



Chicago
Pneumatic

October 2010

CRANKED
UP CONVERSATION

COMESSEE

THE UNVEILING OF

2 NEW

CP *Impact Wrench*
Creations



@ SEMA, BOOTH NUMBER #10661

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INSIDE THE BAY

I'd like to thank everyone who forwarded the September issue of *Cranked Up* to their friends so they could subscribe too. It's turning into a great online community where we can interact and have some fun. Keep sending in your pictures so we can get you published and give you some bragging rights with your buddies. And who knows, you may even become famous.

We have some interesting stories in this issue that I'm sure you'll enjoy, including a look at the winner's event from the 2009 Ultimate Collision Education Makeover and long-time customer Steve Lane.

It's hard to believe October is almost over. It won't be long before the New Year rolls around, but we have a lot to accomplish before we ring in 2011. The SEMA Show is coming up quickly, which will not only be a busy show, but a great time in Vegas. We are unveiling a couple of new impact wrenches at the show, so stop by our booth, #10661, to be one of the first people to see the new tools. Also, if you bring this issue of *Cranked Up* to our booth at SEMA, we'll have a great gift for you. So, we hope to see you there.

Also kicking off this month are the fourth-quarter sales promotions. We've created some great packages for you, including great deals on our newest impact wrenches. You can find the promotions in the back of this issue. I'm sure you'll find something to beef up your tool box – maybe one of our new compact impact wrenches. These little guys are tiny, light, packed with power and available in both 3/8" and 1/2" drives.

That's enough of my rambling. Read on and enjoy. And remember, if you know someone who would enjoy *Cranked Up Conversation*, please pass it along and tell them to e-mail marvin.spehar@cp.com to sign up.



Marvin Spehar
Marketing Communications Manager



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COME SEE US AT **SEMA** SHOW

The 2010 SEMA Show in Las Vegas is approaching quickly. As we pack our crates and plan for an exciting show, there's also work being done in the background to ensure that Chicago Pneumatic brings to market the quality tools you, our loyal customer, demands.

This year at SEMA, we'll be launching several new impact wrenches, two of which will round out the CP77X9 series. Like the CP7749, they, too, will offer Chicago Pneumatic's patented side-to-side technology for one-handed forward/reverse operation.

The CP7729 is the newest and smallest addition to the Chicago Pneumatic family of impact wrenches. This small and compact 3/8" drive impact wrench delivers up to 415 ft.-lbs. of true torque. Its ergonomic design features patented side-to-side forward/reverse technology, and weighs in at only 2.78 lbs.

The new CP7739 also weighs only 2.78 lbs. and offers the same features as the CP7729, while delivering a forceful 450 ft.-lbs. of true torque through its 1/2" drive. Both of these small power-houses provide all the power needed to work in confined spaces and make the perfect addition to any technician's tool collection.

Chicago Pneumatic will also unveil at SEMA its premier Limited Edition CP7749 impact wrench. This new impact wrench, modeled after the robust and award-winning CP7749, will deliver 1,111 ft.-lbs. of ultimate torque. The sequentially-numbered Limited Edition CP7749 will also

feature a new sleek look, complete with a laser-etched race flag design and Limited Edition marking. Only 500 of these Limited Edition impacts will be available in either standard or two-inch anvils versions. A complimentary personalized laser etching will also be available for this exclusive short run. Contact your local Chicago Pneumatic authorized dealer to take advantage of this unique limited edition series.

As mentioned in "Inside the Bay," bring this issue of *Cranked Up* to our booth #10661 at the SEMA Show and we'll have a great gift for you. In addition, we'll be raffling one of the new CP7749 Limited Edition impacts every two hours. So visit us at the show, get your free gift, and throw your hat in the ring for a chance to win one of the new Limited Edition impacts. We hope to see you at the show, and if you can't make it, look for our SEMA recap in the next issue of *Cranked Up Conversation*.



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EDUCATION FOUNDATION'S ULTIMATE COLLISION EDUCATION MAKEOVER

Steel Center Area Vocational Technical School in Jefferson Hills, PA, winner of the 2009 Education Foundation's Ultimate Collision Education Makeover \$50,000 school grant, held a ribbon cutting ceremony on Thursday, September 9th, to display the tools, equipment, and supplies they received through the grant. In addition to several presentations by school instructors/administrators and Foundation staff and Board members, attendees toured the collision program with the students.

