

SALES & SERVICE PROGRAMS

FOR BRIGGS & STRATTON DEALERS



DEALER PROGRAMS



What Dealer Program Best Fits You? It's Your Choice...

Briggs & Stratton Corporation offers three dealer programs available through the Integrated Distributor Network (IDN) for dealers who qualify. Participation in any of these programs will establish a service relationship, which will enable you to purchase Briggs & Stratton original parts, engines and accessories for the IDN distributed Briggs & Stratton family of products and to be reimbursed for warranty services provided.

Whether you are a prospective or a current dealer, you are offered the choice of selecting the dealer program that best suits your business, personal and professional needs. Each of the dealer programs has specific requirements and benefits associated with it based on the level of commitment the dealer feels it can best exhibit and maintain. Each dealer program has a unique compensation and pricing structure based on several important criteria including timeliness, brand loyalty, and competency.

Briggs & Stratton currently organizes its product line into five product-related categories that include:

- AIR-COOLED ENGINES
- LIQUID-COOLED ENGINES
- PORTABLE GENERATORS
- PORTABLE PRESSURE WASHERS
- ALLIED PRODUCTS

As well, there are three specific customer-related groups identified as:

- CONSUMER
- COMMERCIAL POWER TURF
- COMMERCIAL POWER INDUSTRIAL

In order to provide the appropriate choices to our current and prospective dealers, any combination of categories and groups served should be considered before selecting the dealer program best suited for your needs.

It is important for the ultimate customer to be directed to the proper facility that can service the Briggs & Stratton powered or manufactured products based on which categories and groups the dealer is authorized for.

Examples of common categories and group combinations include:

- CONSUMER AIR-COOLED ENGINES
- COMMERCIAL POWER TURF AIR-COOLED ENGINES
- COMMERCIAL POWER TURF LIQUID-COOLED ENGINES
- COMMERCIAL POWER INDUSTRIAL AIR-COOLED ENGINES

The combinations are applicable to any or all of the three dealer programs.



DEALER PROGRAM SUMMARIES

DIAMOND DEALER™

The Diamond Dealer™ program is designed for the elite dealer who exhibits and maintains the highest standards in the industry. These standards are the cornerstone of this dealer designation. These include but are not limited to technical competency, timeliness, and serving all consumers of Briggs & Stratton powered or manufactured products. The requirements are great as are the benefits. The Diamond Dealer will perform warranty service and provide a broad range of services for all consumers and specific mass retailers.

AUTHORIZED DEALER

The Authorized Dealer program is designed for those dealers who choose to meet a somewhat less stringent set of requirements while providing excellent service to a full range of customers needing warranty service and typical maintenance and repair services on a broad spectrum of Briggs & Stratton powered and manufactured products. The majority of our current dealers would fall into this program in order to continue to enjoy the benefits of the Briggs & Stratton Authorized Dealer relationship.

SPECIALIZED DEALER

The Specialized Dealer program is designed to support the dealers who choose to "service what they sell" or limit their warranty services to specific products and product categories within their scope of influence. The requirements for this program are less rigid and the expectations of broad warranty service to all consumers is focused on covering specific Briggs & Stratton powered or manufactured products.

• Annual Status Review - Each dealer will be reviewed for status, a minimum of once per year.

