 vehicle systems.

### 7. CHALLENGER LIFTS REDESIGNED IN-GROUND EXPRESS SERVICE LIFT

These signature EV1020 lifts are now available with a 9,000-pound low-profile, drive-over pad with flip-up ramps. Available with Quick-Cycle technology to reduce rise and descent time and bench-mounted controls, the new configuration provides simple, quick vehicle loading to improve shop productivity.

### 8. HOFMANN® MONTY® 8800 ALL-IN-ONE TIRE CHANGER

This leverless tire changer features smartSpeed™ technology, integrated wheel lifts, on-floor bead breaker, lower bead camera viewer and quickLOK™ wheel clamping. It is the perfect solution for high-volume shops that are looking to increase performance, safety and productivity.

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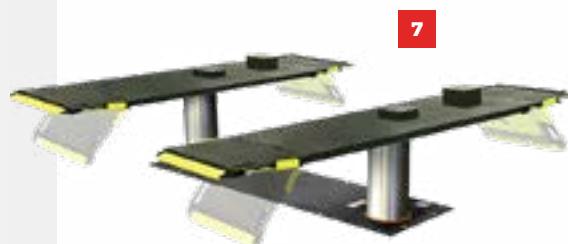
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## 9. SNAP-ON TRUE-CRIB TOOL CRIB ASSET MANAGEMENT SOFTWARE

True-Crib software uses barcode scans and talking software, bringing the Snap-on Level V® tool control system to a whole new level of speed, control, accuracy and cost-effectiveness. Analysis, reporting and inventory tracking is simple, intuitive and easy to operate. Monitors tool movements from the time they're checked out until they are returned.

## 10. NEXIQ® eTECHNICIAN™ SOFTWARE

Rolled together for the first time, the eTechnician™ PC-based application now includes both Honda and light and medium trucks. These essential modules are easy to learn and use and create a diagnostic application technicians will depend on to keep trucks on the road. Tech input was incorporated into the design.

## 11. SNAP-ON SECURE VEHICLE GATEWAY™

Provides direct access to secure OEM vehicle gateway modules. For example, using FCA's Aftermarket Scan Tool User Management and Tool Registration system known as AUTOAUTH, the system allows Wi-Fi enabled diagnostics platforms using current software to perform secure gateway functions.

## 12. MITCHELL® 1 MANAGER™ SE SOFTWARE

This auto shop management software includes new features designed to help automotive repair shops speed up the repair process and maximize their bottom line. The latest Manager SE release offers text-to-pay options, estimate approval via text, MessageCenter invoice sharing and supplier catalog search to search inventories to find available parts at the best price.

## 13. CAR-O-LINER® SPOT WELDER THICKNESS MEASURING SYSTEM

This fully-automatic welder comes with a new, revolutionized lightweight transformer gun, 35-degree swivel handle and ergo-grip enabling perfect working positions for anyone, for any job. The gun is supported by a telescopic arm and a compact power unit with a low center of gravity. Powerful 16,000-amp transformer.



*Each year, Snap-on Innovation Award winners receive a unique trophy created in the Innovation Works Design Lab. This one celebrated innovations for the 100th Anniversary.*



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# DEFERRED BUT NOT DETERRED.



## ***JUBILATION THAT COULDN'T BE MASKED.***

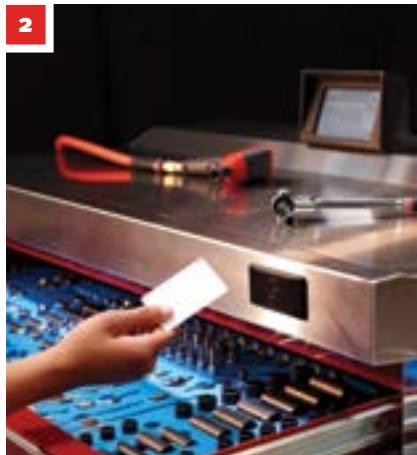
For a company built on the principles of making and fixing, it goes without saying that a celebration commemorating 100 years of success would undoubtedly be thoroughly planned, executed and enjoyed. As our 2020 centennial celebration approached, everything was lining up according to those standards. Events were organized, venues reserved, travel booked, speeches rehearsed, dedications readied and champagne ordered. And then...a global pandemic profoundly changed the situation and the world shut down. Our priorities shifted completely to operating safely while supporting critical customers. Finally, restrictions were lifted and we were able to open up. And in the true spirit of the Snap-on brand, we rallied to put on a celebration even more meaningful and monumental than originally planned. We even added a “+” to our centennial logo to recognize the two additional anniversary years.

## ***A LONG HISTORY OF OVERCOMING OBSTACLES.***

The pandemic not only delayed our centennial festivities, it significantly shifted our day-to-day activities. As Chairman and CEO Nick Pinchuk put it, “Make no mistake. We’re at war. And Snap-on people have been in the thick of it, maintaining the world we know in the storm.” Through one of the worst stretches in U.S. history, we approached the crisis with fortitude and vigilance. In the midst of lockdowns and restrictions, Snap-on workers were deemed “essential,” enabling us to carry on with the important endeavors necessary to keep critical industries and services strong and functioning. Nick further reminded the team, “Your cause is our cause. Your success is a win for Snap-on and, in these days, a triumph for the world.”

## MAINTAINING CRITICAL MANUFACTURING.

**1** Italy imposed a national quarantine leading to the closure of Snap-on plants there. But the prefect of Milan reversed part of the decree, authorizing the reopening of our industrial operation to resupply the Italian defense sector and to support Italian aerospace manufacturers Leonardo and Alenia in their production and maintenance of the F-35 aircraft.



**2** Overcoming distancing and travel restrictions, we stayed close to our customers. Despite turbulence at Boeing, we were able to upgrade the aerospace manufacturer's rotorcraft production facility near Philadelphia. Boeing converted 31 existing Snap-on boxes to ATC technology and added 48 new ATC units.



**3** Identified as "essential" by the U.S. Department of Homeland Security, Snap-on plants remained in operation throughout the pandemic. Adapting operations to protect associates and focusing on delivering for critical customers, our manufacturing plants operated at or near capacity through most of the period.



## SUPPORTING WHERE THE NEED IS CRITICAL.

**4** Our Norbar torque operation in Banbury, England was essential to the U.K.'s COVID-19 emergency response. Britain's largest roadside breakdown organization supports the London Ambulance Service, keeping crews on the road 24/7 during the pandemic.



**5** C&B Custom Modular, Inc., a mobile facility fabricator in Indiana, tested and selected Sioux pneumatic tools to help flatten the growth of new coronavirus cases. When the pandemic shut down much of the industry, C&B retooled to manufacture temporary COVID-19 exam rooms for municipalities across the country.

**6** Our SNA Europe cutting-tool plant in Lidköping, Sweden helped the healthcare system react by making critical personal protective equipment. The plant deployed its 3D prototyping printers to manufacture plastic frames for face shields being donated to local medical facilities treating virus patients.



