

# CELEBRATING

## OUR FIRST 100 YEARS

THE HISTORY OF BRIGGS & STRATTON

1900s  
1920s  
1940s  
1960s  
1980s  
2000s  
OUR FUTURE



BRIGGS & STRATTON CORPORATION

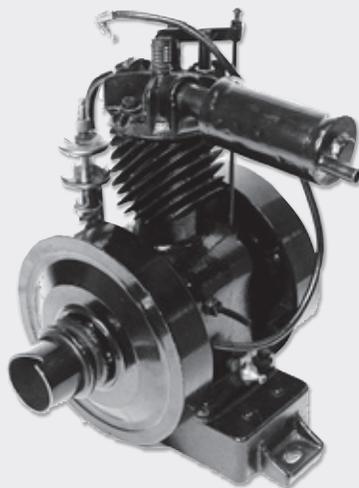
CELEBRATING OUR FIRST 100 YEARS - 1908 | 2008



# CELEBRATING OUR FIRST 100 YEARS

A look back at Briggs & Stratton's first 100 years in business clearly depicts a company continuously striving for innovation and dedicated to increasing success. Beginning in 1908, the founders of the Company, Stephen F. Briggs and Harold M. Stratton laid a foundation for the future based on their unrelenting vision of innumerable possibilities. These potential roads to success took the Company down the path of engine-powered bicycles, electric refrigerators, coin-operated paper towel dispensing machines, fuses, auto igniters, locks, keys, and more.

This penchant for diverse value-creating opportunities is evident within Briggs & Stratton today, as the Company has reinvented itself with its introduction into the end products business. Now, instead of solely manufacturing air-cooled gasoline engines for the outdoor power equipment industry, Briggs & Stratton produces generators, pressure washers, pumps, walk-behind and riding lawn mowers, trimmers, hedgers, and more. Globally, the Company's engines can be found on diverse applications such as milking machines in Mexico, sugar cane crushers in Puerto Rico, and fishing boats in Vietnam to name a few.



*A Briggs & Stratton® Model F engine. The Model F was the first Overhead Valve engine.*



**THE POWER WITHIN™**

*The original logo from 1913 (top) and the Company's current logo featuring The Power Within™ brand message*



*Briggs & Stratton's DOV™ (Direct Overhead Valve) engine, which runs more smoothly, sounds better, and provides superior cutting performance*



*A Ferris® commercial zero turn mower and Snapper® dual stage snow thrower*

# LOOKING BACK: OUR FIRST 100 YEARS

# CELEBRATING OUR FIRST 100 YEARS

Leading the way for the next 100 years is Briggs & Stratton's vision of *The Power Within™*, which will guide the Company to its next centennial anniversary. This vision exemplifies the core values of Briggs & Stratton's customers – people who have a can-do spirit, get satisfaction from a job well done, and pass their knowledge to the next generation. *The Power Within™* also speaks to the commitment Briggs & Stratton's employees make when they work to provide power for all people; and of course, it speaks to the countless products powered by Briggs & Stratton.

This continued innovation and dedication to *The Power Within™* has led Briggs & Stratton to be the world's largest producer of gasoline engines for outdoor power equipment. Its wholly owned subsidiary Briggs & Stratton Power Products Group, LLC, is North America's number one manufacturer of portable generators and pressure washers, and is a leading designer, manufacturer and marketer of lawn and garden and turf care through its wholly owned subsidiary Simplicity Manufacturing, Inc. and its Simplicity®, Snapper®, Ferris® and Murray® brands. Briggs & Stratton products are designed, manufactured, marketed, and serviced in over 100 countries on all seven continents.



*Briggs & Stratton EmPower® home standby generator, which has advanced electronics that detect a utility power outage and automatically starts the generator whether you are home or away*

*Briggs & Stratton Elite Series™ Pressure Washer. Our high-pressure washers give you the power to clean faster, easier and better*



 **Simplicity®**

 **SNAPPER®**

 **FERRIS®**

**SNAPPER PRO®**

**GIANT-VAC®**

*In 2004, Briggs & Stratton acquired Simplicity Manufacturing, Inc. and its brands, a leading designer, manufacturer, and marketer of a broad range of premium outdoor power equipment*

# LOOKING AHEAD: THE NEXT 100 YEARS

# IN THE BEGINNING 1908-1920

In 1908 an informal partnership between Stephen F. Briggs and Harold M. Stratton began. This informal partnership, which flourished into Briggs & Stratton Corporation, is now reaching its centennial anniversary. The Company, with headquarters in Milwaukee, Wisconsin, has prospered into an organization that produces engines and end products for a worldwide audience.

Within the initial partnership, Briggs was the inventor and Stratton was the investor. This partnership first ventured into the automobile manufacturing business. From there, Briggs & Stratton progressed to manufacturing automobile parts. Some of the parts the Company produced for the automobile industry included locks, switches, and igniters. In 1910 Briggs & Stratton incorporated, and due to the growing demand for automobiles, starter switches became the early mainstay of the Company's business.

Starting in the 1920s, Briggs & Stratton engines powered many different brands of washing machines

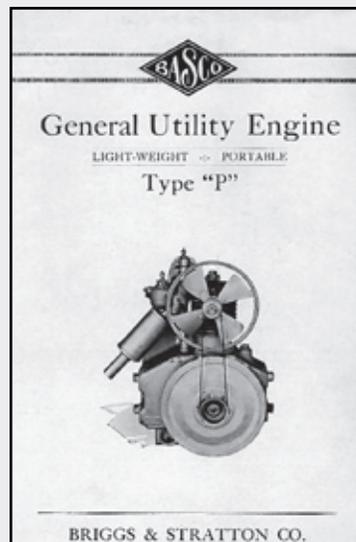


The East Plant, located at 13th and Center Streets in Milwaukee, Wisconsin, was the primary manufacturing site for automotive products until 1973, when lock production was moved to the Good Hope plant in Glendale, Wisconsin



Briggs & Stratton Technologies designed and manufactured automotive locks until it was spun off into its own company, STRATTEC SECURITY CORPORATION, in 1995

The Gas Engine Igniter was the first product developed by Briggs & Stratton at the Milwaukee Street facility



The Type P "Portable" engine was introduced in October 1920



Briggs & Stratton founders Harold Stratton (Left) and Stephen Briggs take a Type J Flyer, which was powered by a motor wheel, for an afternoon ride

# THE POWER WITHIN AT WORK: AFFORDABLE POWER

In 1919 Briggs & Stratton acquired and took over production of the A.O. Smith Motor Wheel. The Motor

Wheel and subsequent Flyer, Briggs & Stratton succeeded in providing consumers with one of the first low-cost means of transportation.

following models provided a portable, reliable, and convenient means to power many applications of machinery.



Wheel was used as a power source for bicycles and the Briggs & Stratton Flyer, a four-wheeled motorized vehicle comparable to a go-kart. With

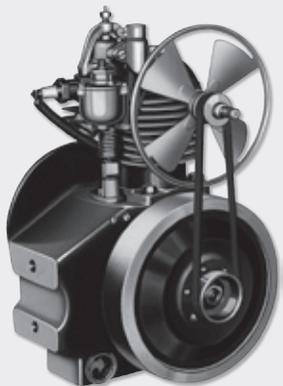
It also led to the creation of the stationary Type "P" engine. This revolutionized the 4-cycle gasoline engine industry and set the course for Briggs & Stratton to become the world's largest manufacturer of air-cooled gasoline engines. The manufacturer of the "P" engine and

The new engine powered applications included washing machines, garden tractors, cultivators, and generators. Because of this, Briggs & Stratton empowered people to accomplish whatever they needed to in their daily lives.

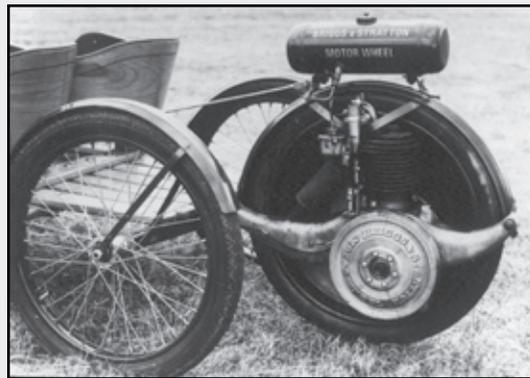
*A Model P Engine was used on this 1924 "Star" walk-behind garden tractor*



*The Motor Wheel Machining Department on the fourth floor of the East Plant*



*The Type P engine, introduced in 1920, provided a portable, reliable, and convenient means to power many applications including washing machines, garden tractors, and generators*



*The Briggs & Stratton Motor Wheel made transportation affordable and available to the masses*

# PROVIDING POWER & SERVICE

## 1920-1960

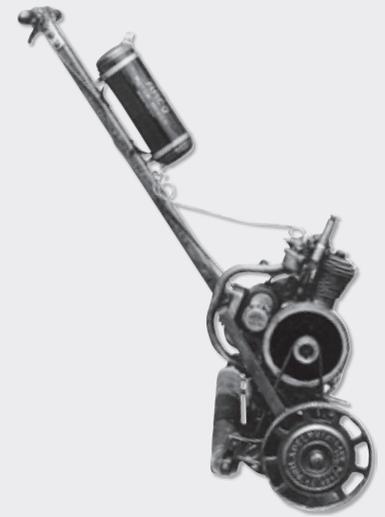
Briggs & Stratton was now providing power for people in every aspect of life. To accommodate the varied demand for small engines during the 1930s, Briggs & Stratton developed several new models. These portable engines were first used extensively in agriculture and military use, but soon found use in other applications.