DEALER PROGRAM REQUIREMENTS AND BENEFITS

DIAMOND DEALER™

| REQUIREMENTS | BENEFITS |
|--|--|
| Maintains a Master Service Technician on staff, participates in Update Seminar | Diamond Dealer™ pricing matrix |
| Maintains a current parts inventory of \$6,000 including 5 engines and meets distributor requirements for specific fast moving parts purchases | Free unlimited access to The Power Channel |
| Exhibits brand loyalty through actively promoting the use and sale of genuine parts for Briggs & Stratton engines and IDN distributed Briggs & Stratton manufactured products | Briggs & Stratton – IDN consumer customer referrals |
| Provides engine and product warranty service for all Briggs & Stratton powered products (within a category) irrespective of purchase channel, files claims electronically | Full shop labor rate and MSRP on parts for warranty service |
| Currently has an active service relationship with at least one local retailer | Assigned zip/postal code(s) |
| Offers simple on-site repairs, pick-up and delivery service for both retailers and consumers | Top positioning on BRIGGSandSTRATTON.com and other selected dealer locators |
| Minimum 16 square foot area or DIY display in showroom | Website link and consumer email/service request functionality |
| Prominent Briggs & Stratton signage displayed inside and outside of the facility | Access to nuisance/goodwill reimbursement system |
| Participates in Pre-Season Parts Program | Co-op funds for advertising/Internet presence |
| Clean, attractive and maintained showroom and service area | Specialized premium access to technical support resources |
| Attitude is critical, desires a closer relationship with IDN and Briggs & Stratton, embraces the notion of working together for the greater good | No charge Diamond Dealer [™] signage |
| High-Speed Internet connection | One complimentary advanced school seat per year |
| Provides a consumer engine oil drop point for recycling | Increased customer foot traffic with no aquisition costs |
| Provides digital images for warranty consideration where engine or short block replacement is requested | Access to annual stock adjustment program as prescribed in service bulletin 684 dated 03/00 up to 3% of annual parts purchases |



| AUTHORIZED DEALER | | | | | | | |
|---|--|--|--|--|--|--|--|
| REQUIREMENTS | BENEFITS | | | | | | |
| 4-day basic engine school graduate on staff, participates in Update Seminar | Authorized dealer pricing matrix | | | | | | |
| Maintains a current parts inventory of \$3,000 including 3 engines and meets distributor requirements for specific fast moving parts purchases | Presented on Briggs & Stratton dealer locator | | | | | | |
| Exhibits brand loyalty through actively promoting the use and sale of genuine parts for Briggs & Stratton engines and IDN distributed Briggs & Stratton manufactured products | Full shop labor rate and standard cost + 20% on parts for warranty service when filed electronically | | | | | | |
| Provides engine warranty service for all Briggs & Stratton powered products (within a category) irrespective of purchase channel, files claims electronically | Co-op funds for advertising | | | | | | |
| High-Speed Internet connection | Full information access to ThePowerPortal.com | | | | | | |
| Prominent signage displayed inside and outside of facility | Access to the annual Pre-Season Parts Program | | | | | | |
| Offers pick-up and delivery service for consumers | Access to annual stock adjustment program as prescribed in service bulletin 684 dated 03/00 up to 1.5% of annual parts purchases | | | | | | |
| SPECIALIZE | D DEALER | | | | | | |
| REQUIREMENTS | BENEFITS | | | | | | |
| 4-day basic engine school graduate or EETC 4-cycle engine certification on staff, participates in Update Seminar | Specialized dealer pricing matrix | | | | | | |
| Maintains a current parts inventory of \$750 – no engine stocking requirement or fast moving parts purchase requirments | Standard cost + 20% on warranty parts | | | | | | |

Discount Code Matrix

Posted shop labor rate capped at

\$39.00 USD

Provides engine warranty service for products

it sells

All "warranty dealers" will receive the authorized discount until 3-31-10. Your source of supply will be reviewing with you your choice of Dealer classification for implementation on 4-1.

| | , our ended of 2 dates classification in promotion on a silver in the si | | | | | | | | | | | | |
|-------------|--|------|------|------|------|------|------|------|------|------|------|------|------|
| | 0 | 1 | 2J | 2K | 3 | 4 | 5 | 6 | 7 | 9 | F | G | Н |
| Segment | | | | | | | | | | | | | |
| Specialized | | 0.63 | 0.75 | 0.70 | 0.80 | 0.80 | 0.90 | 0.80 | 0.90 | 0.80 | 0.80 | 1.00 | 0.80 |
| Authorized | | 0.60 | 0.75 | 0.65 | 0.75 | 0.75 | 0.85 | 0.75 | 0.85 | 0.75 | 0.76 | 1.00 | 0.75 |
| Diamond | | 0.55 | 0.73 | 0.65 | 0.75 | 0.75 | 0.85 | 0.75 | 0.85 | 0.75 | 0.76 | 1.00 | 0.75 |