The Education Foundation officially recognized the following companies who supported the 2009 Ultimate Collision Education Makeover grant program: 3M; Airgas, Inc.; ALLDATA; BASF Corporation; BECCA; Chicago Pneumatic; Chief Automotive Technologies; Col-Met; Crest Industries; DeVilbiss Automotive Refinishing; FinishMaster; Goff's Enterprises; Gorilla Glue; I-CAR; International Epoxies & Sealers; The Lincoln Electric Company; Mac Tools; Miller Electric; Mitchell International; Motor Guard; PPG Automotive Refinishes; Sherwin Williams Automotive Refinishes; Sperian Protection; Sterling Autobody Centers; TOONA Automotive Paint & Equipment; and Toyota Motor Sales, U.S.A., Inc.

The goal of the Ultimate Collision Education Makeover program is to honor a school that is doing an outstanding job in educating students in collision repair, but is in need of financial assistance to improve their program's teaching materials and equipment. As the winning school, Steel Center AVTS was able to select \$50,000 in supplies, tools, and equipment needed specifically for their collision program. This equipment makes an incredible impact on the education of the students studying collision repair. Through the generosity of industry members and their willingness to donate 'upgraded' items from the school's wish list, Steel Center received roughly \$80,000 in tools, supplies, and equipment for their collision program.

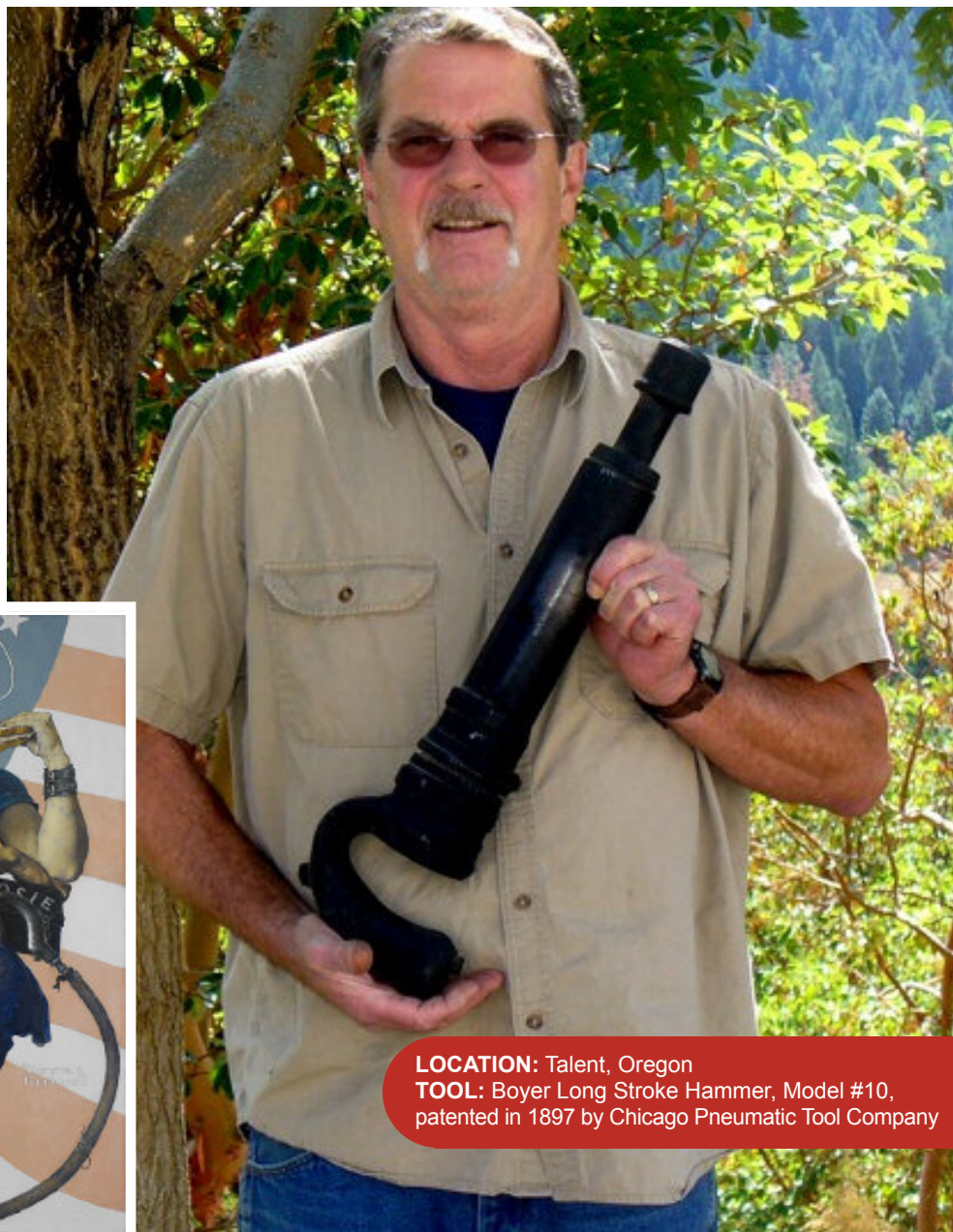
The 2010 Ultimate Collision Education Makeover winning school will be announced during SEMA in November.