In 1930 Briggs & Stratton established a nationwide service organization using independent authorized central service distributors. These distribution centers were operated by factory-trained personnel, and provided replacement parts, special tools, and engine repair service.

Design, manufacturing, and service are the components needed to obtain world-class manufacturing status. All were brought to bear under the leadership of Charles Coughlin. He was president of the Company from 1935-1972. Coughlin successfully navigated the Company through World War II, labor difficulties, and the incredible growth of the post-war boom years. His brilliance as an industrialist was subsequently recognized by the Harvard Business School.



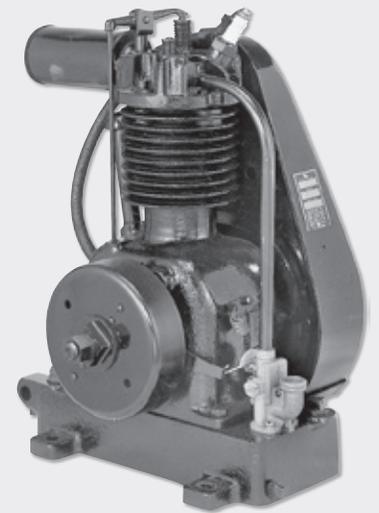
*Briggs & Stratton's Model U Engine*



*Early reel-type mower with a P-series Engine*



*Charles L. Coughlin was president of Briggs & Stratton from 1935 to 1972. He guided the Company through World War II, labor difficulties, and the incredible growth of the post-war years. A brilliant industrialist who never forgot his humble South Dakota roots, Coughlin was respected by all who knew him.*



*The 1-horsepower FG Engine, introduced in 1929*



*Women production workers marched behind the Briggs & Stratton banner in a Fourth of July parade*

# CELEBRATING OUR FIRST 100 YEARS

## THE POWER WITHIN AT WORK: ON THE HOME FRONT

With the onset of World War I, citizens and companies alike were called to action to support the United States. Briggs & Stratton was no exception, and aided the country in its efforts with the manufacturing, assembling, loading, and testing of defense products.

*The Power Within™* flourished in several ways at this time – not only through the unquestioning support

given to the United States Military, but with the introduction of women to the shop floor to aid in production. This commitment to the home front was once again revitalized with the occurrence of World War II. With the devastating effects of the war being realized, the Company's manufacturing contributions were noted by the government.

Briggs & Stratton produced many

products for the war effort, among them generators, fuse caps, the airplane magneto, the Graham transmission, and the B-5 two lever ignition switch. In 1942, Briggs & Stratton received the Army-Navy E-Flag for excellence in war production. The E-Flag was a literal representation of *The Power Within™*, as it was a testament to Briggs & Stratton's pride in its work and shared values that enabled the Company to get the job done.



*Employees made grenade casings during World War I. The jumpsuits were issued by the War Department because the women's Victorian style dresses were considered serious hazards.*

---

*Later designs of the "P" type engine were used extensively during World War II. The creation of the portable 4-cycle gasoline engine and the nationwide service system positioned Briggs & Stratton to take advantage of the post-war economic boom.*

---

## ACCESSIBLE POWER

In 1953 Briggs & Stratton revolutionized the lawn and garden industry by developing the first lightweight aluminum engine. Lighter and less expensive than their cast iron counterparts, these new engines made lawn and garden equipment accessible

to the masses of Americans moving to the nation's new suburbs. Once again, Briggs & Stratton was able to empower consumers with the tools needed to power their everyday lives. By 1957 the aluminum engine accounted for 80% of engines shipped.

The production of the aluminum engine led to the introduction of the Kool Bore™ engine, which sets the bar for engines today. Throughout the 1950s Briggs & Stratton produced an average of over 2,000,000 engines per year.

# POWERING THE WORLD 1960-1980

With the market for lawn and garden equipment growing tremendously because of the population's expansion to suburbia, Briggs & Stratton engines were perfectly suited for the lawn mowers that would become an integral part of suburban life.

During the 1960s Briggs & Stratton expanded production in its Milwaukee plants due to the exploding demand for its product. Briggs & Stratton focused on two goals: improving the small engine and finding ways to keep up with market demand.

Leading the expansion and continuous product improvement effort during this period was Chairman Fred Stratton and CEO Vince Shiely. Some of these improvements included Easy-Spin® starting, Lo-Tone™ mufflers, and an automatic choke and starter. Briggs & Stratton also introduced many new product lines to meet the need of the growing marketplace. These lines included the Quiet Power engine, the opposed twin engine, and the I/C® family of engines.

With the onset of the mid-seventies, Briggs & Stratton faced its first serious challenge to its leadership position in the air-cooled engine market when Japanese engine manufacturers, encouraged by the weak yen, began competing in the small engine industry. However, even though small engines were the core of Briggs &

Stratton's business, some of the impact of the new competition was absorbed because automotive locks and keys still accounted for 10% of annual sales. Supplying 40% of the products in a \$50 million market, Briggs & Stratton had to expand its lock and key location twice in order to keep up with production levels.

The fuel shortage of the 1970s combined with increasing environmental concerns, also prompted Briggs & Stratton to look into the manufacture of electric motors for use on lawn and garden equipment. In 1980 Briggs & Stratton developed an unusual prototype vehicle, the Gasoline/Electric Hybrid automobile. This electric car was equipped with a small, twin cylinder, 4-cycle engine. The two power sources could be used independently or in tandem according to the needs of the user.



*Frederick P. Stratton Sr., Chairman of the Board for Briggs & Stratton from 1972 until his untimely death in June 1976*



*Vincent R. Shiely was Chairman of the Board for Briggs & Stratton until August 1977*



*A few of the engines in the popular Industrial/Commercial line introduced in 1979*



*A walk-behind mower powered by a Quantum® engine*

*Riding mower powered by opposed-twin engine*



*One of the most unusual uses for Briggs & Stratton engines was the Gasoline/Electric automobile introduced in 1980. The fuel shortages of the seventies, combined with increasing environmental concerns, prompted automobile manufacturers to search for alternative power sources.*

## REPOWERING BRIGGS & STRATTON 1980-1995

Continuing from the 1970s, the infusion of moderately priced premium Japanese engines and successful cost reduction efforts of its domestic competitors represented a critical challenge to the Company's leadership position.

At the same time, the retail market for outdoor power equipment began to concentrate in the hands of a few powerful mass retailers who began to demand lower prices and greater product diversity. In the late 1980s Fred Stratton Jr., President and CEO at the time, led an effort to meet this challenge by reorganizing the Company into product-focused divisions. Briggs & Stratton also adopted the "economic value added" discipline in order to better manage operating and capital costs.

Briggs & Stratton expanded its product line and built new plants in order to better deal with the "mass marketization" of outdoor power equipment. New efficient product-focused facilities were built in Statesboro, Georgia; Murray, Kentucky; Auburn, Alabama; Rolla, Missouri; and Poplar Bluff, Missouri.

The largest principle market for a Briggs & Stratton engine has traditionally been the lawn and garden equipment market. However, with the emerging threat to engine sales came competitive intrusions into the

industrial and commercial application markets. To counter this threat, Briggs & Stratton introduced several new lines of engines including the Industrial/Commercial line and the Vanguard™ line. These engine lines, which were launched in the 1980s, represented improvements in design and overall performance that helped strengthen Briggs & Stratton's hold of its share in this market segment.

Briggs & Stratton also resolved to expand its presence in lucrative overseas markets through products geared toward foreign applications. In an effort to meet international competition, Briggs & Stratton entered into a joint venture with the Daihatsu Motor Company. This highly automated facility would produce the Vanguard™ V-Twin overhead valve engines. This joint venture, along with a strategic alliance with Mitsubishi Heavy Industries, helped reaffirm Briggs & Stratton's presence in the premium engine business.

During this time period, Briggs & Stratton continued to explore and introduce alternative products such as the environmentally friendly Smart-Fill® Fuel Can, battery-powered lawn mower, and the electric power head.

