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## WISCONSIN'S OWN SNAP-ON ANNOUNCED AS TITLE SPONSOR OF THE INDYCAR RACE WEEKEND AT THE MILWAUKEE MILE

*Snap-on partners with the historic oval track for an unforgettable race weekend, August 23-24*

**WEST ALLIS, Wis. (February 21, 2025)** – Today, officials of [Milwaukee Mile at Wisconsin State Fair Park](#) are proud to rev up excitement surrounding the NTT INDYCAR SERIES returning to the Milwaukee Mile by welcoming new title sponsor [Snap-on](#). Founded in Milwaukee in 1920, Snap-on is a longtime racing partner, serving as sponsor of the Team Penske INDYCAR program since 1981. In 2025, Snap-on opens new doors with its first-ever multi-year agreement as the title sponsor of the race weekend. The Snap-on Milwaukee Mile 250 Weekend will take place at the oldest continuously operating motor speedway in the world and welcome fans from across the globe to experience the best of INDYCAR racing and unmatched Wisconsin energy.

“We take immense pride in all things Wisconsin. This partnership between two iconic and hardworking brands, Snap-on and the Milwaukee Mile, is a perfect match,” said Shari Black, CEO of Wisconsin State Fair Park. “Tradition and innovation are in the DNA of both our organizations and those values will act as our roadmap to success. I’m confident this collaboration will elevate the event – on the track and in our Free Fan Zone.”

Snap-on proudly manufactures in 15 facilities across the U.S., including two in Wisconsin. As a leading global innovator, manufacturer, and marketer of tools and equipment, Snap-on exclusively serves professionals, the makers and fixers who are essential in our day-to-day lives, from repair garages to aviation hangars to oil and gas platforms and more.

At this race, Snap-on will commemorate its 105<sup>th</sup> anniversary with makers and fixers in attendance from its Milwaukee hand tool plant, located in the city where it all began. Simultaneously, Snap-on celebrates its 44<sup>th</sup> year as a partner in INDYCAR racing in 2025.

“Born in Milwaukee 105 years ago and still proudly producing tools in this city and in factories all across America for the makers and fixers, the working men and women who keep our nation moving forward, we are honored to be the title sponsor of this exciting INDYCAR race weekend. Our partnership with INDYCAR and with Team Penske runs proud and deep,” said Nick Pinchuk, chairman and chief executive of Snap-on Incorporated. “It’s only fitting to be racing at this historic oval track, working with the extraordinary team at INDYCAR, hosting the Snap-on people of work, and celebrating the local Milwaukee community and its renowned Wisconsin State Fair Park. We look forward to an exciting and memorable summer weekend for all.”

“Snap-on has been a trusted partner for more than 40 years and the company has a long history and tradition in INDYCAR racing,” said Roger Penske. “As a global industry-leading brand based in Wisconsin, Snap-on is the perfect fit as title sponsor of the NTT INDYCAR SERIES race weekend at the Milwaukee Mile – the world’s most historic oval track at Wisconsin State Fair Park. We look forward to celebrating Snap-on’s 105<sup>th</sup> anniversary this summer during the Snap-on Milwaukee Mile 250 Weekend, and we are excited to add to the legacy of INDYCAR racing in Milwaukee for years to come with Snap-on’s continued support.”

Wisconsin State Fair Park, which is home to one of the nation’s most popular state fairs, will host the Snap-on Milwaukee Mile 250 Weekend, featuring a 250-mile NTT INDYCAR SERIES race on Sunday, August 24. On-track activities will begin on Saturday, August 23, followed by INDY NXT by Firestone and NTT INDYCAR SERIES races on Sunday. The stakes will be high for the Snap-on Milwaukee Mile 250 Weekend as the event will host the 2025 season’s second to last round of racing for both the NTT INDYCAR SERIES and INDY NXT by Firestone.

In 2024, the NTT INDYCAR SERIES hosted a doubleheader race weekend at the Milwaukee Mile, with Arrow McLaren’s Pato O’Ward capturing the first race and Scott McLaughlin of Team Penske claiming the win in the second series race on the legendary oval. With thrilling on-track action that featured more passes than any INDYCAR race in the history of the Milwaukee Mile, it marked INDYCAR’s first event hosted at the track since 2015. Former INDYCAR SERIES champions Scott Dixon (2009) and Will Power (2014) are the other current active series drivers who have won at the Milwaukee Mile.

Tickets for the 2025 Snap-on Milwaukee Mile 250 Weekend, August 23-24, will go on sale in the coming weeks. Learn more about the event [here](#).

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### **Snap-on Incorporated**

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, including those working in vehicle repair, aerospace, the military, natural resources, and manufacturing. From its founding in 1920, Snap-on has been recognized as the mark of the serious and the outward sign of the pride and dignity working men and women take in their professions. Products and services are sold through the company’s network of widely recognized franchisee vans, as well as through direct and distributor channels, under a variety of notable brands. The company also provides financing programs to facilitate the sales of its products and to support its franchise business. Snap-on, an S&P 500 company, generated sales of \$4.7 billion in 2024 and is headquartered in Kenosha, Wisconsin. Visit [snapon.com](https://www.snapon.com) and [makersandfixers.com](https://www.makersandfixers.com).

### **The Milwaukee Mile and Wisconsin State Fair Park**

The Milwaukee Mile is the oldest continuously operating motor speedway in the world. It was built as a privately owned horse track in 1876 and hosted its first automobile race in 1903. In 1891, the Agricultural Society of Wisconsin purchased a parcel of land, including the track, which became the permanent location of the annual Wisconsin State Fair. Many historic racing moments took place at the Milwaukee Mile, and auto racing icon A.J. Foyt competed in more races at the legendary oval than any other facility. Wisconsin State Fair Park is a year-round entertainment venue hosting hundreds of events and meetings annually throughout the four seasons, including the annual Wisconsin State Fair, presented by UScellular. The Wisconsin State Fair takes place for 11-days each year and annually welcomes an average of one million visitors to experience the state’s largest agriculture showcase as well as a plethora of food, shopping, rides, games, and entertainment. The State Fair Park is home to the Exposition Center, Tommy G. Thompson Youth Center, Milwaukee Mile Speedway, Wisconsin Products Pavilion, and many other facilities. Visit [WiStateFair.com](https://www.wistatefair.com) for more details.