SERVICE DEALER APPLICATION





Briggs & Stratton Dealer Application and Agreement

| □ New Dealer | | Briggs & Stratton ID: |
|------------------------------|-------------------------------|-----------------------|
| ☐ Re-sign (Current ID) | | Distributor Acct #: |
| Change in: ☐ Name | | Sales Person ID: |
| ☐ Address | | Distributor ID: |
| Ownership | | Distributor ID. |
| BUSINESS NAME: | | |
| D/B/A (Doing Business As): | | |
| OWNER'S NAME: | | |
| PHYSICAL ADDRESS: | | |
| | | City: |
| State/Province: | Zip/Postal Code: | |
| MAILING ADDRESS (if differen | t than Physical Address): | |
| | | City: |
| State/Province: | Zip/Postal Code: | County: |
| SHIPPING ADDRESS (if differe | nt than Physical Address): | |
| | | City: |
| State/Province: | Zip/Postal Code: | County: |
| DEALER LOCATOR ADDRESS | if different than Physical Ad | ddress): |
| | | City: |
| State/Province: | Zip/Postal Code: | County: |
| BUSINESS PHONE: | | FAX: |
| CELL PHONE: | | _ |
| PUBLIC E-MAIL ADDRESS: | | |
| PRIVATE E-MAIL ADDRESS: _ | | |
| WERSITE ADDRESS: | | |



Warranty Information

| | _ | | |
|---|--|---|--------------------------|
| Type of Business: Sole Proprietorship Partnership | | Shop Labor Rate: Consumer | |
| ☐ Corporation | | Commercial Power - T | urf |
| ☐ Limited Liability Company (LLC) | | Commercial Power - Ir | dustrial |
| | | | |
| Federal/Tax ID: | | | |
| ☐ Social Security number (may be u | | | - |
| | · · · · · · | | |
| | | | |
| Dealer Segmentation Program Req | uirements | | |
| A firm must fulfill the requirements related are summarized on the following page & Stratton Corporation will periodically or benefits of each category and segment or | and may be modified to communicate more specified. | rom time to time. The di | stributor and the Briggs |
| Product Category Serviced (Select a | | ☐ Commercial Power | - Industrial |
| | | | |
| | (One | DEALER SEGMENTS segment choice per deale | ership) |
| AUTHORIZED PRODUCT LINES | Diamond Dealer™ | Authorized Dealer | Specialized Dealer |
| Air-Cooled Engines | | | |
| Liquid-Cooled Engines | | | |
| Portable Generators | | | |
| Portable Pressure Washers | | | |
| Allied Products | | | |
| | | | |
| A : 17: /D (10.1/) | | | |
| Assigned Zip/Postal Code(s): | | | |

