



STANDBY GENERATORS



DID YOU KNOW?

THE SITUATION

Power outages are more common than perceived. It's estimated that*:



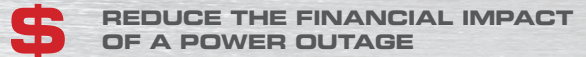
THE FINANCIAL IMPACT

The following statistics are the national average for power outage costs incurred by homeowners**:



THE SOLUTION

When utility power fails, a permanently installed* backup generator will:



THE BENEFITS OF OWNING A GENERATOR SYSTEM:

Backup power systems are designed to keep your life uninterrupted during a power outage. Lights stay on, the oven keeps cooking and your heating or AC keeps your family comfortable. Most importantly, they provide peace of mind so that your family won't have to endure another power outage in the dark.

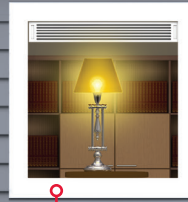


* U.S. Department of Energy. Economic Benefits of Increasing Electric Grid Resilience to Weather Outages. By the President's Council of Economic Advisors and the U.S. Department of Energy's Office of Electricity Delivery and Energy Reliability. Aug. 2013. Climate Central. Blackout: extreme weather, climate change and power outages, 2014

** Estimates are for illustrative purpose only and should not be used to estimate power outage loss. Floodsmart.gov: Basement flooding cost estimates are based on 2000 sq. ft. home & 4" flooding; Hotel.com; homeadvisor.com. Costs vary from state to state and home to home. Briggs & Stratton is not liable for any damage that occurs during a power outage.

* Installations must strictly comply with all applicable codes, industry standards, laws, regulations and provided installation manual. Running engines give off carbon monoxide, an odorless, colorless, poisonous gas so it is important to keep exhaust gas away from any windows, doors, ventilation intakes or crawl spaces. The installation manual contains specific instructions related to generator placement in addition to NFPA 37, including the requirement that carbon monoxide detectors must be installed and maintained in your home.

HOW DOES THIS ALL WORK? AUTOMATICALLY.



1

The utility power goes out

2

Generator system automatically detects the outage & starts

3

You have power to your lights, refrigerator, TV and other items

4

Utility power returns, the generator shuts off

NOW ADD IN SYMPHONY® II POWER MANAGEMENT

Our patented Symphony® II Power Management System intelligently powers your high wattage items (AC, electric oven and dryer).

By using the customized priority you set, your power is intelligently routed to priority one, then two, then three and so on. Done automatically, powering what you need when you need it most.

THE BEST PART ABOUT SYMPHONY® II POWER MANAGEMENT:

Our state of the art system allows you to purchase a smaller generator without giving up the conveniences of whole house power.

Smaller generator + Symphony® II = **THE BEST VALUE**

WHAT SIZE GENERATOR DO YOU NEED?

SIZING A GENERATOR STARTS WITH WHAT YOU WANT TO POWER.

For more specific generator size estimates for your home or to learn more about how Symphony® II can save you money, visit www.briggsandstratton.com



SELECT CIRCUIT:

Powers the basics like your lights and refrigerator.



MANAGED WHOLE HOUSE:

Powers your basics, lights and refrigerator, while automatically rerouting the power to the items that demand more electricity. This is done by pairing a smaller generator with our Symphony® II Power Management System.



WHOLE HOUSE:

Powers it all. When the power goes out your entire home has power.

WHY BRIGGS & STRATTON?

WE ARE THE POWER EXPERTS

- Offering the **smartest, most reliable** permanent backup power solutions
- Featuring **advanced innovations** such as DirectPower™ Installation Technology
- Providing you the ability to **power more for less** with Symphony® II Power Management
- Backing our products with an **excellent warranty unlike any other** on the market that includes parts, labor and travel for the full time of the warranty
- Support our customers with a network of 2,500+ Authorized Standby Generator dealers for service and installation

WE OFFER A FULL LINE OF GENERATORS

- Available power options from 8kW to 60kW*
- Powered by Briggs & Stratton® Engines†
- Able to run on natural gas or liquid propane vapor
- Durable corrosion resistant galvanized steel or aluminum‡ enclosures
- NFPA certification allows installation as close as 18" from your home*



FORTRESS™ OFFERS YOU MORE

Our dealer exclusive line of generators offers a premium level of protection. Backed by a 6-year parts, labor and travel limited warranty; the longest warranty in the industry.

The Fortress™ air-cooled line comes standard with an oil warmer and our liquid cooled line comes equipped with a block heater to help your generator start when the temperature falls.

WARRANTY COMPARISON

| | FORTRESS ¹ | | GENERAC | | KOHLER ^{**} | |
|------------------------|-----------------------|--------------|----------------------------|--------------|--------------------------|--------------|
| YRS | PARTS | LABOR/TRAVEL | PARTS | LABOR/TRAVEL | PARTS | LABOR/TRAVEL |
| | Start-Up Cost: \$0 | | Start-Up Cost: \$0 | | Start-Up Cost: \$400 avg | |
| 1 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 3 | ✓ | ✓ | ✓ | \$ | ✓ | \$ |
| 4 | ✓ | ✓ | Engine and alternator only | \$ | ✓ | \$ |
| 5 | ✓ | ✓ | Engine and alternator only | \$ | ✓ | \$ |
| 6 | ✓ | ✓ | \$\$ | \$\$ | \$\$ | \$\$ |
| TOTAL AVG COST: | \$ | | \$\$\$ | | \$\$\$ | |

¹ Warranty details available at www.briggsandstratton.com. All information is based off like generator models. Information is pulled directly from manufacturer manuals.

* 100 miles max, 3 hours max round trip

** 5 years or 2,000 hours



YOU. POWERED.

Disclaimer:

Standby Generators are not for prime power or use where standby systems are legally required, for serious life safety or health hazards, or where lack of power hampers rescue of firefighting operations.

BRIGGS & STRATTON
CORPORATION

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