## ADAPTING TO SAFELY SERVICE CUSTOMERS.

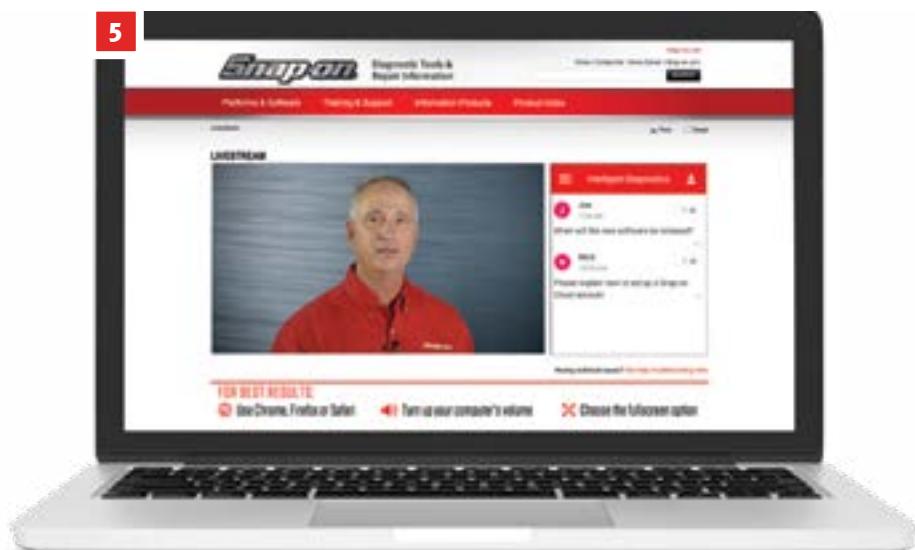
**1** Zoom calls and other alternative communication forms were regularly employed during the pandemic to interact internally as well as transact with customers around the globe.

**2** Snap-on plants remained in operation throughout the pandemic, adapting operations to protect associates and focusing on delivering for critical customers. Our manufacturing plants operated at or near capacity through most of the period.

**3** Franchisees across the globe made adjustments to succeed in the middle of the storm. A franchisee near Seattle adapted and authored considerable gains. He proceeded with a customer appreciation day, limiting the number of customers participating at any one time and strenuously encouraging distancing. He achieved his best day ever with immediate sales of smaller items as well as future orders for tool storage units.

**4** ST Agro, a leading machinery distributor in Kazakhstan, sought to outfit its van fleet with custom tool sets for offsite repairs when travel was not possible due to COVID-19. Utilizing remote video technology, SNA Europe gained valuable insight from technicians and developed kits that were immediately ordered.

**5** Webcasts like this one on advanced driver assistance systems were regularly utilized and well-subscribed. During the cast, we were able to demonstrate Snap-on's productivity solutions that assist with diagnosing and repairing complex driver aids now included in late-model vehicles...seeding the path for further sales growth.



**1****2**

## **PREPARING FOR A BRIGHTER FUTURE.**

**1** After a year-long pause of travel from Australia due to the pandemic, Norbar completed a large bolting services project at the Newcrest gold mine in Papua New Guinea. The project was long in the planning, with careful steps to keep users COVID-safe and providing ample time for the quarantines required during international travel.

**2** Technical education was hampered by the pandemic, with virtual learning being especially difficult for hands-on technical curricula. Despite the challenges, educators continued to expand the range of instruction for the future. Tarrant County College in Fort Worth, Texas, confronted by weak demand amidst the virus, raised enthusiasm by increasing its number of Snap-on certification programs, launching courses for advanced multimeters and precision electrical terminations.

**3** Petroleum Helicopters International, Inc. in Louisiana, with a fleet of over 250 helicopters, provides a diverse range of transportation for the oil and gas, mining, and aeromedical industries. With the pandemic-driven decline of oil and gas, they experienced a significant downturn. Efficiency became critical. Customized tools and Snap-on ATC tool control systems eliminated costly daily tool audits and drove task efficiency up, preparing the company for a changing future.

**“You’re enlisted in a special calling. You’re one of those people helping to preserve our society. Your cause is our cause. Your success is a win for Snap-on and a triumph for the world.”**

**NICK PINCHUK**

**3**

# A STORY THAT RESONATES FAR AND WIDE.

## RECOGNIZING A CENTURY OF ACHIEVEMENT.

Over the course of 100 years, a brand can accumulate a pretty nice following. For Snap-on, that would be a bit of an understatement. The list of those reaching out with notes of congratulations on our centennial anniversary was both humbling and inspirational. As recognition poured in from leaders and legends around the globe we were reminded of the impact we've had on everything from individual livelihoods to the sustenance of entire industries. Not bad for a company founded on a simple premise of finding a better way to work through the innovative use of five handles and 10 sockets.

**"Congratulations to Snap-on Inc. on its 100th year of designing and manufacturing tools for the automotive, aviation and aerospace, military, mining, natural resources, power generation and other critical industries.**

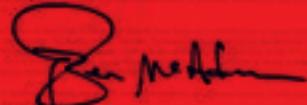
**By manufacturing in 12 plants in 11 states, you are providing jobs and opportunity for families who value the opportunity to work and contribute to the nation's economic well-being.**

**Best wishes for another 100 years of innovative design and production!"**

Congress of the United States  
Senate  
Washington, DC 20510

Congress of the United States  
Senate  
Washington, DC 20510

"Thank you for having a business model that supports franchising. The ability to be a small business owner in the community has untold impact that positively affects customers, owners, associates and the community."



Ben McAdams  
Member of Congress  
Utah

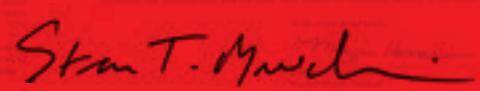
"The fact that one of the most important locations of such an internationally renowned company is located in Aranguz, in Vitoria-Gasteiz, is a source of great pride. I would like to congratulate Snap-on on your 100th Anniversary, a very important milestone. As we say in Euskera, "Zorionak!"



Gorka Urtaran  
Mayor of Vitoria-Gasteiz



"Congratulations to Snap-on for a century of success! Your achievement is one that very few corporations will ever realize, and it exemplifies our nation's spirit of initiative, innovation and determination."



Steven T. Mnuchin  
U.S. Secretary of the Treasury

Elaine L. Chao  
U.S. Secretary of  
Transportation

On behalf of the Trump Administration and the Department of Commerce, I would like to congratulate you on your 100th anniversary. Your great success is a testament to the quality of your products and the professionals you serve.

I would also like to congratulate Snap-on Incorporated for ten decades of strong service in supporting the careers and education of the inventors and technicians in the U.S. This Administration is committed to the growth of the U.S. economy and small business, and we appreciate your contributions.

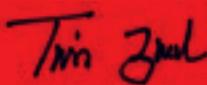
I wish you continued success.

"The success you have achieved is a result of strong leadership and exceptional work ethic. I am impressed by your impactful innovations."