| 20 | 000 |
|----|-----|
| | |
| | |

| DIAMOND DEALER™ | | | | | | | |
|-----------------|--|--|--|--|--|--|--|
| | REQUIREMENTS BENEFITS | | | | | | |
| | tains a Master Service Technician on staff, cipates in Update Seminar | Diamond Dealer™ pricing matrix | | | | | |
| engin | tains a current parts inventory of \$6,000 including 5 nes and meets distributor requirements for specific moving parts purchases | Free unlimited access to The Power Channel | | | | | |
| and s | oits brand loyalty through actively promoting the use sale of genuine parts for Briggs & Stratton engines DN distributed Briggs & Stratton manufactured products | Briggs & Stratton – IDN consumer customer referrals | | | | | |
| Brigg categ | ides engine and product warranty service for all gs & Stratton powered products (within a product gory) irrespective of purchase channel, files claims ronically | Full shop labor rate and MSRP on parts on warranty service | | | | | |
| | ently has an active service relationship with at least ocal retailer | Assigned zip/postal code(s) | | | | | |
| Offer servi | s simple on-site repairs, pick-up and delivery ce for both retailers and consumers | Top positioning on BRIGGSandSTRATTON.com and other selected dealer locators | | | | | |
| Minin | num 16 square foot area or DIY display in showroom | Website link and consumer email/service request functionality | | | | | |
| | ninent Briggs & Stratton signage displayed inside and de of the facility | Access to nuisance/goodwill reimbursement system | | | | | |
| Partio | cipates in the Pre-Season Parts Program | Co-op funds for advertising/Internet presence | | | | | |
| | n, attractive and maintained storefront showroom service area | Specialized premium access to technical support resources | | | | | |
| and E | Ide is critical, desires a closer relationship with IDN Briggs & Stratton, embraces the notion of working ther for the greater good | No charge Diamond Dealer™ signage | | | | | |
| High- | -Speed Internet connection | One complimentary advanced school seat per year | | | | | |
| Provi | ides a consumer engine oil drop point for recycling | Increase customer foot traffic with no acquisition cost | | | | | |
| | ides digital images for warranty consideration where ne or shortblock replacement is requested | Access to annual stock adjustment program as prescribed in service bulletin 684 dated 03/00 up to 3% of annual parts purchases | | | | | |
| | AUTHORIZ | ED DEALER | | | | | |
| | REQUIREMENTS | BENEFITS | | | | | |
| | y basic engine school graduate on staff, participates odate Seminar | Authorized dealer pricing matrix | | | | | |
| engin | tains a current parts inventory of \$3,000 including 3 nes and meets distributor requirements for specific moving parts purchases | Presented on Briggs & Stratton dealer locator | | | | | |
| l and s | oits brand loyalty through actively promoting the use sale of genuine parts for Briggs & Stratton engines DN distributed Briggs & Stratton manufactured products | Full shop labor rate and standard cost + 20% on parts for warranty service when filed electronically | | | | | |
| l powe | ides warranty service for selected Briggs & Stratton ered products irrespective of purchase channel, files as electronically | Co-op funds for advertising | | | | | |
| High- | -Speed Internet connection | Full information access to ThePowerPortal.com | | | | | |
| Prom | ninent signage displayed inside and outside of facility | Access to the Pre-Season Parts Program | | | | | |
| Offer | s pick-up and delivery service for consumers | Access to annual stock adjustment program as prescribed in service bulletin 684 dated 03/00 up to 1.5% of annual parts purchases | | | | | |
| | SPECIALIZ | ED DEALER | | | | | |
| | REQUIREMENTS | BENEFITS | | | | | |
| | y basic engine school graduate on staff, or EETC 4 engine certification, participates in Update Seminar | Specialized dealer pricing matrix | | | | | |
| | tains a current parts inventory of \$750 – no engine king requirement or fast moving parts purchase | Standard cost + 20% on warranty parts | | | | | |
| requi | IIIICIIIS | | | | | | |