*For riding lawn mowers and tractors, Briggs & Stratton produced both a standard and an Industrial/Commercial line of engines, with power ranging from the 5 ½ to 23 horsepower. Shown here are the 5 ½ horsepower Quantum® engine and the 20 horsepower Vanguard™ engine.*



**VANGUARD™**



**QUANTUM®  
XTE**



*Briggs & Stratton developed an environmentally friendly fuel container that won't leak, spill, or vent vaporized gasoline*

**B&S D**

Briggs & Stratton Daihatsu LLC



*A Briggs & Stratton Daihatsu diesel engine*

# THE POWER WITHIN AT WORK: KNOWLEDGE AS POWER

In 1985 Briggs & Stratton along with the American Red Cross established a program entitled Knowing Mowing to educate children on safe mowing. Designed with children twelve and older in mind, it provided those involved with the knowledge and skills for safe operation of lawn mowers. As one of the first of its kind, it helped to raise awareness of the near 10,000 lawn mower accidents involving children that occur annually.

The Company has remained dedicated to ensuring that lawn mower operators, parents, and other child caregivers are educated about the hazards that children face when lawn mowers are operated incorrectly. Most recently, Briggs & Stratton has been an avid supporter of the Safe Kids Know Before U Mow campaign. With the same focus on safety and prevention, education is key. Indeed, knowledge is power.



*The World Formula racing engine*



*The Animal racing engine*



## MOTORSPORTS

In 1993 Briggs & Stratton embarked on another new venture and entered the field of kart racing with the formation of the Briggs & Stratton Motorsports Division. The division provides engines, parts, racing gear, and information through a network of about 100 Briggs & Stratton Motorsports Centers in the United States and Canada.

From racing karts to dragsters, from asphalt speedways to off road, Briggs & Stratton makes the engines that have been the choice of competition racers for years and years. The Company's commitment to racing runs deep with long-standing relationships with the Society of Automotive Engineers (SAE), and the National Hot Rod Association (NHRA), the World Karting Association (WKA), and more.

## 2000 & BEYOND

Briggs & Stratton's current Chairman, President, and CEO John Shiely, along with Executive Vice President and COO Todd Teske, have a vision for the Company that exemplifies the core values of Briggs & Stratton's customers - people who have a can-do spirit, get satisfaction from a job well done, and pass

their knowledge to the next generation. This vision, *The Power Within™*, also speaks to the commitment Briggs & Stratton's employees make when they work to provide power for all people; and of course, it speaks to the countless products powered by Briggs & Stratton.



*(Left) Briggs & Stratton Chairman, President, and CEO, John Shiely. (Right) Briggs & Stratton Executive Vice President and COO, Todd Teske*

# CELEBRATING

## OUR FIRST 100 YEARS

### SUPPORTING THE COMMUNITY

Briggs & Stratton has a long legacy of giving back to the communities in which it has facilities, and this commitment has only grown with time. An example of this support is seen with the major sponsorship of Briggs & Al's Run & Walk for Children's Hospital. For the past 11 years, the Company has held the position of title sponsor with pride. Briggs & Stratton employees and their families, however, are the special element that ignites *The Power Within™* by banding together as a team and participating in the run/walk. Wearing t-shirts that declare, "There is an engine inside each of us," they embody what *The Power Within™* is all about.

Throughout its history, the event has raised more than \$8.5 million to help Children's Hospital of Wisconsin provide medical care, conduct research to advance pediatric medicine, advocate on behalf of children, and educate medical professionals and the community about issues related to children's health. Today, Briggs & Al's Run & Walk primarily supports the Pediatric and Neonatal Intensive Care Units, each the most advanced of its kind in Wisconsin, and the Hematology/Oncology/Transplant Unit, where children with cancer and blood disorders are treated.

#### BRIGGS & AL'S RUN & WALK for Children's Hospital



*For over a decade, Briggs & Stratton has served as title sponsor for Briggs & Al's Run & Walk for Children's Hospital. This run/walk welcomes approximately 17,000 participants annually.*

*At the start of the century, Briggs & Stratton officially entered the end products arena with the acquisition of a home power equipment company, Generac Portable Products. Several years later the Company*

*acquired Simplicity Manufacturing, yet another outdoor power products company. This cemented Briggs & Stratton's new role in the outdoor power equipment industry, and subsequently led to a company*

*restructuring into the following four groups: Engine Power Products, Home Power Products, Yard Power Products, and International Power Products.*

### ENGINE POWER PRODUCTS GROUP

Briggs & Stratton's Engine Power Products Group continues to manufacture and produce high-quality engines for outdoor power equipment. These engines may be used on various applications, from lawn mowers to go-karts. The Company remains the world's largest producer of small gasoline engines for outdoor power equipment.

An important segment of Briggs & Stratton's Engine Power Products group is its Commercial Power division. The days are long and the work is relentless for people who rely on

commercial equipment to earn a living. These hard-working people need commercial equipment powered by robust, high-performance engines that never back down. Briggs & Stratton Commercial Power designs and manufactures, premium-grade Vanguard™ engines that are application-engineered to power equipment that works for a living.

Whatever the commercial application requires – single-cylinder, V-Twin, even a 3-cylinder that runs on diesel, propane or natural gas, horizontal or vertical shaft, air- or liquid-cooled

– Briggs & Stratton has powerful, reliable engines that start fast, work long, and finish strong. Briggs & Stratton Commercial Power is all about the design, manufacturing and support of hard-working engines for people that work hard.



*The Briggs & Stratton Vanguard™ V-Twin Engine delivers premium power and maximum performance*

# THE POWER WITHIN AT WORK: DIAMONDS IN THE ROUGH

Briggs & Stratton Corporation's Diamonds in the Rough program is open to youth baseball and softball players who nominate a mentor or unsung hero who helped him or her discover *The Power Within™*. In the competition's first three years, Briggs & Stratton is proud to have

donated more than \$325,000 for youth baseball.

Each year's grand-prize essay winner receives \$10,000 for field improvements, a Briggs & Stratton-powered tractor for field maintenance, and a clinic hosted by a former Major

League Baseball player, such as Carlton Fisk, Lou Brock and Tino Martinez. This competition works to raise awareness among young people that *The Power Within™* at work can help achieve many great things.



*Briggs & Stratton sponsors Diamonds in the Rough, a youth baseball field-refurbishing contest*



## HOME POWER PRODUCTS GROUP

The largest principle market for Briggs & Stratton engines has been the lawn and garden equipment market. However, as the industry has changed, so has Briggs & Stratton. In 2000, Briggs & Stratton Corporation purchased Generac

Portable Products and renamed it Briggs & Stratton Portable Products Group, LLC (BSPPG). The purchase allowed the Company to enter the end-products market. This group is the outdoor power equipment manufacturing division of Briggs & Stratton

producing pressure washers, portable generators, standby generator systems, outboard motors, welders, and pumps.

*BSHPPG makes many end-products, like the home standby generator, portable generator, hand held portable water pump, pressure washer, and gasoline outboard engine*



# CELEBRATING OUR FIRST 100 YEARS

## YARD POWER PRODUCTS GROUP

In June 2004 Briggs & Stratton acquired Simplicity Manufacturing, Inc. of Port Washington, Wisconsin. Simplicity Manufacturing is a leading designer, manufacturer, and marketer of a broad range of premium outdoor power equipment used in both consumer and commercial lawn and garden applications. Simplicity's products are widely distributed through independent dealers under the brand name Simplicity®.

Snapper®, Ferris®, and Giant Vac®. This acquisition represents the Company's first attempt in its history to serve the lawn and garden industry directly. This purchase helped to build closer relationships with its OEM and retail customers from an operational, sales, and marketing standpoint. Simplicity is the second acquisition that has focused on engine-powered products.

In 2007 the Company purchased an existing structure in Newbern, Tennessee for use in its manufacturing of yard power products. This new plant serves to make Briggs & Stratton's manufacturing footprint more efficient than ever. Its optimal proximity to Briggs & Stratton's other locations only works to optimize its manufacturing footprint.



Snapper® string trimmer

 **Simplicity**®

 **SNAPPER**®

 **FERRIS**®

**SNAPPER PRO**®

**GIANT-VAC**®



Simplicity® lawn tractor



Snapper® rear engine riding mower

# BRIGGS & STRATTON

## INTERNATIONAL POWER PRODUCTS GROUP

In Briggs & Stratton's goal to provide power for all people, the Company makes engines and end products available in emerging markets across the world. Globally, the Company's engines can be found on diverse applications such as milking machines in Mexico, sugar cane crushers in Puerto Rico, fishing boats in Vietnam, rice harvesters in the Philippines, and cocoa pod grinders in Indonesia to name a few.

In 2002, as the Company was looking to grow its engine business, Briggs & Stratton identified Asian markets as having the greatest long-term potential. Agricultural mechanization in Asia has created the largest untapped small engine market in the world. These engines are traditionally more costly than their vertical shaft counterparts and therefore at a disadvantage when competing in the worldwide market. The competitive

disadvantage was especially noticeable when compared to the low cost Chinese manufacturers.

In light of this, Briggs & Stratton decided that building a facility in China to manufacture horizontal shaft engines for sale in China, and the rest of Asia, was the best strategy to reach its goal of tapping the larger Asian market potential. Additionally, after a careful analysis it was decided that this facility should be situated in Chongqing, China and that the facility should be run by a reformulated Joint Venture with the existing partners in the PUYI-B&S JV. The reorganized Joint Venture company (Bai Li Tong Engines Chongqing) is 90% owned by Briggs & Stratton with each partner having a 5% stake in the business.