Tom Barrett  
Mayor of Milwaukee, WI

"Your brand represents the badge of the professional. You have provided solutions to help them work faster and smarter. Our nearly 250,000 ASE Certified Professionals have benefited. Thank you for that. Snap-on has been at the forefront of support for our over 2,300 ASE Certified Automotive Technology programs since we began accrediting programs."



Tim Zilke  
President and CEO  
National Institute for Automotive Service Excellence

"The entire United States and Puerto Rico have benefited from your products, your service and your support and involvement in programs that offer technical education."



Wanda Vazquez Garced  
Governor  
Puerto Rico

"Few businesses are able to continue to thrive over the course of 100 years, and you are one of the entrepreneurial legacies setting an example on how this can be done. Congratulations on your centennial."



Kevin Cramer  
U.S. Senator from North Dakota

"Snap-on is not only a premier American company that sets the industry standard, but you go above and beyond through your commitment to the community in supporting career and technical education."

As a Kenoshan, I cannot tell you how proud I am that we have such a great example of American excellence right here in our own backyard. This is an important milestone and I wish you many more years of continued success."



Reince Priebus  
White House Chief of Staff

"It is always great to see homegrown companies like yours succeed and grow while maintaining a dedication to your roots. Although Snap-on was born in Wisconsin, its 73 franchisees in Indiana have had an impressive impact on our Hoosier state."



Susan W. Brooks  
Member of Congress

"All 27 of the Tennessee Colleges of Applied Technology are partners with Snap-on and the National Coalition of Certification Centers. Over 125 TCAT instructors have received Snap-on industry certification, which was the precursor to over 10,000 certifications being earned by students across Tennessee."



Flora W. Tydings, Ed.D.  
Chancellor  
College System of Tennessee

**"I had the chance to see first-hand the amazing tools and products Snap-on was delivering to industries across America's economy. While I was consistently impressed by the innovative products that Snap-on was bringing to markets, I was always blown away by the quality of Snap-on's employees. Businesses rarely succeed without great people and great products, and Snap-on has both in spades."**



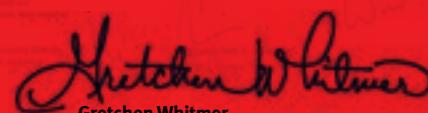
Paul D. Ryan  
Former Speaker of the House

"Our company has relied on Snap-on tools since 1981 and that bond represents the longest-lasting partnership among all of our race team sponsors."



Roger Penske  
Chairman  
Penske Corporation

"Over the last century, not only have you provided excellent, American-made tools, but you have also made investments in career and technical education across the country...your investment has helped to move Michigan forward."



Gretchen Whitmer  
Governor of Michigan

# THOUSANDS OF STORIES TALL.

*Canadian Prime Minister Justin Trudeau sent his best wishes recognizing the Snap-on centennial. Eight of the premiers of the provinces and territories in Canada each sent special certificates or letters acknowledging the 100th Anniversary. Their seals are shown at right.*



This certificate is presented to

**Snap-on Incorporated**

in recognition of your one hundredth anniversary.

It gives me great pleasure to extend to you warmest greetings and best wishes on this special occasion. My colleagues in the Government of Canada join with me in recognizing this significant achievement and wish you many more years of continued success.

The Rt. Hon. Justin P.J. Trudeau, P.C., M.P.  
Prime Minister of Canada  
Ottawa 2020



Newspaper headlines and articles, formal notes on corporate letterhead, texts, emails, phone calls, social media posts, tattoos...there was certainly no shortage of messaging vehicles when it came to expressing 100th salutations and admiration for the brand. The messages we received, no matter the form, were at once delightful and motivational. We deeply appreciate each and every expression. It's the kind of support that leaves us at a loss for words but excited to do even more moving forward. We take great individual and collective pride in what we've been able to build as a company over the last 100 years. Perhaps Reince Priebus, White House Chief of Staff, summed it up best: "The global success of the company is a testament to the hard work and diligence of each member of the Snap-on team." Thank you to all who took the time to reach out on our 100th. And to all who helped us get here.

*A true champion of technology and education, Prime Minister Justin Trudeau has invested in workforce development. "As Canada's economy shifts toward high-skilled employment it's more important than ever to make sure new grads have the skills and training they need to meet the demands of the labor market."*



**ALBERTA****BRITISH COLUMBIA****NOVA SCOTIA****SASKATCHEWAN****MANITOBA****ONTARIO****YUKON****NEW BRUNSWICK**

## LEGENDARY RECOGNITION.

Automotive legend and Snap-on fan Jay Leno offered his congratulations on the 100th.

"I commend you and Snap-on on your contribution to American industry and American excellence.

That's the way millions of our fellow Americans feel about Snap-on. There is a sense of pride that comes from being the best and having the history and heritage to go with it.

Thank you Snap-on for giving us the tools we need to fix what's broken in our country whether it's automobiles, airplanes or ventilators. It's reassuring to know that Snap-on has our backs.

Your truly satisfied customer"

## ROYAL TREATMENT.

Acknowledging the "Centenary of the founding of the company in 1920," Buckingham Palace recognized the 100th Anniversary celebration.

"Her Majesty was interested to hear of the expansion of your operations in the United Kingdom and pleased to be reminded of the awarding in 2018 of the Queen's Awards for Enterprise in the Innovation and International Trade categories to your division in King's Lynn.... Her Majesty wishes you all a most memorable and enjoyable year celebrating this notable milestone in the history of Snap-on Incorporated."

*Prince Charles congratulates Snap-on Diagnostics for receiving two Queen's Awards, the highest official U.K. honor awarded to British businesses.*



# PRESIDENTIAL SEAL OF APPROVAL.

Over the decades, U.S. presidents have acknowledged Snap-on as a critical American manufacturer, a key supplier to the government and a strong supporter of technical education and workforce development. They have reaffirmed the importance of American manufacturing, underlining our respect for the dignity of work. When your company and its products are recognized and lauded by the president of the United States, you know you've been doing something right for the past 100 years.

**"YOU KNOW, YOU HAVE  
A WONDERFUL COMPANY.  
I RESPECT IT."**

— Bill Clinton



**"I KNOW THAT WORKING MEN  
AND WOMEN FEEL THAT THEIR  
SNAP-ON TOOLS ARE THEIR  
PROFESSIONAL JEWELS."**

— Joe Biden





**"SNAP-ON IS AN ICON OF AMERICAN PRODUCTION."**

— Barack Obama

**"ON MY RANCH IN CRAWFORD, TEXAS, I USE SNAP-ON TOOLS EVERY DAY."**

— George Bush

## PRESIDENTIAL VISIT.

For the first time in its history, Snap-on hosted the President of the United States at the Kenosha headquarters. From five helicopters landing in the parking lot, to the dozens of Secret Service agents and legions of press members, the pageantry of it all reaffirmed the importance of American manufacturing and American workers.

Choosing Snap-on to highlight this vital focus was not only an honor to our company, but it was also a welcome step in reenergizing the traditional American respect for the dignity of work.

The visit also recognized the national model of collaboration between Snap-on and Gateway Technical College that advances technical education and careers as well as celebrates the dignity of work.

