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**ISUZU AND SNAP-ON DELIVERING MORE THAN JUST TOOLS**

If you work in or around the automotive industry, it’s safe to say you’ve probably heard of  [Snap-on Tools](https://www.snapontools.com.au/).

The ‘come to you’ tool shop model has been emulated by many, but there’s a few elements critical to the success of any Snap-on franchise.

Overall presentation is essential, be that the Snap-on mobile store itself or the products within. But perhaps most important of all though, is the face of the operation – their experience, knowledge and of course their ability to connect.

Enter Southeast Queensland-based Snap-on franchise owner, operator, Emma Newell-Courtney.

As a former diesel mechanic, when it comes to the ins and outs of automotive and trucking, Emma certainly knows her stuff.

Completing this partnership is her beloved Isuzu FRR 107-210, affectionately named ‘Suzie-Q.’

The Snap-on Isuzu delivers tools and diagnostics to a broad range of customers throughout Emma’s beat. Sporting a shiny silver drop-visor referred to as the ‘crown’ and the customised ‘*OHHSNAP*’ license plate, she certainly turns a few heads.

“I rock up every week and the guys jump into the back of Suzie-Q, and they have a browse. I have tool storage, diagnostics, power tools, hand tools, anything and everything you need for the automotive industry,” Emma said.

With a strong connection to the region, Emma Newell-Courtney is a proud Gamilaraay (Kamilaroi) and Bigambul woman who grew up on over 500 acres out in regional Queensland.

“I spent a lot of time on the land with my grandfather camp-drafting and working with horses and cattle. After I left school, I went out to cattle stations working and gaining experience.

“I began tinkering with engines and learning how to look after a vehicle, because if you're on 250,000 acres and you end up breaking down, you have to be independent or you’re not getting home that night,” Emma laughs.

**A PASSION FOR ENGINES**

Emma keeps a lot of plates spinning and has done for many years.

Before starting her Snap-on franchise, she studied a certificate three in heavy commercial mechanical techniques, and a certificate four in mechanical engineering diesel fitting, making Emma a qualified Heavy Diesel Mechanic.

“I found out I was pregnant at 19 and I made the decision to go ahead and be a parent. I wanted some stability, so I came back home.

“My eldest was probably only 10-months old when I started my apprenticeship, and I was only 20 myself,” Emma said, thinking on the past.

“Working out west really started my passion for trucks and lead into my apprenticeship.

“I was so passionate about what I was doing, working with trucks and engines. Even then it didn’t stop push-back from people who thought I didn’t belong in the truck and automotive world.

“There have been times where I have had to pull out my trade certificates and say, ‘where does it say that I can't do this job because I'm a girl?’” Emma recalled.

“When it comes to a mechanic, gender shouldn’t matter, but there can be a lot of negative attention if you don’t fit the prescribed mould - if you are a person of difference.”

**TOOLS OF THE TRADE**

Now a parent of three children, Emma has juggled the responsibilities of being a heavy diesel mechanic, a young parent and a successful business owner.

A Snap-on enthusiast herself, she moved into her own franchise to branch out into ‘something different.’

“I'd been in the trade for almost a decade and all of a sudden, the opportunity came along to start my own franchise.

“The location was near where my kids go to school, and it seemed like a perfect fit.

“I loved using Snap-on already and now I get to play a key role in providing my clients with the Snap-on service and all their tooling needs.”

Emma's passion for trucks and for the equipment and tools needed to maintain them makes her an expert resource her customers have come to rely on.

**COMMUNITY ON WHEELS**

Emma suggests that Suzie-Q has become a bit of a mobile community hub for her Snap-on customers. People gather around Suzie to have a yarn, share their woes, share their triumphs, get advice, and access high quality tools.

“Suzie-Q gets people talking, customers feel happy and comfortable to share stories while their children play in the back of Suzie - whole families congregating around the truck.

“People get brought together and it’s these moments that wouldn’t be possible without this truck.

“Suzie-Q is people's safe place.”

**PERFECT TOOL FOR THE JOB**

Emma’s FRR 107-210 has a Gross Vehicle Mass (GVM) of 10,700 kg and Gross Combined Mass (GCM) of 16,000 kg and sporting Isuzu’s highly regarded 4HK1-TC engine with 154 kW @ 2,400 rpm 726 Nm @ 1,600 rpm, Emma has plenty of power in reserve should the need arise.

It is fitted with Isuzu’s six-speed, two-pedal automated manual transmission with torque convertor, allowing ease of use and stress-free driving in and around the industrial suburbs of Brisbane.

Cruise control, driver and passenger airbag, anti-lock braking, anti-skid regulator and hill start aid also add to a long list of comfort and safety features within the FRR – perfect for the task at hand.

Topping-off the comfort factor is the addition of the ISRI 6860 air suspension driver’s seat with pneumatic lumbar support and weight adjustment, otherwise known as Emma’s ‘throne.’

**NO HESITATIONS**

Snap-on has a working relationship with Isuzu and while Emma could have chosen from competitors, she was excited to explore Isuzu's F Series.

“I've worked at Isuzu dealerships when I was a heavy diesel mechanic and the reliability of the Isuzu product is what prompted me to go with an FRR,” Emma said.

“Suzie-Q has a six-meter body which is the biggest option for a Snap-on set-up. Knowing the reliability of the Isuzu brand along with that guarantee that I am getting a workhorse… Isuzu was a perfect fit for me.

“The comfort inside the cab is so important because I spend up to eight hours on the road per day doing short trips between customers in my area.

“I had no hesitation; I chose an Isuzu straight away.”

**ends**

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