



Lawn Care Professionals Take on Tough Terrain, Faster

In commercial and residential lawn care, no two properties are the same — and some are simply harder to manage than others. Having a mower that can provide the power and performance to tackle a variety of terrains, even tough ones, is key to helping lawn care professionals keep their business profitable and on schedule.

From working full time at a mowing and landscaping operation in college and opening his own business three years ago, Hunter Price of The Price is Right Lawncare knows these ins and outs of lawn care.

“We’ve got a lot of residential and commercial properties here in Eastern Tennessee,” says Price. “So, we’re dealing with anything from very, very steep hills to flat lawns and rocky terrain. Plus, summers are rainy down here. We need power in the field.”

The same holds true for John Smith, owner of John’s Custom Lawncare in Collinsville, Illinois, who doesn’t always know what he’ll face on a job, especially on commercial properties.

“At the truck stops we mow, it’s rough. The trucks run over the curbs and make big ruts in the grounds with their heavy tires,” says Smith. “And when we have to mow and it’s wet, we need more horsepower or we have to go over it twice because of clumping.”

That’s where the Ferris® ISX™ 3300 zero-turn mower powered by the **Vanguard® BIG BLOCK™ 40.0 Gross HP* EFI/ETC** engine comes in. It is the most powerful Vanguard engine available, and it’s making a big impact on lawn care.

THE VALUE OF POWER AND CONSISTENCY

For Price and Smith, having a powerful engine doesn’t just mean being able to mow through wet grass or up and down steep hills; it also means getting the job done faster and with better results.

“The first week we had the mower, we took it on one of our runs and were actually done an hour earlier than normal. We had the same nine employees and the same equipment — except now we also had the Ferris with the 40 HP engine,” says Price. “The horsepower is great. I love it.”

That means that Price and his crew not only finish the run quicker, but they also don’t have to repeat it to address quality issues.

This technology also benefits the 110 residential lawns and eight commercial properties Smith and his crew manage since Smith started the business six years ago.

“I’ve got a 32-horsepower Vanguard on a Ferris ISX mower and it did the job nicely, but this one just really overpowers that,” says Smith. “When we put them out

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there side by side, this mower will cut a couple of miles faster. And I never hear the engine bog down, even in taller grass. I call this mower King Kong. It's big power."

Price explains, "With this technology and power, you can mow anything. We mow two or three fields once a month and they look like hayfields. We just leave the deck up and go with it."

The engine is equipped with EFI technology, which gives Price and Smith smooth performance at all elevations, improved starting at all temperatures, quick load acceptance and reduced fuel consumption.

OIL GUARD™ SYSTEM ADVANTAGE

Price and Smith both manage the maintenance on their fleet of mowers and know how time-consuming it can be. Price has a little over 200 hours on his 40 Gross HP engine and Smith is around 100, so they haven't encountered a need for an oil change yet — and they won't for a while.



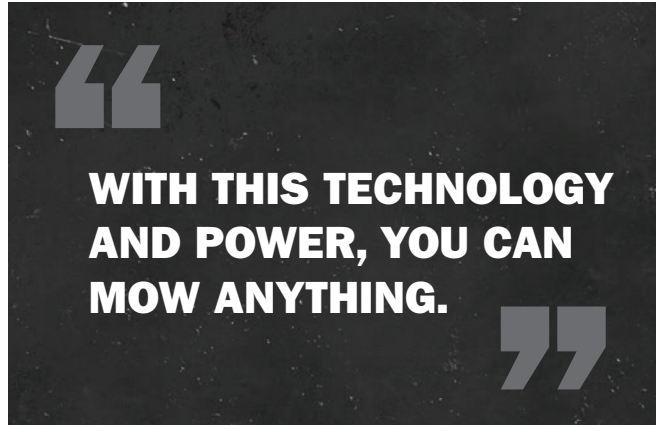
The engine is equipped with the Oil Guard System that features a five-quart reservoir for oil storage and extends the oil change interval to 500 hours. The system works by moving oil continuously between the engine and the reservoir, storing oil away from engine heat. This feature, along with a 192 oz. system capacity, minimizes thermal breakdown to extend the life of the oil and protect the engine better.

The benefit to lawn care professionals like Price and Smith? Lower oil maintenance costs and less downtime.

"This system is brand-new to me. It's going to make it a whole lot easier to save money," says Price. "That's a

big-time deal when you're having to sit there and think about maintenance and oil costs and everything else. There are a lot of factors that play into that."

It adds up to an estimated savings of 60% per mower on oil maintenance costs** each season.



Smith, who owns several Ferris mowers with Vanguard engines, is familiar with the system and enjoys both the reduction in maintenance time and also the simplicity of completing an oil change.

"It's so simple and easy the way it's set up. On a scale of one to 10 on how easy, I would say it's a 10," says Smith. "It's phenomenal. Why would you want to change oil more often when you can change the oil on these things every 500 hours?"

The system includes an easy-fill cap and provides direct access to the integrated oil filter and drain tube so changing the oil is quicker, easier and mess-free.

THE COMPLETE PACKAGE

Operating a lawn care business is hard work, so having a mower with an engine they can rely on takes some of the weight off owners like Price and Smith. And the fact that even the toughest terrain isn't an issue adds up to greater productivity and a better peace of mind.

"With this mower, just go big or go home," says Price. "I went all out with it and I do not regret it. It's the beast. That's what everyone calls it."

Smith says, "I love the cut of the mower. Love the engine. Love the horsepower. In my line of work, I want more horsepower. I won't buy anything but Ferris and Vanguard anymore."

*All power levels are stated gross horsepower at 3600 RPM per SAE J1940 as rated by Briggs & Stratton.

**Cost savings based on standard oil maintenance with 100-hour interval versus Oil Guard system 500-hour service interval.

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