**"THROUGHOUT THE YEARS, SNAP-ON TOOLS HAS BEEN THE CENTER OF OUR INDUSTRIAL LIFE. THESE ARE THE TOOLS THAT WILL REBUILD OUR NATION."**

— Donald Trump





Snap-on Innovation  
WORKS

CAPTURING A  
**CENTURY.+**



**How do you share more than 100 years of a company's history? Especially if the company happens to be an iconic, global brand like Snap-on with a century's worth of products, solutions and stories?**

Contrary to what you might think, we started small. In 2007, we gathered some associates and retirees who collected and set up artifacts in simple displays in the former hand tool plant on a small budget. The attraction resonated immediately and it didn't take long before plans for a more impactful experience were in the works.

Recognizing the importance and appeal of our history, we committed to a more dynamic venue with supporting archives to present a world class brand. In 2014, we created a professionally designed museum facility. To fully leverage the space, we designed it to accommodate special meals and receptions as well.

The resulting 4,350-square-foot phenomenon sits adjacent to Innovation Works and Idea Forge and offers visitors a branded experience unlike any other in the world. Thousands of associates, customers and important visitors have learned of Snap-on's history, traditions and strategies in this place.

Preparing for the 100th Anniversary of Snap-on, it was again time to take the museum to the next level and celebrate the brand, significantly expanding the information, content and interactivity of the museum.

**SNAP-ON ASSOCIATES ARE ENCOURAGED TO VISIT THE ENHANCED SNAP-ON MUSEUM.**

To inquire contact  
[corporatemarketing@snapon.com](mailto:corporatemarketing@snapon.com)

# THE LEGEND GROWS.



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Today's museum offers a full sensory experience. Running the full length of the space, a 150-foot illuminated cabinet presents visitors with artifacts in a chronological fashion. Take a walk from 1920 to the current day, with every step revealing a different product, relationship or story.

The museum's overall impact is significant. Visitors get an up-close and personal experience with a behind-the-scenes look into what shaped us into who we are today.

To prepare for the 100th Anniversary, Snap-on significantly updated and expanded the content in the museum.

**1** *The Decade Wall was updated to add two decades of history.*

- Stories of the European acquisitions and the Bahco brand were updated and expanded.
- A dozen recent acquisitions, brands and product categories were added. Product information was improved to better explain innovations.

**2** *The Red Wall was expanded and updated to add many highlights and interactive displays.*

- A new **KNOWLEDGE** section features our long commitment to community and technical education and how Snap-on became a world leader on this front.
- The expanded **SERIOUS** exhibit covers more critical industries. Customer Connection is now explained in **IDEAS**. Another new exhibit explains Snap-on's commitment to **COMMUNITY** across the globe.

**3** *A new display captures the challenges of the pandemic along with Snap-on's response and a new exhibit features the presidential visit from 2017.*

**4** *The flexible roll cab displays were updated to strengthen the ratchet and product range stories. New exhibits of memorabilia and motorsports items were added on the roll cabs.*

**5** *The welcome area was updated with a new, introductory video to explain the beginning of the company and the five do the work of 50 displays.*

5



## 100TH ANNIVERSARY

**2020s** In 2020, Snap-on celebrated the 100th year of this unique enterprise. The celebration extended through 2021 due to the challenges of the COVID-19 pandemic. It recalled so legendary decades of Snap-on people dedicated to the pride and dignity of work. The company paused and thanked the entire Snap-on Nation. As we honored our past, we recognized that a century from now we'll likely be telling a similar story. How do we know? The creation



### ENDURING AND ENHANCED SELLING TECHNIQUES

**2020s**

Customer driven selling, often built in the sales process. Service System. Automated for greater efficiency, direct selling concept of "Offer your work and measure what's being sold" has caught on for original equipment manufacturers and in the restoration of the Snap-on Snap-on business. The focus has shifted to the use of digital media, including mobile devices, digital applications, social media communication, and automation. Management software, in these help franchisees and clients easily service component parts, manage bookings, and enhance training.



**RUNWAY IMPROV**  
Safety  
Quality



# A COLLECTION FOR THE AGES.

It started in 1920 with a simple, yet ingenious, solution that enabled mechanics of the day to quickly and easily change out sockets. That original five do the work of 50 handle and socket set rests on green felt and greets visitors as they enter the museum. From there, the last 100 years unfolds in a compelling and diverse assortment that includes everything from the 1927 Indy Car to tools used on Apollo missions to the moon.





**1** Terri Wruck, manager of charitable contributions and curator of the museum, was instrumental in creating and managing the museum and the archives. She greeted visitors touring the expanded exhibits during the 100th Anniversary event. Terri retired after 28 years at Snap-on and continues to be a trusted friend and advisor.

**2** An expanded diagnostics and information display tells the story of Snap-on's industry leadership from the beginning to today's future in big data and AI.

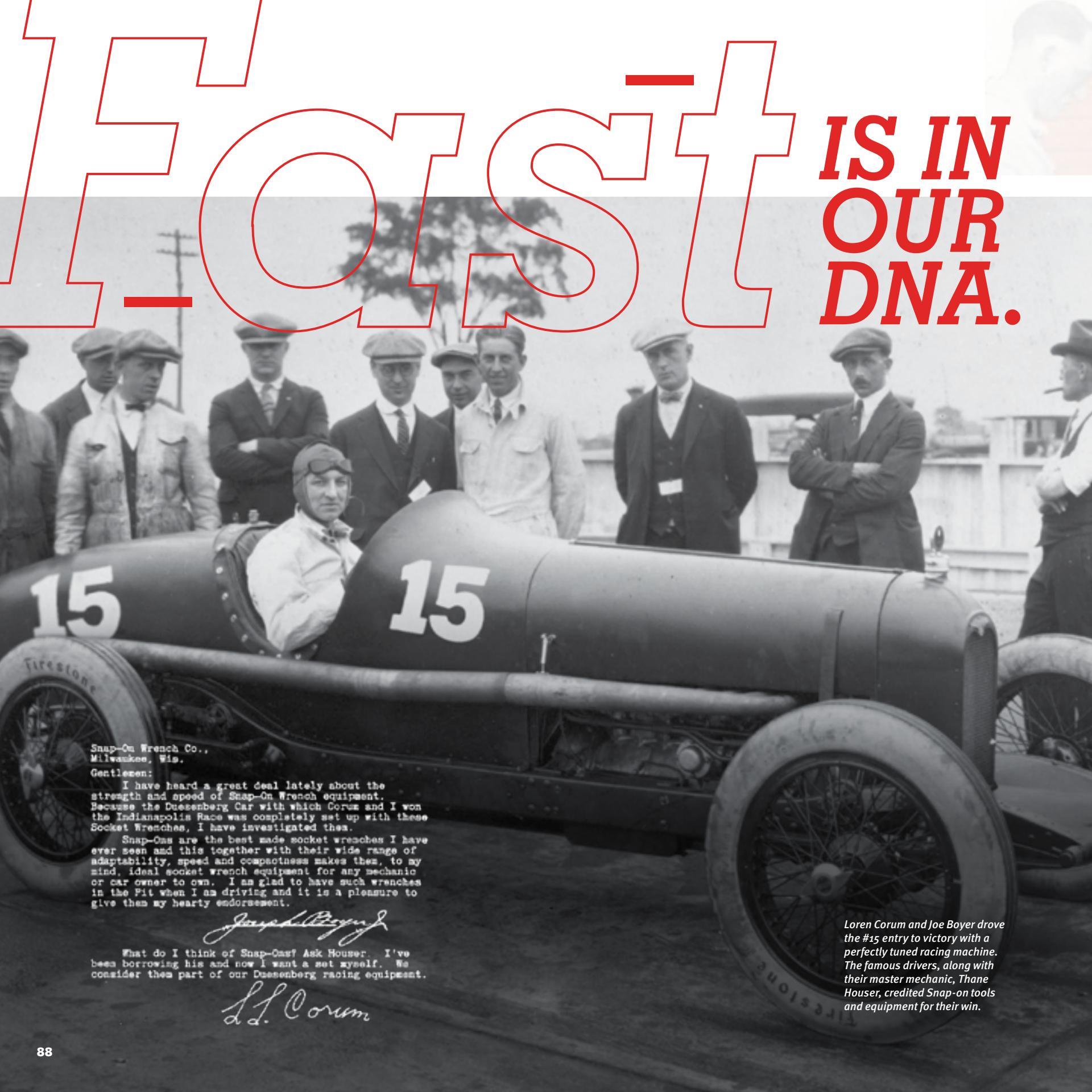
- A video explains the category evolution.
- The history of Sun, Mitchell 1, Pro Quest, NEXIQ and other acquisitions was added.
- Interactive display includes every significant scan tool.