Most recently, Briggs & Stratton built its first manufacturing plant in Europe, located in Ostrava, Czech Republic.

The factory, found in the Hrabova industrial zone, manufactures vertical-shaft engines for various lawn and garden applications. Production at the plant officially started in December of 2006. The Company is committed to remaining the industry leader of quality engines on a global basis. This investment in Central Europe further expands the ability to serve the special seasonal needs of the lawn and garden industry in Europe.

The European demand for Briggs & Stratton engines continues to increase, and this new facility will allow Briggs & Stratton to better fill this demand. Building engines closer to the customers' factories lets the Company respond more quickly to their needs, just as having a comprehensive dealer network in Europe ensures fast Briggs & Stratton service after the engine is put into use.



*In spring of 2005, Briggs & Stratton celebrated the grand opening of its plant in Chongqing, China*



*Production at Briggs & Stratton's Ostrava, Czech Republic Plant began in December 2006*



*A production line at Briggs & Stratton's Czech Republic Plant*



*The construction of the Ostrava Plant in the Czech Republic*

# THE POWER WITHIN AT WORK: ENVIRONMENTAL STEWARDSHIP



Briggs & Stratton's legacy of corporate social responsibility and community involvement is reflected in its long-standing commitment to environmental stewardship. As a successful company, Briggs & Stratton embraces two principles: maximizing benefit and being responsive and accountable to all stakeholders. In the environmental arena this has meant a continuous drive to improve operating efficiency, integrating environmentally friendly technology and renewable resources into its products, and reducing the Company's environmental footprint globally.

Did you know that healthy lawns can act as carbon sinks, draining carbon dioxide and other toxins from the atmosphere? A healthy lawn can also cool surrounding temperatures, reduce particulate matter, like dust and dirt, act as a sound buffer and increase property values. As the

world's largest producer of engines for the outdoor power equipment industry as well as a multitude of consumer products for homeowners, the Company recognizes its very important role in maintaining green space.

Powered by research and relentless innovation, Briggs & Stratton has dramatically cut the environmental impacts of its manufacturing processes while also improving the performance of its products. Consider this:

- Briggs & Stratton was one of the first companies in the United States to treat and recycle wastewater from plating operations.
- The Company also began working with suppliers to develop paints with significantly lower levels of volatile organic compounds and no heavy metals in the paint pigments, long before regulations required this. Emissions from the Company's engine painting process have been reduced by more than 85 percent since 1990.
- The Company has eliminated cyanide and the heavy metals chromium and nickel in its piston plating operations, replacing the metals with iron. These changes created a superior piston, as well as one that was environmentally friendly.
- The Company reduced the number

of underground storage tanks to 15 worldwide from a high of 72, helping protect aquifers that supply drinking water.

- Briggs & Stratton currently recycles 100 percent of its aluminum scrap, and all of the cast iron and steel components used in its products come from recycled materials.
- Since 2002, Briggs & Stratton has reduced its electricity usage by 11 percent and natural gas consumption by 23 percent per engine produced.
- Annually, the Company recycles approximately 35,000 lbs. of computer and electronic devices.

These are only a few of the many actions that demonstrate the Company's commitment to environmental stewardship. An engaged workforce, committed leadership, and dedicated internal resources have made such advances possible. These same factors have helped the Company reduce the emissions produced by its engines by almost 75 percent since 1990. And in the next five years Briggs & Stratton engines will be at least 35 percent cleaner. From the world's largest producer of small four-cycle engines, that's no small commitment. However, it is just one indication of Briggs & Stratton's dedication to building on and expanding its environmental achievements for another 100 years.

# INNOVATION

## GIVE YOUR ARM A REST WITH SMOOTH START™

Smooth Start™ is Briggs & Stratton's easiest pulling engine designed for 20% easier starting. With its innovative rewind starter, improved fuel flow system and high voltage ignition coil, Smooth Start™ means quicker starting without the hassle of having to pull harder or faster.

### Features and Benefits

- Improved fuel flow system
- High voltage ignition coil for easier spark generation at lower speeds
- Innovative rewind starter system for a shorter rope pull



## THE READYSTART™ SYSTEM

ReadyStart™ helps eliminate the strain and the hassle of starting your lawn mower. Manual priming and choking are now a thing of the past. Simply pull the rope and mow. The ReadyStart™ system makes starting Briggs & Stratton power products easier and faster.

### Features and Benefits

- No priming, no choking makes starting hassle-free
- Just pull the rope – the new standard in starting ease
- New carburetor delivers the right amount of fuel for easier starts – without priming or choking



## THE DIRECT OVERHEAD VALVE (DOV™) ENGINE

The DOV™ is a revolutionary product. It starts more easily, runs more smoothly, has more pleasing sound characteristics, and provides better cutting performance.

Briggs & Stratton's engineers have developed a new and innovative valve train. The patented design provides direct actuation of the valves through a unique lever system. The beauty of the system is its simplicity. Compared to a traditional push rod engine, the DOV™ engine has fewer moving parts and fewer metal-to-metal contacts. Unlike an OHC engine, it has no drive belt or chain.

The new technology was integrated into an engine design, which incor-

porates advanced lightweight automotive piston and ring technology,

providing optimum weight and durability for all critical engine components.



# CELEBRATING OUR FIRST 100 YEARS

## THE MOVE TO TORQUE

Torque is the twisting force that tends to cause rotation.

- In outdoor power equipment, torque is the most direct way to determine an engine's ability to get the job done.
- More torque means improved performance, and the more torque you have, the better!



*Torque is a more direct way to measure the power you need in walk behind mowers or other yard equipment like tillers or pressure washers*



### Power to the Blade:

*More torque means a cleaner and more even cut on your lawn. It makes mowing high, thick grass easier.*



### Power to the Nozzle:

*More torque means the pump on your pressure washer can create higher psi and improved cleaning performance.*



### Power to the Plug:

*More torque allows generators to deliver a higher wattage output, so you have stand-by power when you need it.*

## CONTINUED SERVICE EXCELLENCE

In the beginning of 2004, Briggs & Stratton began a restructuring of its U.S. distribution network, resulting in a consolidation from 16 to 6 Central Sales and Service Distributors. To be successful in the evolving Lawn and Garden marketplace, the Company needed a compelling service advantage. The most efficient and effective distribution to valued dealers and retail customers is now the backbone of Briggs & Stratton's service strategy. Following this move, Briggs & Stratton and its Integrated Distributor Network

(IDN) announced the formation of a new Dealer Council in early 2007. The Dealer Council was created to foster the exchange of ideas on how to best grow the business for Briggs & Stratton Dealers, the IDN, and the Company.

The Dealer Council is comprised of over one dozen dealers located throughout the U.S. This council provides a sounding board for all members to better understand the marketplace and react to constant

change, resulting in the creation of winning programs that allow dealers to thrive in a very competitive marketplace.



# THE POWER OF PRODUCT INNOVATION

Briggs & Stratton is a cornerstone of the world's power product marketplace. Throughout our history, we've adapted to meet changes in customer needs, and expanded into every corner of the world to supply the demands of a global marketplace. There is one common thread that extends from the beginnings of Briggs & Stratton in 1908 to the way the Company operates today: a commitment to evolve to meet the needs of the marketplace. This commitment ensures that Briggs & Stratton will meet your power requirements, whatever it may be, for many more years to come.



ENGINES, APPLICATIONS & PRODUCTS



ENGINE FEATURES



PARTNERSHIPS - FACILITIES

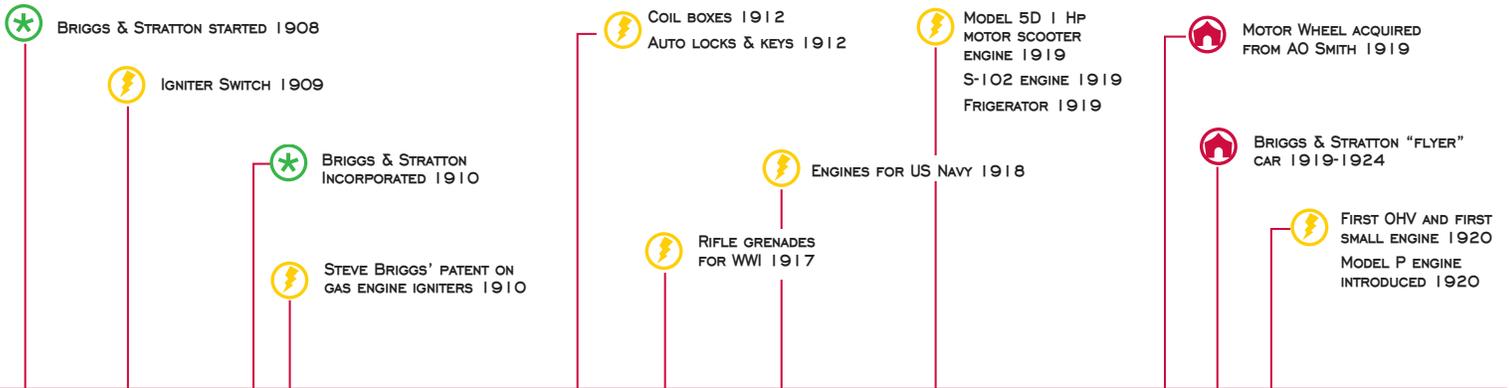


DEVELOPMENT/ANALYSIS/CAPABILITIES



STATISTICS

## 1908-1920



**GAS ENGINE IGNITOR 1910**  
COMBINED AUTOMOTIVE COIL, TIMER, AND DISTRIBUTOR INTO A SINGLE DEVICE. OPENED THE DOOR TO THE WORLD OF AUTOMOTIVE SPECIALTY PARTS.