Foundation Executive Director Scott Kruger (right) presents Makeover winning instructor Jim Fichera with a plaque.

READER PROFILE: STEVE LANE

Originally, my great-great uncles used this tool to build bridges and water towers. They were Lane Bros. Engineering. Eventually, they went out of business during the Great Depression. At that time, my grandfather and his brothers decided to go into the business of painting existing water towers. They did well, and as a result, their kids eventually went into the same line of work. My father's business was Lane Tank Co., which he sold in the 1980s. I would have been the fourth generation of Lanes to carry out the water tower business, but decided to do other things. However, I did work for my dad on water towers for a few years. Therefore, I have always had an appreciation for the vintage family tools. I might add that holding this 20-lb. riveter for the picture made me realize how difficult it would have been to use on a water tower 150-plus feet high!



LOCATION: Talent, Oregon
TOOL: Boyer Long Stroke Hammer, Model #10,
patented in 1897 by Chicago Pneumatic Tool Company





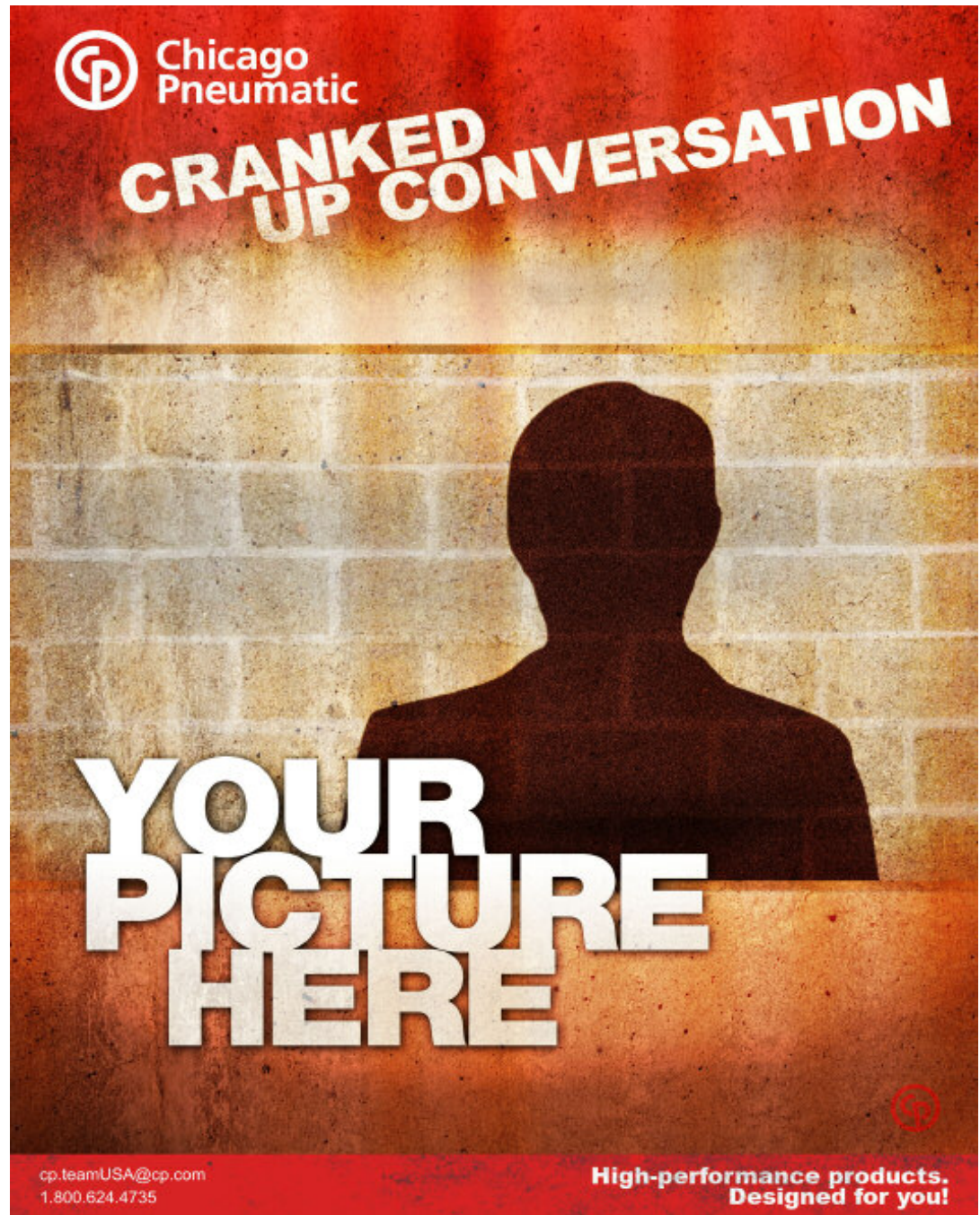
WE'LL MAKE YOU FAMOUS

As kids everyone wanted to be on the cover of *Sports Illustrated* or on the front of a Wheaties® box. We can't all be Michael Jordan, but Chicago Pneumatic can offer you the next best thing! Your mug on the cover of *Cranked Up Conversation*.

Send us photos of you in front of your shop, working on a car, modeling with your classic Mustang, Corvette, Camaro, Dodge or motorcycle. Bonus points will be added if you're holding a CP tool – this is *Cranked Up Conversation* we're talking about here.

So, show off your ride, your shop or your tool box to our thousands of readers and be the envy of your friends and colleagues.

Send your submissions to marvin.spehar@cp.com. Good luck!