**3** Karnes Garage now features more vintage Snap-on tools used by Lauren Karnes in his Milwaukee based Texaco garage headlined as "The Choice of Better Mechanics."

**4** The Maker and Fixer initiative and the historical Tribute campaign were added. Six video monitors added 25 videos on key stories, including Snap-on in the Movies, Snap-on in Space and more.

**5** Motorsports was expanded, adding the 1927 Snap-on / Blue-Point Special (see page 42), early racing history and many new artifacts.





IS IN  
OUR  
DNA.

Snap-On Wrench Co.,  
Milwaukee, Wis.

Gentlemen:

I have heard a great deal lately about the strength and speed of Snap-On Wrench equipment. Because the Duesenberg Car with which Corum and I won the Indianapolis Race was completely set up with these Socket Wrenches, I have investigated them.

Snap-Ons are the best made socket wrenches I have ever seen and this together with their wide range of adaptability, speed and compactness makes them, to my mind, ideal socket wrench equipment for any mechanic or car owner to own. I am glad to have such wrenches in the Pit when I am driving and it is a pleasure to give them my hearty endorsement.

*Joseph Boyer*

What do I think of Snap-Ons? Ask Houser. I've been borrowing his and now I want a set myself. We consider them part of our Duesenberg racing equipment.

*L.S. Corum*

Loren Corum and Joe Boyer drove the #15 entry to victory with a perfectly tuned racing machine. The famous drivers, along with their master mechanic, Thane Houser, credited Snap-on tools and equipment for their win.

**Gentlemen, start your...company.**

Snap-on's racing heritage dates back to our very beginnings. Right out of the gate, we were assisting race teams with tools and equipment. A mere four years after we opened our doors, on May 31, 1924, the Indy 500 was won by a Duesenberg that was set up, tuned and repaired with Snap-on tools.

The Indianapolis Motor Speedway was built in 1909 as a gravel and tar track to test automobiles and host a few small events. In 1911 it was paved with brick and had guardrails installed for the first International 500-Mile Sweepstakes. It became known as The Brickyard.

Today, you'll find Snap-on tools and equipment at virtually every major motorsports event in the world. That includes the Indy 500 where we proudly continue our role as the Official Tools and Equipment Partner of the Indianapolis Motor Speedway. From day one, our charter has been to create the kind of tools and equipment that thrive even under the most extreme circumstances.

*Setting Up Winning Duesenberg  
at the Indianapolis 500  
May 31st 1924*

JOSEPH BOYER



LOREN CORUM

**The 1924 12th International  
500-Mile Sweepstakes Race  
holds a special place in history:**

- *Largest crowd in racing history.*
- *Speed record of 98.24 miles per hour.*
- *First time two drivers were credited as co-winners.*
- *First supercharged car to win at the Speedway, launching a forced-induction rampage that lasted for decades.*
- *First national auto race radio broadcast (WGN).*
- *Henry Ford was an official race referee.*

**Snap-on**  
INTERCHANGEABLE  
**Socket Wrenches**

**Shared the Glory  
at Indianapolis**

The cheering thousands who watched Corum and Boyer drive a Duesenberg to epochal victory in the 1924 Indianapolis sweepstakes saw the triumph of a perfectly tuned racing machine, driven by master drivers and set up by a master mechanician with Snap-On Interchangeable Speed Socket Wrenches. Read what these men say about Snap-Ons, and you'll know why they are preferred by over 200,000 mechanics and car owners throughout the country.



# GEARING UP FOR A CENTURY.

## Snap-on and Blue-Point Specials

Our initial Indy 500 success opened other racing doors. Throughout the '20s and '30s, two racing cars performed incredibly well in dirt track races across the country. The Snap-on Special and Blue-Point Special were both Clemons designed cars that consistently took home trophies while salesmen demonstrated Snap-on tools, educating drivers and mechanics. Designed and built by Fred Clemons, the 1927 sprint car has been meticulously restored to very near original condition. Today, the car carries both names to represent Snap-on's early racing history.



Driver Benny Benefiel in the Snap-on Special.  
Image courtesy of Snap-on Archives



1927 Blue Point Special.  
Image courtesy of Ron Dowle Collection

## Fred "Skinny" Clemons

Born in Greensburg, Indiana, American race car driver, designer, engineer, trained mechanic and builder, Fred Clemons was legendary in racing circles. In addition to being a shop foreman for the Chevrolet brothers at Frontenac in the early 1920s, and one of the first entrants of the Indianapolis 500, he held six U.S. patents and pioneered the use of the supercharger and individual wheel-springing devices. A true Maker and Fixer, he designed and built at least six cars and created both four- and eight-cylinder engines.



Fred Clemons and daughter at the track in 1927.  
Image courtesy of Ron Dowle Collection

## From racing horses to racing cars

The earliest dirt tracks were used for horse racing and bicycles. In the early 1900s few knew how to drive automobiles and only a handful knew how to drive at maximum speed. Since cycling was popular, cyclists were recruited to drive the first race cars. Following WWI, half-mile dirt tracks for auto racing were built. Early races were aimed at testing new vehicles, driving faster, and proving they were suitable for the public. Nearly everything found on automobiles was initially tested in race cars.



