



Chicago
Pneumatic

May 2010

**CRANKED
UP CONVERSATION**



**IF EVERYTHING
WE TOUCHED TURNED**



red

cp.teamUSA@cp.com
1.800.624.4735

**High-performance products.
Designed for you!**



INSIDE THE BAY

Late last year when we merged the Vehicle Service and Industrial groups within Chicago Pneumatic, we created a video called, "[Building Your World](#)." The video's sole purpose was to show the depths at which Chicago Pneumatic tools touch the things we use every day and that if you saw red in everything a CP tool had built, then you would literally see red in almost everything.

The key reason for the merging of these two groups is to bring you, our valued customers, a more solidified, complete product offering. We have gathered the best technology from both sides of the business and put it together in one place. Check out our new combined catalog that features, for the first time, both vehicle service and industrial tools at www.cp.com/literature.

While merging these two groups, there was an extraordinary amount of thought that went into how our tools differentiate themselves in the market, both in performance and in design/look. We studied the marketplace, competitors and ourselves and determined the best course of action was maintaining the performance of our products, while unifying their look with an emphasis on the red and black colors that define our brand. During this process there was a great deal of discussion and planning centered on how best to serve our loyal customers. In the end, while we agreed on the unifying new look, we also decided there were some tools too perfect to change – we're now calling these tools The CP Classic Range.

The CP Classics will remain available in their traditional look and configurations – look for information about these tools in the new catalog and in a special edition of *Cranked Up* next month.

In this issue of *Cranked Up Conversation* and in the new catalog, you can see a sneak peek of where Chicago Pneumatic tools are heading. It will take some time to implement, but regardless of the aesthetics, the quality and performance of the tools will remain constant.

If you know someone who would enjoy *Cranked Up Conversation*, please pass it along and tell them to e-mail cp.teamusa@cp.com to sign up. New subscribers this month have a chance to win the industry's hottest ½ inch impact wrench—the CP7749.

Thanks for reading!

Danielle Stevens
Marketing Communication Manager
Chicago Pneumatic

www.facebook.com/chicagopneumatic

www.twitter.com/cp_tools

Contents

[Inside the Bay](#)

[Seeing Red](#)

[New Catalog](#)

[Regional SOTY Winners](#)

[Pinks All Out](#)

[Top Ten Tool](#)

[Cranked Up Contest](#)

cp.teamUSA@cp.com
1.800.624.4735

**High-performance products.
Designed for you!**



Chicago
Pneumatic

SEEING

Chicago Pneumatic tools touch the lives of almost everyone world-wide, every day. And, they have done this for more than 100 years. From the Golden Gate Bridge to the Empire State Building and from cars to refrigerators, Chicago Pneumatic tools build almost every item imaginable.

In 2009 we merged the Chicago Pneumatic Vehicle Service and Industrial groups to bring you, our valued customers, a more solidified, complete product offering. We gathered the best technology from both sides of the business in order to make it all available to you through a seamless sales and service offering.

A key goal in merging our product lines was to make the connection between Chicago Pneumatic tools easier for the user. We want technicians and foundry workers alike to be able to spot a Chicago Pneumatic tool from across the room based solely on its look. Our new tool designs, featuring distinctive CP red, make this a reality.

While the look of our tools is changing, the product performance of existing tools will remain the same. Each individual new-look tool will roll out in the market based on its own timeline commensurate with current inventory levels.

Of course, it's always our goal to push the envelope on performance and design, and our goal of delivering high-performance products, designed for you, will remain the bedrock upon which all new Chicago Pneumatic tools are brought to market.

In the end, while the unifying new look is critical to the future success of Chicago Pneumatic, we determined there were some tools too perfect to change – we are now calling these tools The CP Classic Range. The CP Classics will continue to be available in their traditional look and configurations. You can get a sneak peak of the CP Classics in the new catalog, and we'll feature the line extensively in the next issue of *Cranked Up Conversation*.

