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Hofmann Introduces New Branding, Updated Logo

Conway, AR – Feb. 6, 2024 – Featuring a new look and updated logo, Hofmann[®] has introduced new branding to better replicate its innovative and high-performing wheel service products.

“The updated Hofmann branding features a sophisticated appearance that is a direct reflection of our award-winning, advanced-technology products,” said Mariana Montovaneli, director of marketing for *Hofmann*. “As we continue to upgrade and enhance our balancers, aligners, tire changers and lifts, we believe it is important to evolve the Hofmann branding to a clean, modern look that conveys the characteristics of our industry-leading equipment.”

The new *Hofmann* logo and branding elements will be integrated into product designs, marketing materials and a revamped website. The visual identity, characterized by a fresh, bold design, positions the brand as forward-thinking and success-oriented, reflecting its products’ capabilities.

Customers can learn more about *Hofmann* wheel service products by calling 800-251-4500 or visiting <https://hofmann-equipment.com/us>.

About Hofmann

For more than 90 years, Hofmann[®] has been a world leading innovator of automotive undercar service equipment solutions and is one of the many brands that Snap-on offers repair shop owners and managers. Snap-on Incorporated is a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Products are sold through the company's franchisee, company-direct, distributor and Internet channels. Snap-on, an S&P 500 company, generated sales of \$4.5 billion in 2022, and is headquartered in Kenosha, Wisconsin.

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