In 1929 driver Bryan Saulpaugh (L-R third car) racing the Blue Point Special on a dirt track. Image courtesy of Ron Dowle Collection

Board tracks, first used before World War I, were popular and used by both motorcycles and automobiles. The steeply banked oval tracks averaged one mile long. Though wood was plentiful, a staggering amount of lumber was needed. With no suitable wood preservative and damage caused by weather and racing wear, board tracks had to be repaired often and eventually were torn down.



# OUR RACING ROOTS RUN DEEP.



## Needle in a haystack discovery

Authentically restored vintage race cars are rare. The Snap-on and Blue-Point Specials were two of only six race cars designed and built by Fred Clemons in the 1920s and 1930s. In 2019, Snap-on Museum Manager Terri Wruck discovered the 1927 Blue-Point Special in the U.K. Owner Ron Dowle had meticulously restored it over 25 years. Purchased in 2020 by Snap-on for the 100th Anniversary, with expert assistance from Barrie Young, VP sales, international, the vintage racer made its long journey to once again be a part of our motorsports legacy.

## The restoration

Ron Dowle purchased the 1927 Clemons in 1994 from another U.K. collector. He rebuilt it per the original specs. Historical research uncovered details and located vintage parts. Dowle even made a weekend transatlantic dash to secure an original Clemons engine and returned to the U.K. with the engine parts in his luggage.

## Clemons design details

The car employs the second type of chassis that Clemons designed. It has a raised area over the front spring supporting the oil tank / cooler and acting as a chassis skid should a front axle fail. The chassis was fitted with Ford® axles and Dayton locking wire wheels. Clemons used his own clutch housing designed to a three-speed Ford gearbox. The car was pull-started.

- *Clemons-designed 193-cubic-inch, four-cylinder engine with overhead cam and twin Riley carburetors.*
- *Rear drum brakes operated by hand; for safety, hydraulic and front brakes added later.*
- *Floyd "Pop" Dreyer of Indianapolis built the aluminum body with tail-mounted, air-pressurized gas tank.*
- *Average speed around 53 mph, depending on surface and length of track.*



Recently released...an Atom Brick collector model of the Snap-on Special.



7927

# DRIVEN.

It's hard to imagine a sport with a greater demand for excellence than racing. With lives and livelihoods on the line, it's critical that drivers, technicians and crew chiefs have an unyielding trust in their tools and equipment. That's why Snap-on continues to cross finish lines around the world after 100 years in the sport.

Consider our 20-year history with Cruz Pedregon Racing. The two-time NHRA Funny Car Champion found that COVID-19 sidelined his entire crew as they prepared for the 2020 season finale. Overnight, his crew chief found substitute technicians and they completed the season. In 2021 in Las Vegas, Cruz and his team won yet another NHRA victory, his second win of the season. This milestone win

took place during the 1,000th NHRA national event. Gunning for his third world championship, Cruz took the win light for his 42nd career win.

Or consider the 35 years we've partnered with Team Penske. Amid an unprecedented season that saw racing pause in 2020, then restart while events were rescheduled or canceled due to the pandemic, Team Penske overcame adversity to have another successful season. The organization produced three championships and won 39 races and 30 pole positions collectively among its racing teams.

Snap-on has enjoyed a long history of motorsports success. Motorsports proved a great venue to showcase how Snap-on tools performed in harsh

conditions on the track and in the pit. Associations with hundreds of teams across NASCAR, NHRA and IndyCar have spanned decades and offered opportunities to perfect new technologies in the automotive mainstream. Names like Mears, Earnhardt, Busch, Harvick, Wallace, Elliot, Unser, Fittipaldi and more have won in cars wrenched by the finest crew chiefs and technicians in the world – using the best tools in the world.

A hundred years, a million stories...we're honored to be even a small part of so much greatness!





**"WE GET TO WORK ON THE FASTEST CARS IN THE WORLD. IT'S HARD TO BEAT THE RUSH YOU GET FROM 11,000 HP!"**

COLTON CAINE *Cruz Pedregon Racing technician*



Standing 11 feet tall, this 100th Anniversary logo sculpture is fashioned from 16,000 sockets, weighs 3.5 tons and includes a “+” to signify the two-year pandemic that delayed the centennial.

# CAST IN INNOVATION.

**Five do the work of 50.** That simple, insightful slogan a little more than 100 years ago sparked a revolution in the repair and manufacturing industries. And it launched a brand that has become synonymous with reliability and innovation. Joe Johnson, and his coworker, William Seidemann, spent weekends using crude bending jigs and raw muscle to fashion two sample set of five handles and ten sockets. Today, Snap-on has grown into a worldwide enterprise. The Snap-on brand has become a powerful symbol that connects the company to its customers and engenders respect.

To achieve this, Snap-on has relied on delivering a consistent image and customer experience, whether it's the weekly service and consultation with franchisees and salespeople or the ergonomic design and engineered function of the tools. Important icons evoke the power of that image wherever they go. The logo is one of those icons. But Snap-on has many. Whether they stand as larger than life symbols like the socket sculpture above or show up every week in your parking lot, they awaken the Snap-on connection.

*Snap-on mobile stores have stood for, and communicated, the brand for more than 10 decades. As rolling billboards, they represent quality, delivery and service while reminding consumers of the importance of their repair technicians.*

*The mobile stores have evolved over the years to keep the image and experience of the brand consistent but also current and relevant to the needs of today's Makers and Fixers who create and maintain vehicles and equipment across critical industries.*

*Now covering 10 countries, Snap-on vans have helped build the image and awareness of a brand that stands for a compelling experience and innovative products across the globe.*

1930s



1940s



1950s





# FORGED IN SUCCESS.

From the beginning, Snap-on was delivered directly to the user, with a personal service level that elevated it above other tool brands. The Model T delivery truck stands for the brand and that approach.

Snap-on is a fundamentally American brand. This U.S. flag sculpture, created entirely from more than 2,000 Snap-on tools, symbolizes that heritage and recalls that foundation of the brand. It was unveiled at an event celebrating USA veterans and the Honor Flight.



1950s

1980s

2000s

100th Anniversary logo fashioned from 16,000 sockets weighing 3.5 tons and accompanied by a “+” to signify the two-year celebration delay due to the pandemic.



Snap-on

1923

Snap-on

1948

Snap-on

1981

Snap-on

1939

Snap-on  
TOOLS

1950

Snap-on

1995

Snap-on

1944

Snap-on Tools

1953

**Snap-on**

# A MARK UNRIVALED.

There are a handful of recognizable worldwide brands whose logos do more than identify the name. They tell a story. Count Snap-on in that club. Think of the number 31 incorporated into the Baskin Robbins® logo. Or the arrow cleverly designed into the FedEx® mark. Today's Snap-on logo features a graphic connection to the brand's origin with a hyphen fashioned from one of the original five handles, along with a letter "o" that also doubles graphically as a socket. Add to that the open-end wrench strategically placed in the "S" and you understand the power the logo delivers in building the brand.

The Snap-on logo has evolved several times over 100-plus years. It started primarily as a logo that was forged or etched in steel. Over time, as product categories and marketing needs expanded, it evolved to support the brand in a wide range of applications. The most recent chrome version of the logo was first created as a powerful badge on the best tool storage in the world before being translated into other formats. It seeks to remind people that Snap-on is a super-premium brand.