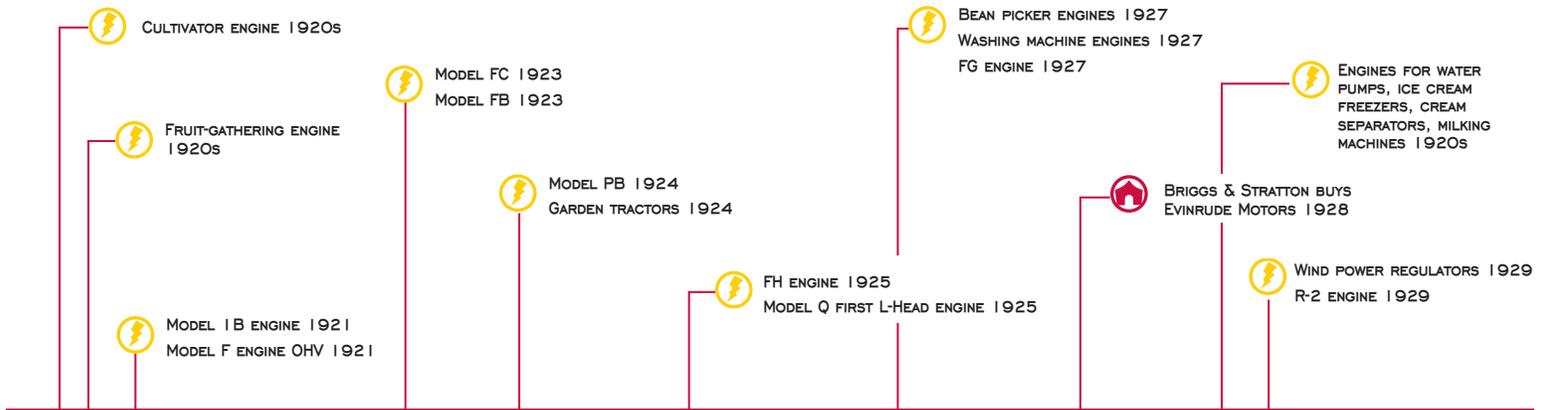
**B&S FLYER 1919-1924**  
A CLEVER ENGINE APPLICATION ACQUIRED FROM A.O. SMITH. LED TO THE DEVELOPMENT AND REFINEMENT OF MANY BRIGGS & STRATTON SMALL ENGINES IN STATIONARY AND MOBILE APPLICATIONS.



**FIRST OHV ENGINE 1920**  
OVERHEAD VALVE TECHNOLOGY IS TYPICALLY CONSIDERED A RECENT INNOVATION, BUT WAS FIRST PIONEERED BY BRIGGS & STRATTON IN THE 1920S.

# CELEBRATING OUR FIRST 100 YEARS

## 1920-1930



### GARDEN TRACTORS 1924

AN EARLY APPLICATION OF AN AIR-COOLED ENGINE WAS ON A GARDEN TRACTOR. IN TIME, BOTH THE TRACTORS AND THE ENGINES EVOLVED DRAMATICALLY.



### MODEL Q ENGINE 1925

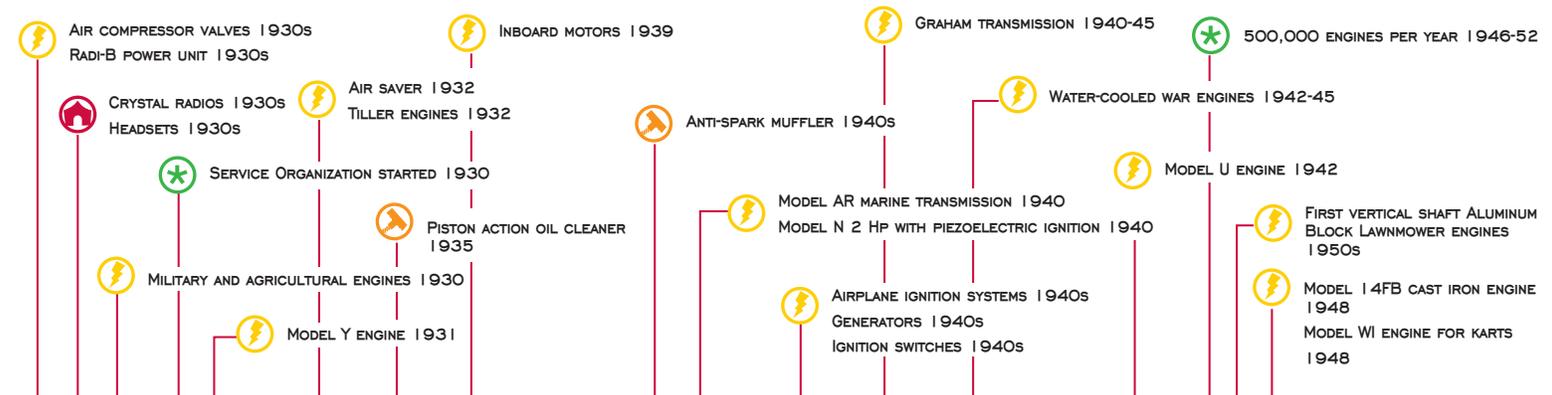
FIRST L-HEAD CONFIGURATION ENGINE, INCORPORATING THE VALVE TRAIN WITHIN THE CYLINDER BLOCK. SIMPLER CONSTRUCTION AND LOWER COST COMPARED TO OHV COUNTERPARTS.



### PURCHASE OF EVINRUDE MOTORS 1928

YEARS LATER, BRIGGS & STRATTON INDEPENDENTLY DEVELOPED A SUCCESSFUL LINE OF INBOARD MARINE ENGINES AND RELATED PRODUCTS IN THE 1930S AND 1940S.

## 1930-1950



### SERVICE ORGANIZATION STARTED 1930

START OF THE MOST EXTENSIVE AND COMPREHENSIVE SERVICE ORGANIZATION IN THE INDUSTRY THAT SET THE FOUNDATION TO GIVE ALL CUSTOMERS EXCELLENT SERVICE SUPPORT NO MATTER WHERE THEY LIVE. SERVICE IS A CORNERSTONE OF THE BRIGGS & STRATTON VALUE PROPOSITION.



### MANUFACTURING MILESTONE 1946-1952

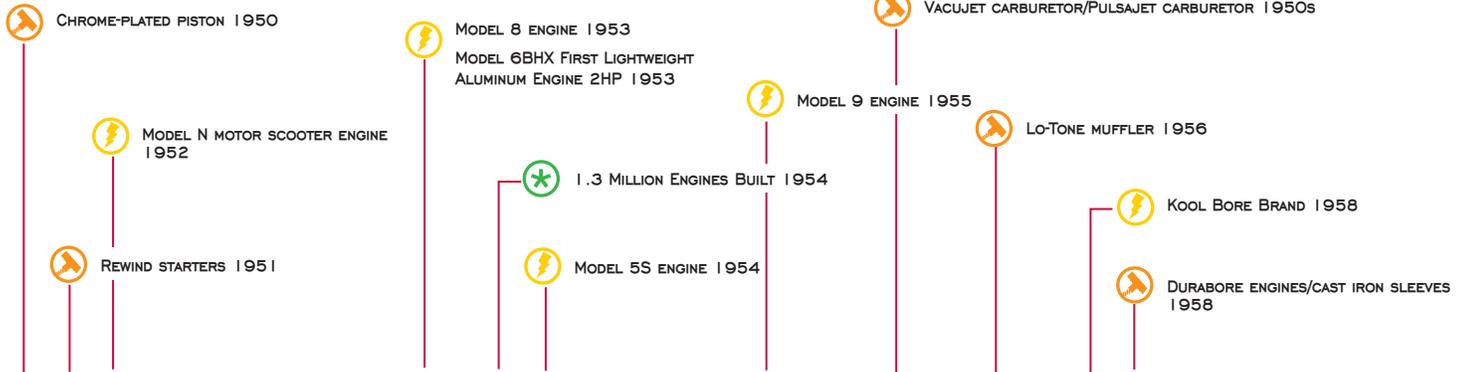
IT HAD TAKEN 16 YEARS TO PRODUCE 1 MILLION ENGINES. BY 1946, BRIGGS & STRATTON WAS SHIPPING, ON AVERAGE, 500,000 ENGINES PER YEAR.



