



Matco Tools & Harley-Davidson Screamin' Eagle Racing Announce New Partnership

Matco Tools and Harley-Davidson today announced a new marketing partnership which designates Matco Tools as the Official Tool of Screamin' Eagle Racing.

STOW, OH ([PRWEB](#)) May 14, 2004 -- Matco Tools and Harley-Davidson announced a new marketing partnership which designates Matco Tools as the Official Tool of Screamin' Eagle Racing.

The official tool status will encompass both Harley-Davidson Screamin' Eagle factory race teams which compete in the NHRA Pro Stock Bike Drag Racing Series and in the AMA Flat Track Racing Grand National Championship.

"We are extremely excited about this new joint marketing partnership," said Matco Tools VP Marketing Lynda Banig. "Bringing our two companies together will allow both of us to create some unique marketing promotions. We are also excited to have the Screamin' Eagle Pro Stock Bike Team compete alongside our existing Matco Tools NHRA racing team."

"Matco Tools has high quality products and services and matches up very well with our goal to provide our racers with everything they need to win," said Harley-Davidson VP Parts & Accessories Ron Hutchinson.

Matco Tools also announced plans to produce a Harley-Davidson Screamin' Eagle Racing toolbox and other specially branded products in the near future.

For over twenty five years Matco Tools has been recognized as the source for premium quality tool boxes, hand tools and diagnostic equipment for professional automotive technicians. Matco Tools goal is to continue delivering new innovations every time a Matco Tools franchised Distributor rolls up to your door.



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Online Web 2.0 Version

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