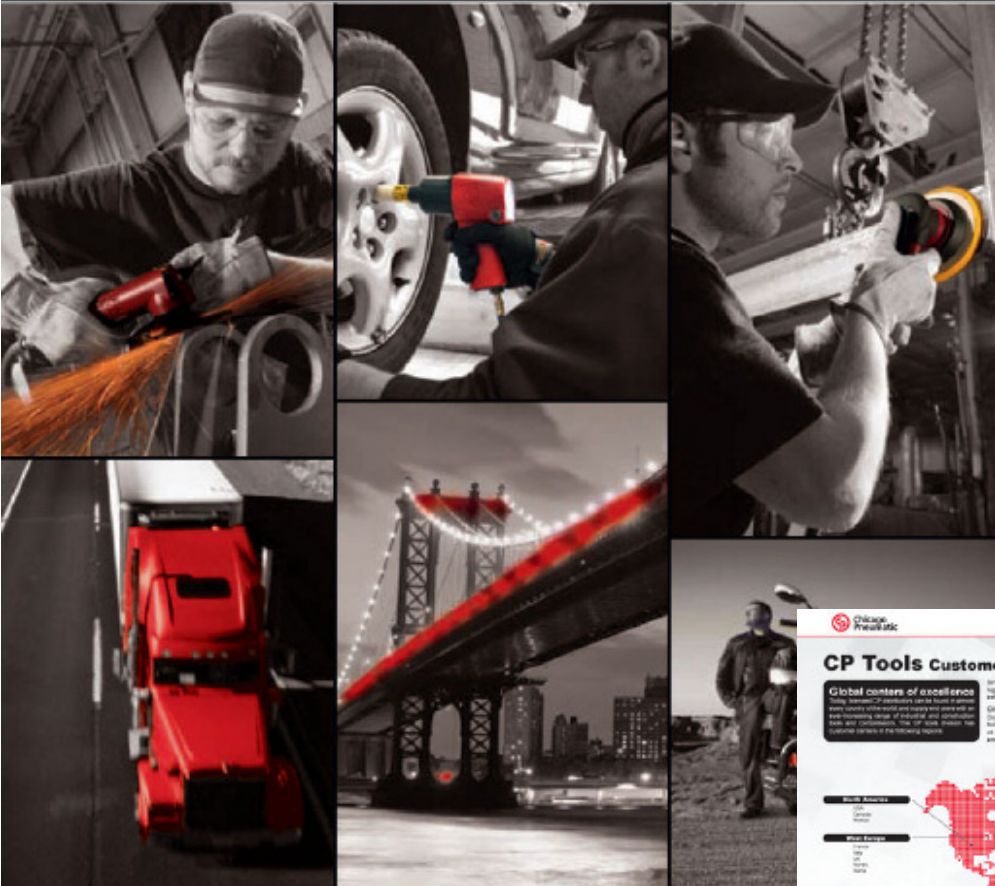
RED



cp.teamUSA@cp.com
1.800.624.4735

**High-performance products.
Designed for you!**

BIGGEST, BADDEST TOOL CATALOG EVER!



At Chicago Pneumatic we believe in three things – quality, reliability and performance. All three of these are exemplified by our new catalog that organizes and presents the new look of our industrial and vehicle service offering over 84 carefully designed pages.

Our new catalog's performance is second to none. Have you ever picked up an 84 page catalog? They're heavier than a CP7740 and built like a brick. That's all solved with the ability to download, search and print any section you need with the simple click of a mouse. Still want a hard copy? Don't worry; they will be available this summer.

Reliable? The new Chicago Pneumatic catalog is available online 24-hours a day at www.cp.com/literature. So, you'll never be stranded without it. The catalog contains information and specifications for more than 250 tools.

That brings us to quality. Our new full-color catalog, available online and in print, features more quality Chicago Pneumatic tools than have ever been under one cover before. Even our new CP Classics range has its own section. Now, that's quality!

So, seriously, check out the [new catalog](#) today!

www.cp.com

Vehicle Service
Industrial Maintenance

High-performance products
Designed for you!

CP Tools Customer Centers

Global centers of excellence
Being successful depends on the level of service your clients will receive and the quality of the products they use. Chicago Pneumatic is committed to providing the highest quality products and services to our customers around the world.

Global Customer Centers
Chicago Pneumatic has established a global network of customer centers to provide the highest quality service to our customers around the world.

Building on Success
Chicago Pneumatic has a long history of providing high-quality products and services to our customers around the world. Our success is a result of our commitment to quality and our dedication to our customers.

RANGE IN BRIEF

- Industrial maintenance tools and vehicle maintenance tools**
- Power tools**
- Hand tools**
- Construction tools**
- Automotive equipment**
- Light construction equipment**
- Specialty equipment**



Chicago
Pneumatic

2010 SCHOOL OF THE YEAR FINALISTS

2010 REGIONAL WINNERS

Our 2010 School of the Year, Caddo Career & Technology Center got front page treatment in the April issue of *Cranked Up Conversation*. There were so many great schools that entered this year's competition that deserve recognition. We don't have the space to feature all 165 schools, but the least we can do is highlight the other three regional finalists in 2010. Here are brief snapshots of the three regional finalists, with information about the schools taken from their entries.

Do you think your school deserves to be listed with the best? Enter the 2010/2011 School of the Year competition this fall at www.ttschooloftheyear.com.



ARAPAHOE COMMUNITY COLLEGE LITTLETON, COLORADO

Founded in 1965, Arapahoe Community College is located Littleton, Colo. Jerry Viola, director of Arapahoe Community College's auto technician program, says he's not looking for everybody to enroll in his courses. "I'm looking for a serious student who wants this as a career. I offer a great opportunity."

During the course, Viola's students make \$10 an hour apprenticing at local dealerships and independent shops, earning more than the \$9,000 cost of the two-year program.