### FIRST VERTICAL SHAFT ALUMINUM ENGINES 1950s

THIS LIGHTWEIGHT AND LOW COST ENGINE FOREVER CHANGED THE WAY WE MOW OUR LAWNS. FUELED EXPLOSION OF SUBURBIA, ALLOWING AFFORDABLE LAWN CUTTING FOR THE MASSES.

# 1950-1960



**REWIND STARTERS 1951**  
A BUILT-IN REWIND SPRING WITHIN THE STARTER ALLOWS MULTIPLE PULLS WITHOUT HAVING TO REWIND THE ROPE EACH TIME. MAKES THE ENGINE MUCH EASIER AND CONVENIENT TO START.

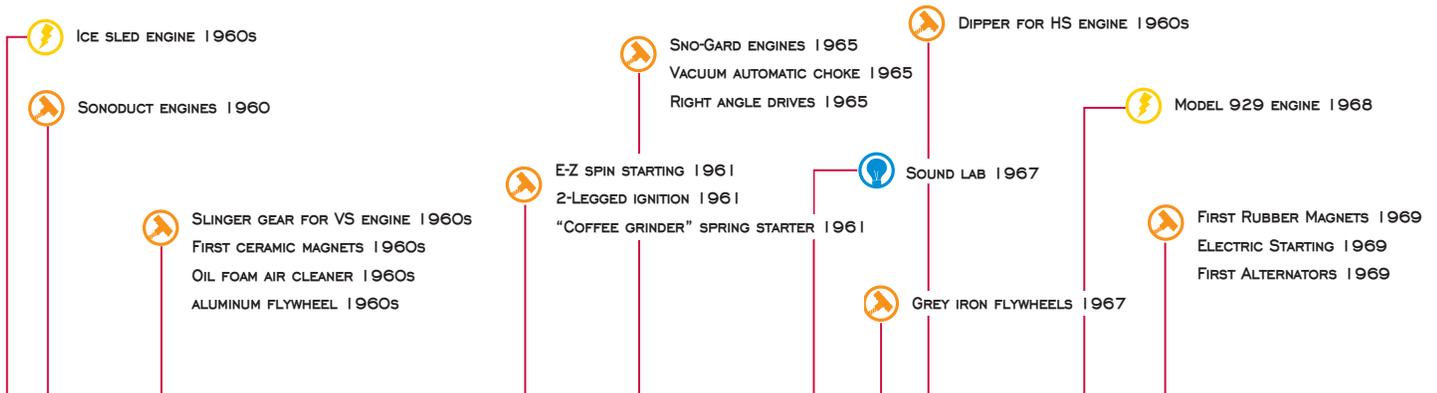


**MODEL 9 ENGINE 1955**  
SET THE STANDARD FOR LOW COST, VERTICAL SHAFT LAWN MOWERS FOR YEARS TO COME. THIS BASIC ENGINE IS STILL IN PRODUCTION TODAY.



**LO-TONE MUFFLER 1956**  
DEVELOPED IN RESPONSE TO CONSUMERS WANTING QUIETER LAWN MOWERS AND A MORE PLEASANT MOWING EXPERIENCE.

# 1960-1970



**SNO-GARD ENGINES 1965**  
A KEY INGREDIENT IN REVOLUTIONIZING THE SNOW REMOVAL PROCESS THAT PROVED OUR ABILITY TO TAKE OUR ENGINES INTO NEW APPLICATIONS TO MAKE OUR CUSTOMERS' LIVES EASIER.



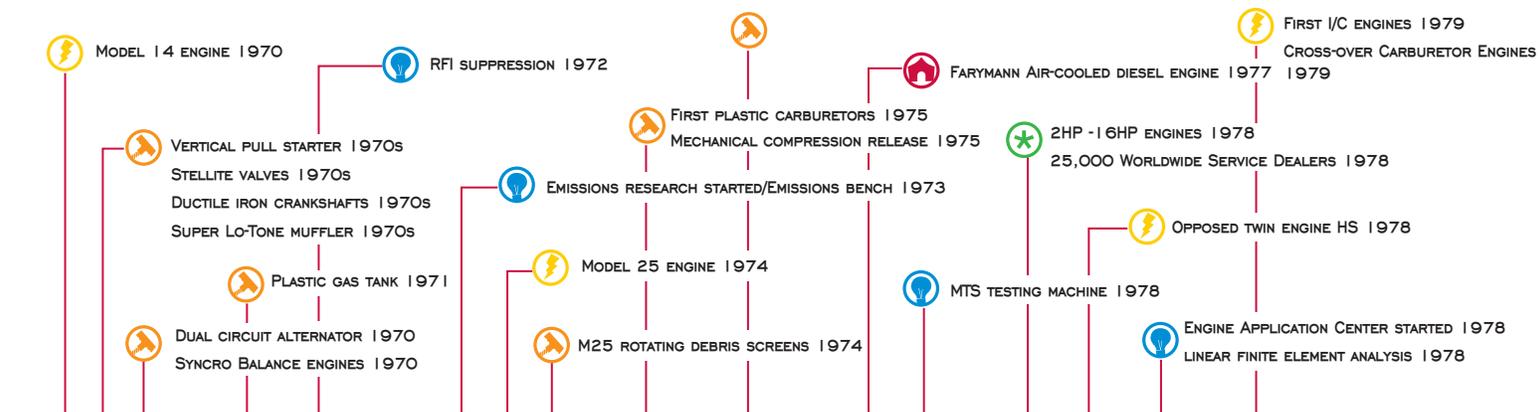
**SOUND LAB 1967**  
DEMONSTRATES OUR ONGOING COMMITMENT AND INVESTMENT IN R&D TO DEVELOP STATE-OF-THE-ART PRODUCTS TO MEET CUSTOMER NEEDS.



**ELECTRIC STARTING 1969**  
ELIMINATED THE NEED FOR MANUAL REWIND PULL STARTING. MAKES THE STARTING PROCESS MORE "AUTOMOTIVE-LIKE."

# CELEBRATING OUR FIRST 100 YEARS

## 1970-1980



**EMISSIONS RESEARCH BEGUN/EMISSIONS BENCH 1973**  
OUR EMISSIONS RESEARCH BEGAN 20+ YEARS BEFORE THE FIRST GOVERNMENTAL EMISSION REGULATIONS WERE DEVELOPED, SIGNIFYING OUR INVESTMENTS IN TECHNOLOGY IN ANTICIPATION OF FUTURE INDUSTRY TRENDS.

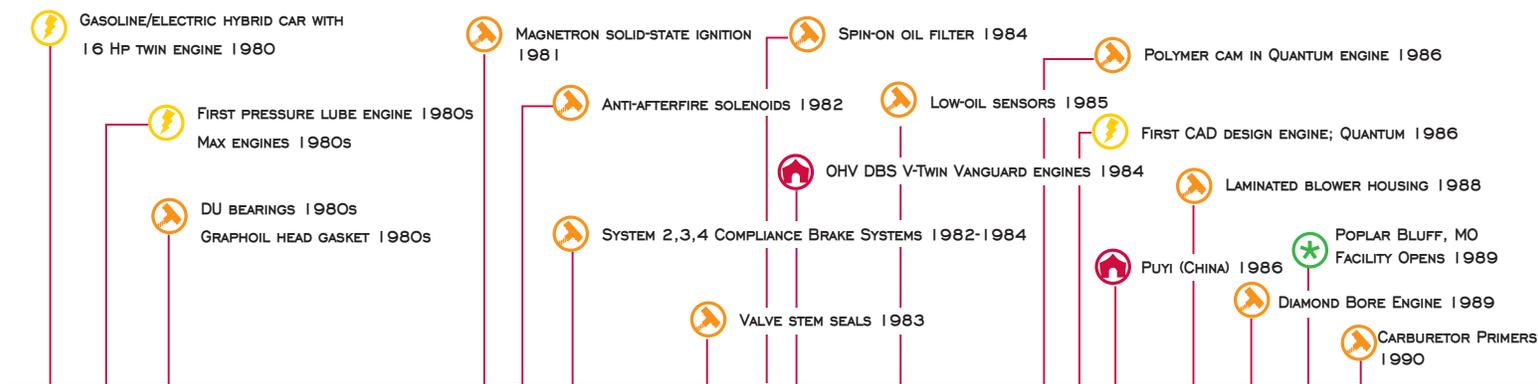


**OPPOSED TWIN ENGINE 1978**  
SET THE STANDARD FOR RELIABLE AND SMOOTH HORSEPOWER FOR HIGHER POWER, AFFORDABLE TRACTOR APPLICATIONS.



**ENGINE APPLICATION CENTER STARTED 1978**  
THE FIRST IN OUR INDUSTRY TO WORK DIRECTLY WITH OEMS THROUGH DEDICATION OF FULL-TIME PEOPLE AND FACILITY RESOURCES TO PROPERLY MATCH OUR ENGINES TO END-USER APPLICATIONS.