Special edition logo versions have been created for anniversary celebrations. Examples of these are the logos for the 50th, 60th, 75th, 85th, 90th and 100th anniversaries.

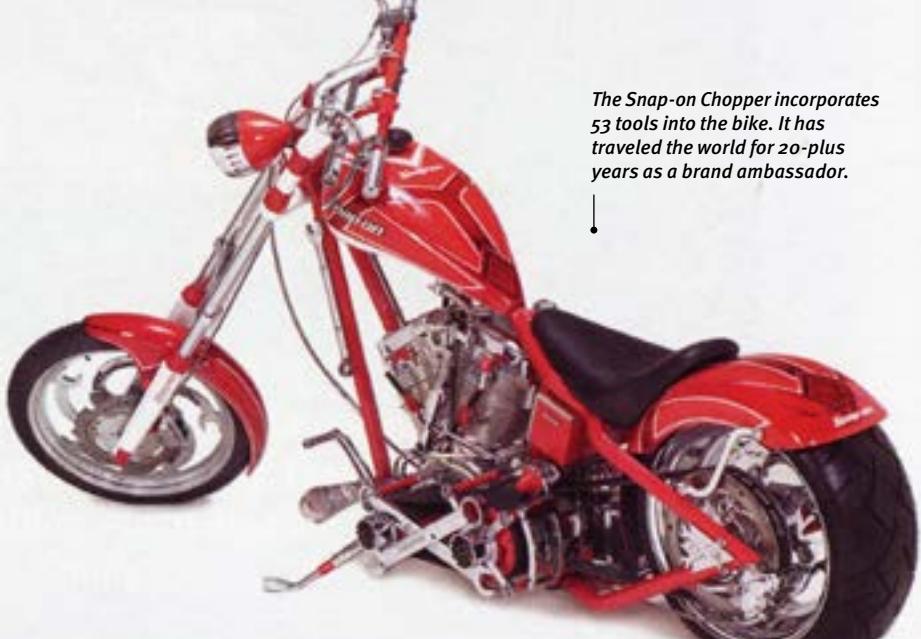
*Today's Snap-on logo features dimensional chrome lighting, a unique badge effect as well as a distinct wrench incorporated into the initial capital "S."*

*A likeness of one of the original five handles serves as a hyphen and connects to the "o" which resembles one of the original 10 sockets.*

**S**  
TM

*For tool users, the brand is so powerful that the "S" logo alone can awaken and reinforce their brand loyalty.*





*The Snap-on Chopper incorporates 53 tools into the bike. It has traveled the world for 20-plus years as a brand ambassador.*



*The Snap-on Glomad custom show car celebrated the 1957 Chevy Nomad with 350 hand tools and diagnostics tools integrated into the vehicle. It traveled the U.S. for 10 years helping build the brand.*

## A BRAND. A BOND.

A brand is much more than its products. It's also its attitude and willingness to innovate. Right out of the gate, Snap-on earned a reputation for excellence from the people who made, sold and used the tools. Customers came to expect not only superior durability and performance but the respect and service that came with the tools. Snap-on raised the bar for the entire category.

In 1938, we introduced tool storage that stepped up the level of product design but also created proud statements that offered self-esteem for the users and differentiation for the brand. Prior to this, tool boxes were gray, black, unattractive and utilitarian. The 1938 launch brought Snap-on roll cabs with symmetry, layered shapes and the aerodynamic curves of the art deco design of the day. Most importantly, they came in a brilliant "Kenosha Red" that became the iconic color of the Snap-on brand. That year, for the first time, the Snap-on catalog was published in two colors, featuring the new branded red. The headline announced: "Now a Red Cap for your tools."

Snap-on told the world that this was more than products. This was a brand that represented a lifestyle. Icon projects like the chopper, the flag and dozens of others have reinforced that idea. One hundred years of those important statements have brought decades of success and made the Snap-on brand integral to the lives of the Makers and the Fixers.





— “Celebrating 100 Years of Makers and Fixers” was the title of this Fourth of July float that celebrated the anniversary and won awards in Wisconsin parades. Built by a team of associates and retirees.

# CENTENNIAL-TUDE!

**There's more than one way to celebrate a milestone anniversary.** That became abundantly clear during our 100th festivities. Oh sure, there were the traditional banners, decals, flags and more used and enjoyed by celebrants around the world. But in keeping with Snap-on's

charter of creativity and innovation, there were numerous home-grown commemorative expressions. Parades, floats, cakes, tattoos and even microbrews helped Snap-on associates demonstrate how they felt about one of the world's most iconic brands on a most momentous occasion.



— Snap-on apostles truly love the brand and wear it on their sleeves.





Photos were popular to help remember the anniversary. Associates in Mexico created this balloon arch to photograph their teams.



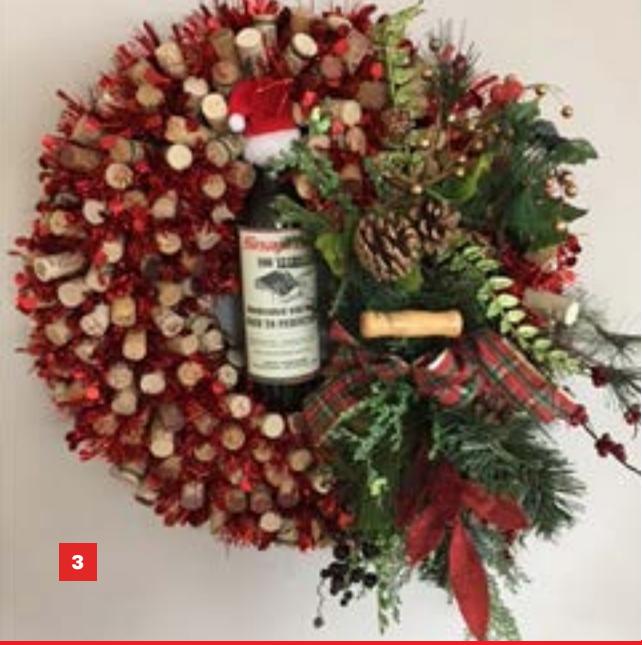
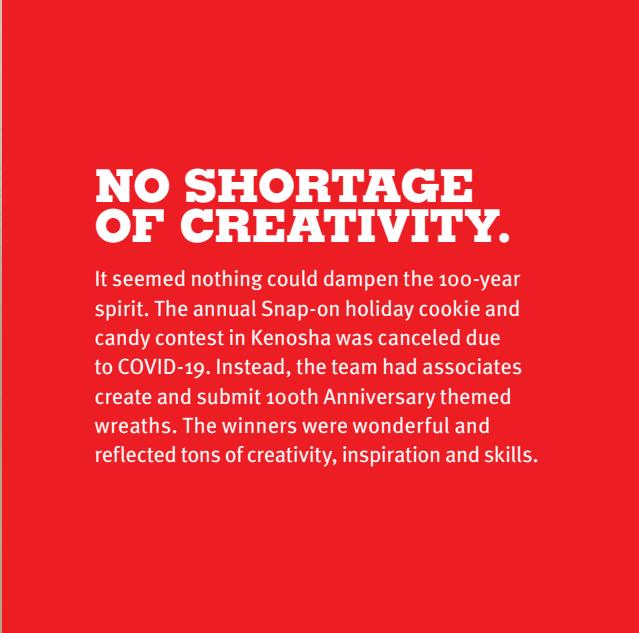
As Snap-on celebrated a century of work, and even launched a book titled *The People of Work*, associates in Murphy, North Carolina proudly showed their support for the Makers and Fixers we serve with their WORK shirts.