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RAISING THE BAR. AGAIN.

Last summer we introduced the award-winning CP7749, the world's first and only 1/2" pneumatic impact wrench with side-to-side (S2S Technology) forward/reverse functionality located directly above the trigger. This revolutionary design is proving to be the easiest to use and most convenient one-hand forward/reverse system ever engineered in a pneumatic impact wrench. In addition to the ease-of-use, technicians love that the tool is perfectly balanced, light at only 4.37 lbs., and packs a punch with 725 ft.-lbs. of true, honest torque.

Well, it's 2010 and we're raising the bar, again.

At SEMA, Chicago Pneumatic will publically unveil the latest editions to the CP77X9 impact wrench family – the CP7729 3/8" impact wrench and the CP7739 1/2" impact wrench.

The **CP7729** is the smallest addition to the Chicago Pneumatic impact wrench line. This compact 3/8" drive impact wrench delivers up to 415 ft.-lbs.

of true torque. Its ergonomic design features patented S2S Technology, and weighs in at only 2.78 lbs. At only 6.4 inches in length, the CP7729 is the perfect tool for hard-to-reach places in the engine compartment.

The new **CP7739**, which also weighs only 2.78 lbs. and measures 6.4 inches in length, offers the same features as the CP7729, while delivering a forceful 450 ft.-lbs. of true torque through its 1/2" drive.

The CP77X9 family of impact wrenches share more than good looks. Each impact wrench in the CP77X9 line features a twin hammer clutch with magnesium clutch housing to ensure long term durability and power, and a full tease trigger for ultimate control. The tools' three-position regulator in forward provides extra control and helps to prevent over-tightening, while full power remains constant in reverse to ensure technicians have max power to remove fasteners without changing the setting in the forward position.