COMMITMENT

Dealer Commitment

- 1. Provide an attractive, clean, customer-oriented place of business; operate in a fiscally sound, financially responsible manner; and maintain credit arrangements acceptable to the Distributor.
- 2. Purchase original Briggs & Stratton parts, engines, shortblocks and/or wholegoods and accessories on such commercial terms as Distributor may determine.
- □ 3. Provide personnel trained in accordance with Briggs & Stratton policies to sell and/or service all authorized products (within the chosen categories) in a timely manner.
- 4. If providing service, operate a shop equipped with Briggs & Stratton recommended tools and equipment necessary to repair all authorized products; make responsible use of Briggs & Stratton supplied service publications, technical data and promotional literature; and provide service technicians who have successfully completed on a timely basis the required training programs for those products serviced and who attend technical update seminars when offered.
- 5. Participate in promotional activities and programs regarding authorized products, engines and parts offered periodically through the Distributor.
- 6. Maintain an inventory of authorized products, replacement engines and service parts that is sufficient to assure a high level of customer satisfaction; use only new original authorized service parts for warranty repair and replacement, with payment to be made in accordance with Briggs & Stratton's warranty reimbursement policies as modified from time to time; and in response to requests for authorized products, engines and parts, sell only original authorized products, engines and parts.
- 7. Display Briggs & Stratton and other authorized trademark identification materials as required; take actions and execute documents that Briggs & Stratton considers necessary to protect its intellectual property (such as patents, trademarks, copyrights, domain names and any intellectual property the dealer develops in performing as an authorized dealer); and promptly inform the Distributor and Briggs & Stratton of any infringement that comes to its attention concerning such property.
- 8. Refrain from selling and servicing any engine, end product or part that infringes upon Briggs & Stratton's intellectual property rights.

This Application and Agreement, if approved by the Distributor named below, will be a contract by which the Distributor appoints the firm named above as a nonexclusive dealer to provide the services specified for its category for the products indicated above. We understand that (1) such appointment is not a contract between the firm and Briggs & Stratton Corporation or any entity except the Distributor, (2) the firm shall not be an agent of the Distributor or have any authority to act for the Distributor, and (3) no fee has been or will be paid by the firm in connection with this contract.

This Application and Agreement is the entire understanding between the firm and the Distributor with regard to the subject matter and supersedes all other contractual relationships between the parties, except that the firm remains obligated to pay monies incurred under previous relationships. The parties agree that neither shall commence or maintain any litigation against the other arising out of this Application and Agreement, except in a court located in the city and state where the Distributor has its principal place of business.

We have provided accurate and complete information concerning the firm and agree to fulfill the dealer obligations stated above. We understand that appointment as a nonexclusive dealer begins when this Application and Agreement is accepted by the Distributor and ends two years thereafter, but is renewable from year to year by mutual agreement of the parties. We also understand that either party may terminate the appointment with or without cause at any time, and the appointment will terminate automatically upon any change in the ownership of the firm or change in physical location.

| Printed Name: | |
|---|--------|
| Signed by: | Date: |
| Approved: | |
| Distributor Name: | |
| Signed by: | Date: |
| Address: | |
| City, State /Province, Zip/Postal Code: | Phone: |

SPECIAL CONSIDERATIONS



FACILITY

The amount of space required for repair has several variables including: a) number of technicians and b) types of equipment to be worked on (i.e. push mowers, riding mowers, garden tractors or commercial mowing equipment). Storage space for equipment, both to be repaired and ready to be picked up, has to be factored in as well.

100% MOBILE-BASED DEALERS

Special consideration will be made for those dealers whose business models include a mobile (only) presence. Each 100% mobile dealer segment choice will be made in accordance with the applicable requirements and resulting benefits.

LOCAL CODES AND ORDINANCES

You may want to review local zoning ordinances and fire codes before you put in a shop. Some areas of consideration are: a) storage of flammable liquids, b) fire walls, c) fire extinguishers, d) ventilation, e) hazardous waste disposal, and f) noise ordinances.

EDUCATIONAL OPPORTUNITIES

Briggs & Stratton offers training across its complete product line from consumer and commercial engines to generators and lawn & garden products. Our worldwide training support, through instructor-led classroom training and web-based programs, is geared to provide servicing dealers the opportunity to acquire and maintain the necessary standards of technical competence to successfully service Briggs & Stratton products. Both factory programs and product field training are ongoing throughout the year.