## 1980-1990



**MAGNETRON™ SOLID-STATE IGNITION 1981**  
A LIFETIME IGNITION SYSTEM THAT SET THE STANDARD FOR A RELIABLE AND COST EFFECTIVE ELECTRONIC IGNITION IN THE INDUSTRY BY ELIMINATING BREAKER POINTS AND CONDENSERS CHANGES.

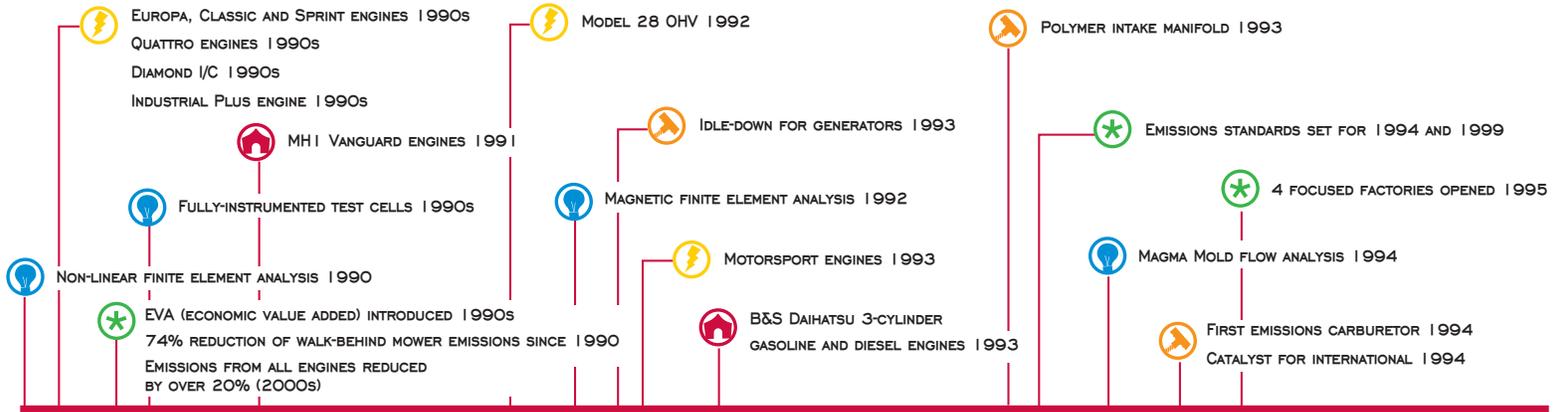


**OHV DBS V-TWIN VANGUARD ENGINES 1984**  
THE FIRST V-TWIN, ALUMINUM BLOCK ENGINE IN THE INDUSTRY. SET THE STANDARD FOR LOW VIBRATION AND RELIABILITY IN LONG LIFE AND COMMERCIAL APPLICATIONS.



**FIRST CAD-DESIGNED ENGINE: THE QUANTUM 1986**  
SET THE STANDARD FOR EASE OF STARTING, RELIABILITY, POWER, AND LOW NOISE AND REPRESENTED OUR FIRST ENGINE DESIGNED IN CAD FOR BETTER ENGINEERING AND AT A FASTER TIME TO MARKET.

# 1990-1995



**EVA (ECONOMIC VALUE ADDED) INTRODUCED 1990s**  
 A DISCIPLINED APPROACH TO MANAGING BUSINESS BY ENSURING THAT ALL CAPITAL INVESTMENTS RETURN AT A RATE HIGHER THAN THE COST TO FINANCE THE CAPITAL. ONE OF THE FIRST TO EMBRACE AND SUCCESSFULLY IMPLEMENT EVA INTO OUR CORPORATE CULTURE.

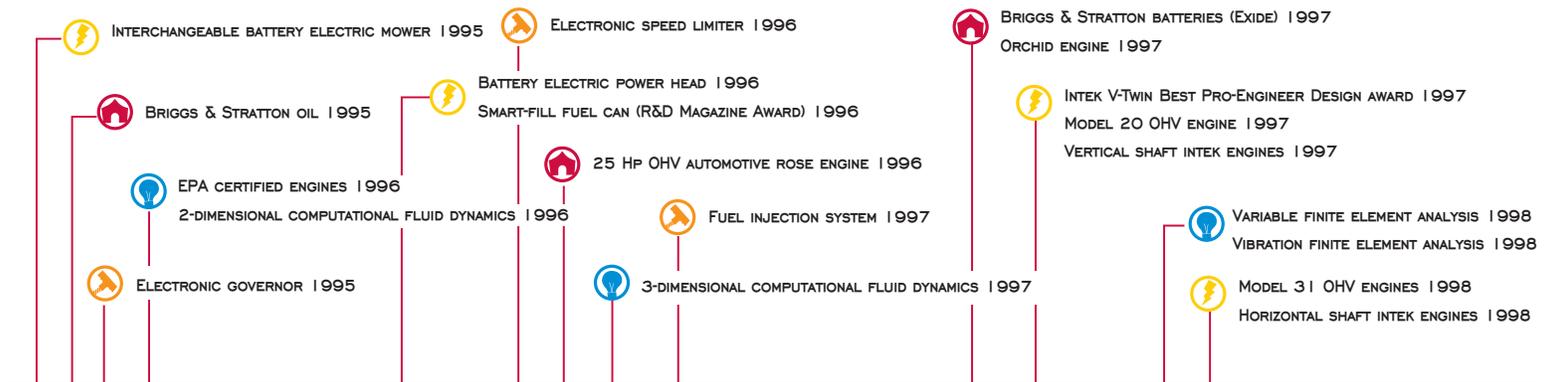


**MHI VANGUARD ENGINES 1991**  
 A STRATEGIC PARTNERSHIP WITH MITSUBISHI FOR A FAMILY OF SINGLE CYLINDER COMMERCIAL ENGINES.



**4 NEW FOCUSED FACTORIES 1995:**  
 AUBURN PLANT  
 STATESBORO PLANT  
 ROLLA PLANT  
 RAVENNA FOUNDRY

# 1995-1998



**E-TEK ELECTRIC MOTOR 1999**  
 A BREAKTHROUGH IN MOTOR TECHNOLOGY THAT DELIVERS MORE POWER IN A SMALLER, LIGHTER WEIGHT DESIGN, STRENGTHENING OUR LEADERSHIP POSITION IN POWER TECHNOLOGY.



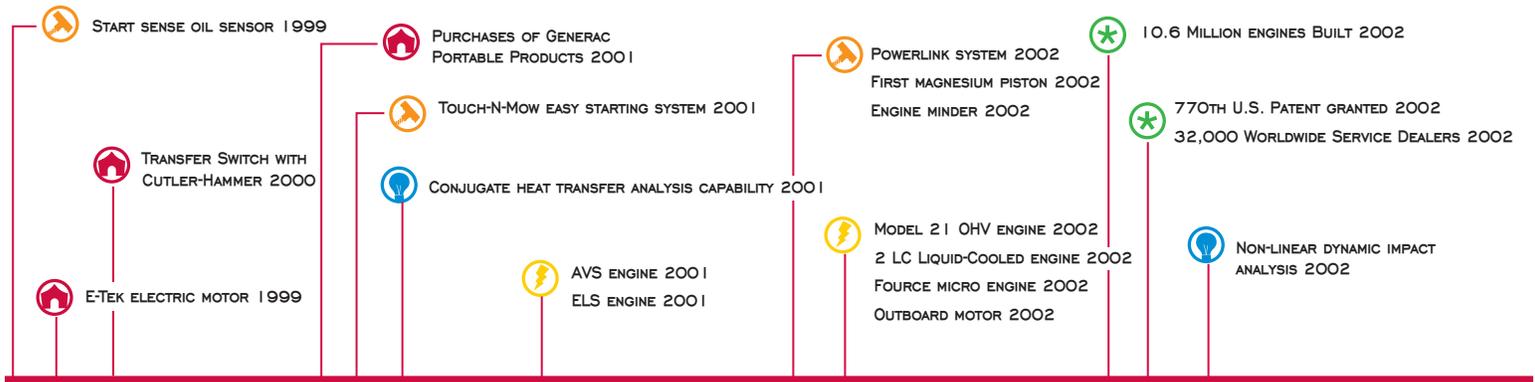
**TRANSFER SWITCH 2000**  
 PARTNERSHIP WITH CUTLER-HAMMER TO INTRODUCE A CONVENIENT AND SAFE MEANS TO INTERFACE A GENERATOR DIRECTLY INTO A HOMEOWNER'S ELECTRICAL SYSTEM.



**TOUCH-N-MOW EASY STARTING SYSTEM 2001**  
 NON-ELECTRIC PUSH BUTTON ENGINE STARTING

# CELEBRATING OUR FIRST 100 YEARS

## 1999-2002



**POWER PRODUCTS 2001**  
BRIGGS & STRATTON ENTERS THE GENERATOR AND PRESSURE WASHER BUSINESS



**ANTI-VIBRATION SYSTEM 2001**  
A COMPLETELY REDESIGNED ENGINE BALANCING SYSTEM FOR THE LAWN TRACTOR MARKET THAT REDEFINED INDUSTRY STANDARDS FOR VIBRATION AND OPERATOR COMFORT.