CP7729
3/8 INCH



CP7739
1/2 INCH

Come see these new impact wrenches for yourself at SEMA in booth #10661.

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PTEN 2010 TOOLBOX CONTEST

There is still time to enter the PTEN 2010 Toolbox Contest! Professional Tool & Equipment News magazine will be giving away impact wrenches and quiet ratchets from Chicago Pneumatic for its 2010 Toolbox Contest.

PTEN is asking technicians to submit their toolbox in one of four categories: **Most Organized**, **Best Customized**, **Most Cluttered** and **Most Vintage**. Once all the entries have been collected, techs will vote for their favorites in each category. Each category will feature a first- and second-place winner, and three random voters will also win CP tools.

Enter Your Toolbox for a chance to win:

1st Place: Chicago Pneumatic CP7749 1/2 inch Impact Wrench

2nd Place: Chicago Pneumatic CP7830Q Quiet Ratchet

Don't have a toolbox to enter? Vote for your favorites! Three random voters will win a Chicago Pneumatic CP7830Q 3/8 inch Quiet Ratchet.

MOST ORGANIZED



Do you think you can get to your tools quicker than anyone else? Open your drawers and let everyone take a peek. [Click here to see the Most Organized.](#)

Tim Bolt, Owner, Master Tech Auto

BEST CUSTOMIZED



Sure, anyone can order a skin for their box. What have you created that is uniquely your own? [Click here to see the Best Customized.](#)

James Leishear, Shop Foreman, Lakeforest Toyota

MOST CLUTTERED



Can't find the tool you're looking for? It's probably lost in a cluttered toolbox. [Click here to see the Most Cluttered.](#)

Stephen Bagnato, Technician, Hoselton Automall

MOST VINTAGE



These boxes have stood the test of time and grease, and still live to tell their stories. [Click here to see the Most Vintage.](#)

Mike Farris, Mechanic/Owner, Travelair West



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**PURCHASE A CP7729 OR CP7739
IMPACT WRENCH AND RECEIVE A
FREE \$20 GIFT CARD**

CP7729
3/8" Impact Wrench

CP7739
1/2" Impact Wrench

- Go to www.cp.com to register for your \$20 Gift Card.
- Offer Valid for End Users Only



CP7749
1/2" Impact Wrench

**PURCHASE A CP7749 1/2" IMPACT
WRENCH AND RECEIVE A FREE
13-PIECE SOCKET SET**



SS4013
1/2" Drive 13
Piece SAE Set



CP7830Q
3/8" Ratchet

CP7828
3/8" Ratchet

**PURCHASE A CP7830Q OR A
CP7828 3/8" RATCHET AND
RECEIVE A FREE KNIFE**



• Free Knife will be included inside the box.

Offer valid October 1, 2010 until December 31, 2010
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CP717
Air Hammer

**PURCHASE A CP717 AIR
HAMMER AND RECEIVE
A FREE CP7500
2" GRINDER**



CP7500
2" Grinder



CP7763
3/4" Impact
Wrench

**PURCHASE A CP7763
3/4" IMPACT WRENCH
AND RECEIVE A FREE
CP8738 3/8" CORDLESS
IMPACT WRENCH**

CP8738
3/8" Cordless
Impact Wrench



CP9883
Riveter (shown)



**PURCHASE A CP9883 OR CP9884
RIVETER AND RECEIVE
A FREE CP7556
GRINDER**



CP7556
Grinder



CP7640-6
1" Impact Wrench

**PURCHASE A CP7640-6
1" IMPACT WRENCH
AND RECEIVE A FREE
\$40 GIFT CARD**

- Go to www.cp.com to register to receive your \$40 Gift Card.
- Valid for End Users Only.



Offer valid October 1, 2010 until December 31, 2010
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Vehicle Service
Maintenance Repair Operation

Limited Edition

1/2" Impact Wrench
CP7749 LE
CP7749-2 LE



Available with 2" Anvil



- ▶ 1,111 ft-lbs. of Ultimate Torque
- ▶ Side to Side Forward / Reverse Technology
- ▶ Laser Etched Clutch Housing Design
- ▶ Free Personalized Laser Engraving
- ▶ Serially Numbered to Only 500
- ▶ Limited Time Offer

Limited Edition

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