Snap-on distributed T-shirts to all associates to wear at celebrations. This group in Germany exhibited their pride while viewing the anniversary banners in their facility.

At celebrations around the world, home-baked treats added to the event. In Tlalnepantla, Mexico this cake was accompanied by a mariachi band.

Many locations made their own celebratory signs, reflecting their languages and cultures. Corregio, Italy associates wished Snap-on happy anniversary and offered refreshments to associates.

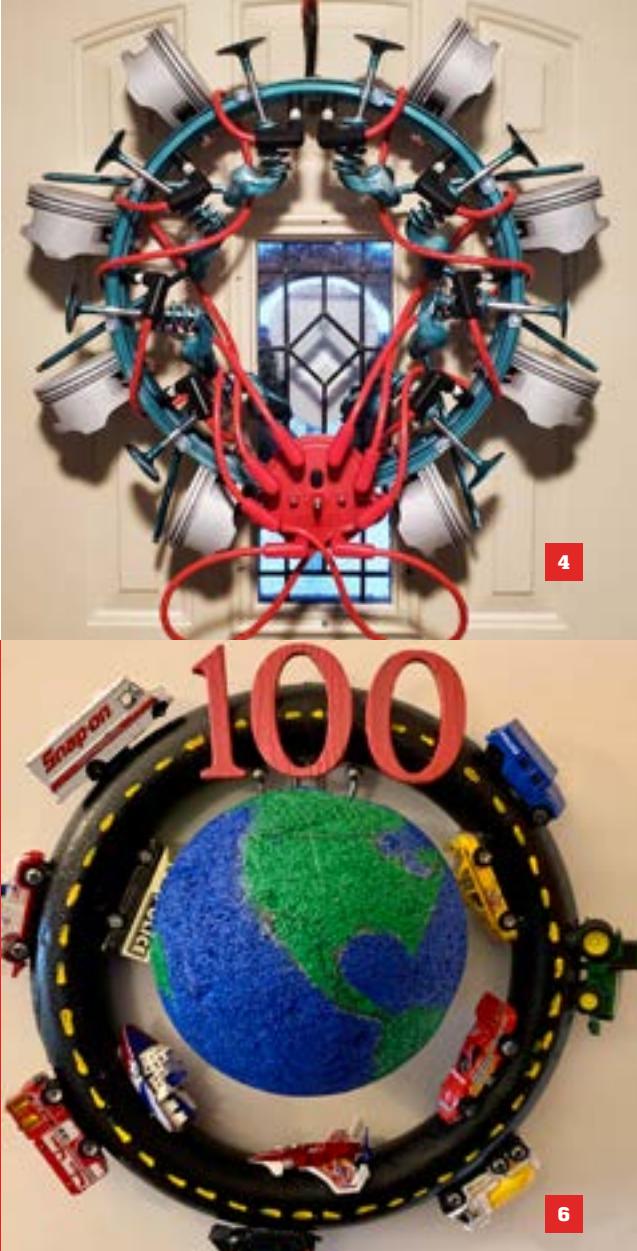




1. **BARBARA GEROU** FIRST PLACE – \$500
2. **STEVE KUHNLEY** SECOND PLACE – \$300
3. **TERRI WRUCK** THIRD PLACE – \$200
4. **BRYAN KORDUS** MOST ORIGINAL – \$500
5. **KELLIE BERGERON** COVID FIGHTER
6. **JEFF ZUEHLS** CHAIRMAN'S AWARD – \$100
7. **CARA HONOLD** CHAIRMAN'S AWARD – \$100
8. **HEYDY SALGADO** CHAIRMAN'S AWARD – \$100
9. **JACQUELENE WITHROW** SPECIAL MENTION
10. **ROBERT SOTO** CHAIRMAN'S AWARD – \$100

## NO SHORTAGE OF CREATIVITY.

It seemed nothing could dampen the 100-year spirit. The annual Snap-on holiday cookie and candy contest in Kenosha was canceled due to COVID-19. Instead, the team had associates create and submit 100th Anniversary themed wreaths. The winners were wonderful and reflected tons of creativity, inspiration and skills.



The 100th called for celebratory libations at several events. The team wanted to put a Snap-on spin on the beer. In conjunction with a friendly local brewery, they brewed up custom craft beers for the occasion.

- 5/50 Green Felt Pilsner: An authentic Bohemian small batch with two varieties of pils malt.
- Impact IPA: A New England hazy IPA.
- Hammerin' Ale: A classic American cream ale.
- Kenosha Red Ale: An especially vibrant red.
- Strawberries & Chrome IPA: with a boost of vanilla and strawberries.
- Smoking Tire Hard Seltzer: Dry, crisp and fruity.



## The symbols of success.

If one were looking for proof of Snap-on's global reach and influence, it was easy to find during our 100th Anniversary festivities. From the engineers on the manufacturing floors of Bahco in Sweden to the Norbar representatives across four continents, it seemed that no matter where you turned, the Snap-on centennial milestone was recognized and celebrated with full enthusiasm and appreciation.

With dozens of brands in the Snap-on portfolio, this 100th Anniversary gave us a chance to reflect on a century of success that has created incredible opportunities and helped move critical issues forward around the world. We've watched some of our oldest and proudest brands like Bahco leverage differentiated positions in ergonomics and cutting to create global recognition and respect. We're particularly grateful for the opportunity to help develop specialized brands that address specific industries and technologies and have allowed us to venture into new and exciting categories. Names like AutoCrib®, Power Hawk, and Lindström have pioneered leading-edge solutions and will continue to do so in the next 100 years. And we know that information brands like Mitchell 1 will help us expand our influence into new corners of critical industries.

Here's to the brands that have helped make us who we are today. And who we'll be in the years to come!



Scan to learn more about the  
Snap-on family of brands.

*Over 100 years of Snap-on delivering for loyal brand users has resulted in a significant majority of professional technicians and shop managers selecting Snap-on as their preferred brand of tools.*

*Further, Snap-on has become known as the leading tool brand for the benefits that tool users value the most. On each of these key factors, professional tool users rate Snap-on far ahead of competitive brands.*

■ Snap-on ■ 2nd Brand

### **FIRST CHOICE TOOL BRAND**



### **PREMIUM QUALITY**



### **MOST RELIABLE**



### **INNOVATIVE SOLUTIONS**