There also is a program for high school students where they can earn college credits toward their associate of applied science degree in automotive technology while still in high school. The college courses are offered during the school day and are taught by ACC-qualified high school instructors.

ACC also utilizes Automotive Youth Educational System — connecting high school students with auto tech programs across the state. ACC is the official training center in the region for Chrysler and General Motors, and Nissan also trains its technicians on the campus. Each year, the school competes in the Skills/USA contest, and the school was a Top 20 finalist in the School of the Year contest in 2009.

SPOKANE COMMUNITY COLLEGE SPOKANE, WASHINGTON

In conjunction with Spokane Falls Community College and the Institute for Extended Learning, SCC serves a 12,302 square mile region in Eastern Washington that extends from the Canadian border to the Oregon border. The automotive technology program at SCC is one of the leaders in the industry in training students for a rewarding career in the automotive field. The auto technology program is a six-quarter A.A.S. (associate in applied science) degree program. The auto technology program, which includes the Toyota T-Ten program, includes 174 students — providing a 17.11 student/faculty ratio.

The school offers the following programs:

Toyota T-TEN: Students interested in receiving special training in Toyota T-TEN (Technical Education Network) may substitute specialized courses specifically catering to the Toyota T-TEN option.

Hybrid Cars: This 16-credit course can be taken after the completion of an A.A.S. degree or equivalent.

High-Performance Cars: This 16-credit course is offered during the summer for students who have completed an A.A.S. degree or equivalent.

CARROLL COUNTY CAREER & TECHNOLOGY CENTER, WESTMINSTER, MARYLAND

The Automotive Services Technology (AST) program at the Carroll County Career & Technology Center began as a vocational program in 1971. Back then the average enrollment was 15 junior students and 10 seniors. However, due to a commitment to excellence and the support from exceptional business partners, the auto program improved and grew significantly. The program was upgraded to meet NATEF standards, receiving NATEF certification in 2001. As a result of the improvements, student enrollment increased to 80 students, including 31 seniors who completed the program on Jan. 22, 2010. On Jan. 26, 51 juniors started the program.

The auto services technology students at Carroll County Career & Technology Center compete in SkillsUSA contests on regional and state levels. In 2009, the school placed third at the state level. In 2008, the school finished first in the Maryland Ford/AAA Auto Skills Contest and went on to compete in the national event.

cp.teamUSA@cp.com
1.800.624.4735

High-performance products.
Designed for you!



Chicago Pneumatic



WINTERS RACING SHOWCASING SKILLS AT PINKS ALL OUT EVENT

Winters Racing was invited to bring their '57 Chevy down to the zMax dragway in Charlotte, NC, to do a couple exhibition passes during the PINKS All Out event in April. And, while they were limited to one run due to weather, Doug Winters and his team didn't disappoint.

PINKS ALL OUT, currently in its fourth season in 2010, is the #3 rated original program on SPEED TV. In addition to its broadcast success, PINKS All Out events were viewed live by more than 175,000 attendees during the 2009 season. The first of this season's 13 episodes airs on July 22 on SPEED TV.

"This was very good exposure for our team as the TV crew took a lot of footage of our car on the starting line," said Doug Winters, owner and driver at Winters Racing. "I hope we will make the show!"

The Winters team spent the rest of the day showing off their ride and talking with fans.

"It was really cool getting to display the car and talk to the fans," said Winters. "I found out that your typical PINKS fan is not a hardcore drag racing fan, so it was really good to present our sport to new fans."

Winters Racing has been sponsored by Chicago Pneumatic since the 2009 racing season.



cp.teamUSA@cp.com
1.800.624.4735

High-performance products.
Designed for you!



Chicago
Pneumatic

TOP TOOL

We've been telling you for months that the new CP7749, the world's first and only ½ inch pneumatic impact wrench with side-to-side (S2S Technology) forward/reverse functionality, is the best new impact on the market. *Undercar Digest* agrees!

In March, industry magazine *Undercar Digest* named the CP7749 one of the Top 10 tools in 2010. Making this award even sweeter is the matter in which the winners were selected. The CP7749 made the list solely due to reader feedback on the new impact wrench.

And, what's not to like?

The CP7749 is perfectly balanced, light at only 4.37 pounds, and packs a punch with 725 foot pounds of true, honest torque. Combine those features with our patent-pending S2S Technology, and this tool virtually eliminates the wrist and forearm strain common with the use of typical impact wrenches. Check out the CP7749, if you haven't already, at www.cp.com/cp7749.

cp.teamUSA@cp.com
1.800.624.4735

High-performance products.
Designed for you!



CRANKED UP CONTEST: MAY

READ CRANKED UP - WIN FREE STUFF



CRANKED CONTEST

Send us the name Doug Winters', owner of Winters Racing, hometown. One lucky winner from all of the correct entries will receive a CP7749! Send your answer to cp.teamusa@cp.com.



copyright Roger Richards 2009

cp.teamUSA@cp.com
1.800.624.4735

**High-performance products.
Designed for you!**