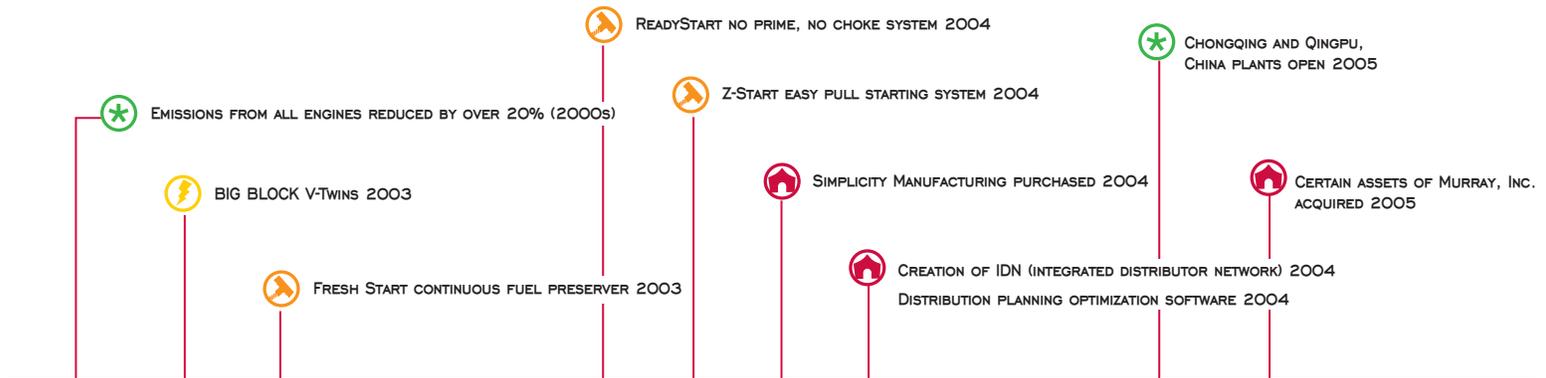


**POWERLINK SYSTEM 2002**  
A REVOLUTIONARY ENGINE SYSTEM THAT PRODUCES USABLE AC POWER ACCESSIBLE THROUGH AN OUTLET LOCATED ON A TRACTOR, TRANSFORMING RIDING MOWERS INTO MOBILE POWER SYSTEMS.



**OUTBOARD MOTOR 2002**  
DESIGNED A MARINE OUTBOARD THAT SUCCESSFULLY LEVERAGES THE ECONOMIES OF SCALE OF OUR ENGINE BUSINESS AND INTRODUCES AFFORDABLE BOATING TO THE MARINE INDUSTRY.

## 2003-2005



**BIG BLOCK V-TWINS 2003**  
HIGH-PERFORMANCE, LOWER MAINTENANCE V-TWIN ENGINES BUILT THROUGH A JOINT VENTURE WITH DAIHATSU FOR THE COMMERCIAL MARKET.

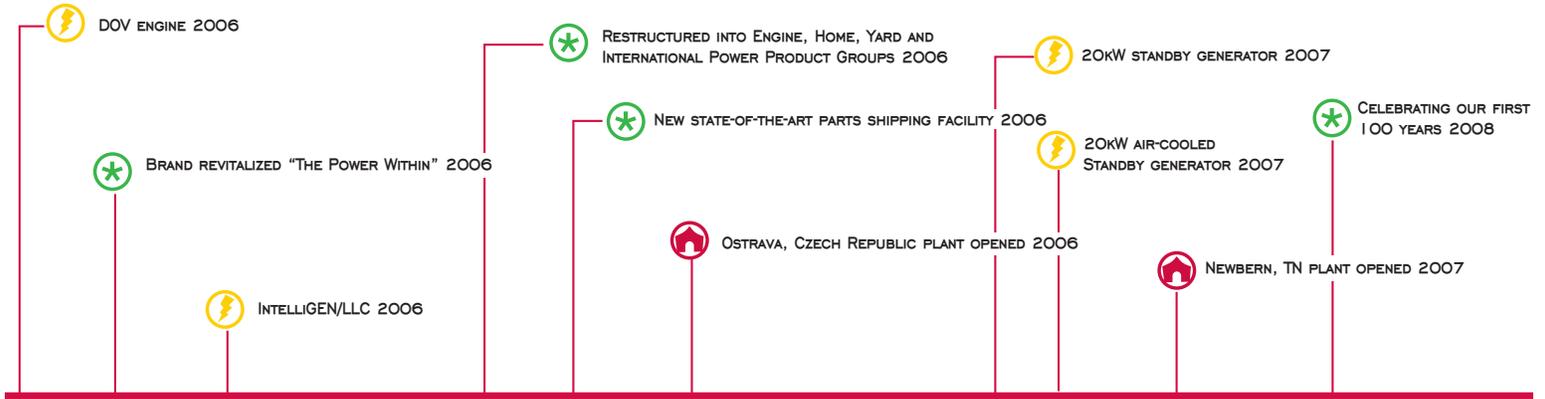


**FRESH START 2003**  
THE FRESH START CONTINUOUS FUEL PRESERVER GAS CAP AUTOMATICALLY DRIPS FUEL PRESERVER INTO THE FUEL TANK TO KEEP GAS FRESH AND CARBURETORS CLEAN FOR EASIER STARTING.



**SIMPLICITY MANUFACTURING 2004**  
BRIGGS & STRATTON PURCHASES SIMPLICITY MANUFACTURING, INCLUDING THE SNAPPER, SNAPPERPRO, FERRIS AND GIANT-VAC BRANDS.

# 2005-BEYOND



## DOV ENGINE 2006

PATENTED DESIGN PROVIDES DIRECT ACTUATION OF THE VALVES THROUGH A UNIQUE LEVER SYSTEM. THE DOV IS BUILT WITH FEWER MOVING PARTS TO DELIVER A QUIETER ENGINE WITH LESS VIBRATION.



## BRAND REVITALIZED 2006

TO RECONNECT WITH CONSUMERS, OUR NEW BRAND MESSAGE "THE POWER WITHIN" AND AN UPDATED LOGO IS LAUNCHED IN A NATIONAL ADVERTISING CAMPAIGN.



## 20kW STANDBY GENERATOR 2007

OUR MOST POWERFUL STANDBY HOME GENERATOR ALLOWS USERS TO POWER MULTIPLE "HIGH DEMAND" APPLIANCES INCLUDING AIR CONDITIONING UNITS.

**CELEBRATING**  
**OUR FIRST 100 YEARS**



**THE POWER WITHIN™**

Briggs & Stratton prides itself in igniting the can-do spirit in all of us. For nearly one hundred years, our community involvement has been part of that spirit. We take seriously our responsibility to help make positive changes in the lives of young and old alike, particularly in the areas of children's

health and human services, education, fine arts and civic affairs. Briggs & Stratton's community involvement is a testament to the fact that in every facet of our company, you can see the power within at work. It's the common thread that connects us and the people who use our products every day.

[BRIGGSandSTRATTON.COM](http://BRIGGSandSTRATTON.COM)





Briggs & Stratton's corporate headquarters are located in Milwaukee, Wisconsin. In addition to a great presence in Northern America, the Company has numerous manufacturing facilities, joint ventures, and sales and service operations across the globe.

#### **OPERATIONS**

Milwaukee, WI  
Menomonee Falls, WI  
Fort Pierce, FL

#### **MANUFACTURING FACILITIES**

Auburn, AL  
Chongqing, China  
Jefferson, WI  
McDonough, GA  
Milwaukee, WI  
Munnsville, NY  
Murray, KY  
Newbern, TN  
Ostrava, Czech Republic  
Poplar Buff, MO  
Port Washington, WI  
Statesboro, GA  
Watertown, WI

#### **JOINT VENTURES**

Shiga, Japan  
Ryuo-cho, Japan

#### **SALES AND SERVICE OFFICES**

##### **U.S. and CANADA SALES OFFICES**

Milwaukee, WI  
Moorseville, NC  
Suwanee, GA  
Toronto, Ontario

##### **INTERNATIONAL REGIONAL SALES OFFICES**

ASIA REGIONAL OFFICE  
Qingpu District of Shanghai, China

AUSTRALIAN REGIONAL OFFICE  
Melbourne, Australia

LATIN AMERICA REGIONAL OFFICE  
Miami, FL

EUROPE, INDIA, AFRICA/MID EAST REGIONAL OFFICE  
Altendorf, Switzerland



0 2484700293 5

MS-8751A-11/07

**BRIGGS&STRATTON**  
CORPORATION

12301 W WIRTH STREET  
WAUWATOSA, WI 53222 USA  
414 259 5333

©2007 Briggs & Stratton Corporation



THE POWER WITHIN™