

SHOWROOM ON WHEELS

Tool specialists go mobile with dazzling display.

Snap-on Tools Franchisee, Darren.



A Snap-on Tools Mobile Store is not just a technician's toyshop, it's a genuine showroom on wheels.

Mounted on various vehicles including Isuzu trucks, the mobile stores carry Snap-on's vast range of products and tools needed by professional users for servicing, maintaining and repairing almost all aspects of automotive, plant, industrial and aviation equipment.

More than 160 franchisees service their designated territories throughout Australia and New Zealand with custom fitted out mobile stores purchased from Snap-on Tools Australia.

The company was founded back in 1920 in Wisconsin, USA by Joe Johnson who came up with the idea of a highly versatile tool system based around the concept of an interchangeable socket – a snap-on solution.

Snap-on Tools has been operating in Australia and New Zealand for over 25 years and worldwide for more than 90 years with more than

over 4,500 franchisees.

The Australian head office is located in Arndell Park, New South Wales and is operated by a team of 120 support staff with 30 per cent working in the field. Staff assist the Snap-on franchisees with all aspects of their business management and customer support including product supply, marketing and monthly promotions, IT support, Trade Card finance, diagnostic helpdesk, the service repair and calibration of Snap-on products, as well as many other aspects of their franchise.

Product Manager – Australia and New Zealand, Ian Spinks, said Isuzu trucks were ideal for Snap-on Tools' custom made bodies.

"We chose Isuzu as one of the truck options for our franchisees as we want them to operate in a comfortable and productive environment," Ian said.

"Our franchisees sell large amounts of stock and we look for a truck model that can handle the weight of the store without impeding on the drivability of the vehicle.

"The FRR 500 model is perfect for our needs and its engine (SITEC Series III 205) has not let us down, especially with its power output (151 kW @ 2,600 RPM).

"We recently purchased six new FRR 500s for our franchisees and they couldn't be happier."

The truck bodies are built by Empire Specialty Vehicles located in Leichhardt, New South Wales, with a standard outfit taking four weeks to build.

In order to meet the demands of the franchisees, the trucks need to have many added features such as holding shelves, air conditioning, lighting, electronic generator, display cases, sales aids and a multi-media system including TV.

The franchisee's computer also has wireless internet to provide up-to-date product information to customers as well as maintaining their inventory management, point of sale and stock ordering systems.

According to Ian, the main aim is to provide a mobile retail environment where they can professionally



Snap-on Tools Franchisee, Darren Dobson with a customer.



display their vast product range in an efficient and informative manner. Customers can come in and view products at ease when their franchisee makes the weekly call into their workshop.

"Every inch of space is utilized to hold Snap-on Tool's product range," Ian said.

"We have a trusted brand – right tools for the right job and of course, the right truck."

The truck body also has a lift gate for heavy lifting of larger items like tool storage cabinets. Other safety features include devices like an alarm system and reversing cameras for getting in and out of tight industrial sites and factories.

The performance and comfort of the Isuzu FRR 500 have been a hit, according to Ian.

"The franchisees love to drive the FRR 500 because of its easy maneuverability and the comfort provided by the Isri air suspension driver's seat," Ian said.

"Isuzu's quality is evident in the fit, feel and finish of the truck."



Snap-on Tools Franchisee, Darren and customer inside truck showroom.