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[brendanM@IEQUUS.com](mailto:brendanM@IEQUUS.com)**AAPEX 2010 Sands Booth #: 4619****NEW INNOVA® 3040 CanOBD2 SCANTOOL™ DELIVERS  
AFFORDABLE LIVE DATA CAPABILITIES**

**FOUNTAIN VALLEY, Calif.** – (Nov. 2, 2010) – Thanks to the new [INNOVA® 3040 CanOBD2 ScanTool™](#), diagnosing car problems using live data has never been more affordable. Equus Products, Inc. will debut this multifunctional, entry-level automotive diagnostic tool during the Automotive Aftermarket Expo in Las Vegas, November 2-4, 2010. The INNOVA 3040 is expected to retail for \$79.99 (U.S.), and is expected to be available Q1 2011.

“We realize that the economy has been tough on everyone, including automotive repair students and folks just trying to keep their vehicles running a little longer,” said Brendan McShane, marketing manager for Equus Products, Inc. “We are pleased to be able to affordably offer live data and freeze frame data to help our customers more quickly view real-time engine data to quickly and easily pinpoint problems and make repairs. We expect its price point will appeal to a wide range of customers.”

The 3040 is the newest addition to the INNOVA® family of on-board diagnostic (OBD) tools, which offer the easiest and quickest way to troubleshoot “check engine” problems on 1996 and newer vehicles – domestic and import. The 3040 is the ideal entry-level tool. It can be used by average drivers to troubleshoot dashboard warning lights or as part of a regular maintenance program. And while it’s easy to use, it still appeals to entry-level and seasoned automotive technicians because it offers the ability to see OBD2 live data and freeze frame data, which can be helpful to duplicate a driving condition or see if a problem is driver-induced.

As with all of the INNOVA diagnostic tools, the 3040 features a unique, patented all-in-one backlit screen and LED display to indicate if the vehicle has any problems, along with emissions test readiness. These color-coded LEDs, coupled with automatic refresh every 30 seconds when connected to the vehicle, ease the drive cycle verification process to confirm repairs have been made correctly. This handheld tool includes English, Spanish and French Interface and on-board diagnostic code definitions with a simple touch of the menu command prompt. The 3040 is also Internet updateable and upgradeable. And, it includes access to RepairSolutions at [Innova.com](http://Innova.com), which gives trouble code definitions, a full diagnostic report, probable causes, most likely fix, repair costs and more.

**About Equus Products, Inc.**

Fountain Valley, Calif.-based Equus Products, Inc., is an ISO 9001: 2008 certified company, and a leading manufacturer and distributor of test equipment, gauges and tachometers for the automotive aftermarket. Founded in 1982, the company markets and distributes its line under the EQUUS® brand to major retail and WD accounts throughout the U.S., Canada and Mexico. In 1990, Innova Electronics Corporation was acquired for research, design and product development. Products developed under this division carry the INNOVA® brand and are designed to provide customers with easy-to-use products for servicing the vehicles of today and tomorrow. For more information on the company and its products, visit [www.equus.com](http://www.equus.com) or [www.innova.com](http://www.innova.com). For information, pricing and availability on the new INNOVA® 3040 CanOBD2 ScanTool™, contact your Equus Products, Inc., sales rep, call 714-433-0121, or visit AAPEX booth #4619.



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