ANNUAL TECHNICAL UPDATE SEMINAR

These seminars are conducted annually in most major cities by the Integrated Distributor Network. The program content, developed and written by factory experts, touches on updates covering new products, warranty and technical service information along with business practices. Typically, the seminars begin in the fall and extend into late winter. A nominal fee is charged in some instances. This program can also be viewed through purchasing a DVD as an alternative to attending the seminar. Additional information can be supplied by the IDN group (See Back Page).

FIELD TRAINING SCHOOLS

All IDN members conduct training in their "in-house" facilities by a training specialist. The schools vary in length and tuition fees and focus on engine and product repair, troubleshooting, maintenance and other service related topics. Enrollment is limited. Additional information can be supplied by the IDN group (See Back Page).

OTHER TRAINING SCHOOLS INCLUDE:

- Commercial Power Engines diesel, gasoline, air-cooled and water-cooled
- Advanced Electrical and Fuel Delivery
- Pressure Washers
- Portable & Home Generator Systems
- Specialized Programs for Vocational Education Instructors



DEALER INQUIRY FORM

How to Become a Briggs & Stratton Dealer

| INGU | IRY F | ORM | |
|----------|----------|--|------|
| We are | interest | red in becoming a Briggs & Stratton (please check one): | |
| | | Diamond Dealer [™] Authorized Dealer Specialized Dealer | |
| | | oposialized Boaldi | |
| | We nee | ed additional information. Please have a representative contact us direc | tly. |
| Name: | | | |
| Compa | ıny: | | |
| Addres | s: | | |
| City, St | ate/Pro | vince, Zip/Postal Code: | |
| Telepho | one Nun | nber: | - |
| Brand | names c | of engine powered equipment: | |
| | | | |

Mail this form to the Briggs & Stratton Integrated Distributor Network distributor in your area, (See Back Page), or contact and ask to review opportunities and programs with a representative.

DEALER REFERENCE MATERIALS

Here is a partial list of what we offer to support Briggs & Stratton dealers:



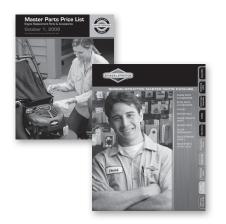
Repair Manuals

86262GS - Portable Generators 270962 - Single Cylinder "L" Head 272147 - Single Cylinder OHV 83277GS - Pressure Washers

Technical/Service Materials

MS-5568 - Engine Sales Replacement Specifications
MS-8746 - Service Tools Catalog
CE8076 - Out of Production Engines Service Manual
ThePowerPortal.com
Power Channel





Retail Parts & Accessories Catalogs

MS-7299 - Master Price List MS-4185 - Master Parts Catalog Includes Accessorie

Includes Accessories Catalog, Retail Parts & Accessories Catalog, and Service Tools Catalog



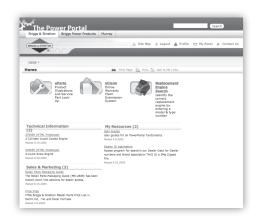
ThePowerPortal.com

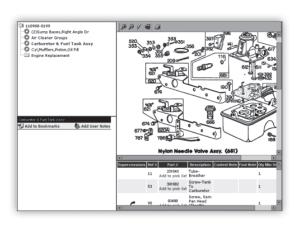
Your "One Stop" Information Source

Briggs & Stratton has developed a powerful and flexible private web-based portal for its family of products, ThePowerPortal.com.

POWER PORTAL FEATURES

- Secure, on-demand, 24x7 access to meaningful information and functions for all of our products.
- ➤ Role-based security that will dynamically generate an interface and content which is specific to the various roles of the user.
- ➤ Interact via the internet for a variety of business transactions.
- ➤ Here is a glimpse of the available features on the brands for which you provide sales and/or service for.





- Brand specific product registration & rebate submission
- Eclaim electronic warranty claim filing for engines and end products
- E-parts service parts and/or whole goods look-up and ordering
- Tech press search
- Re-powering and replacement engine look-up
- 1,000s of technical and service documents

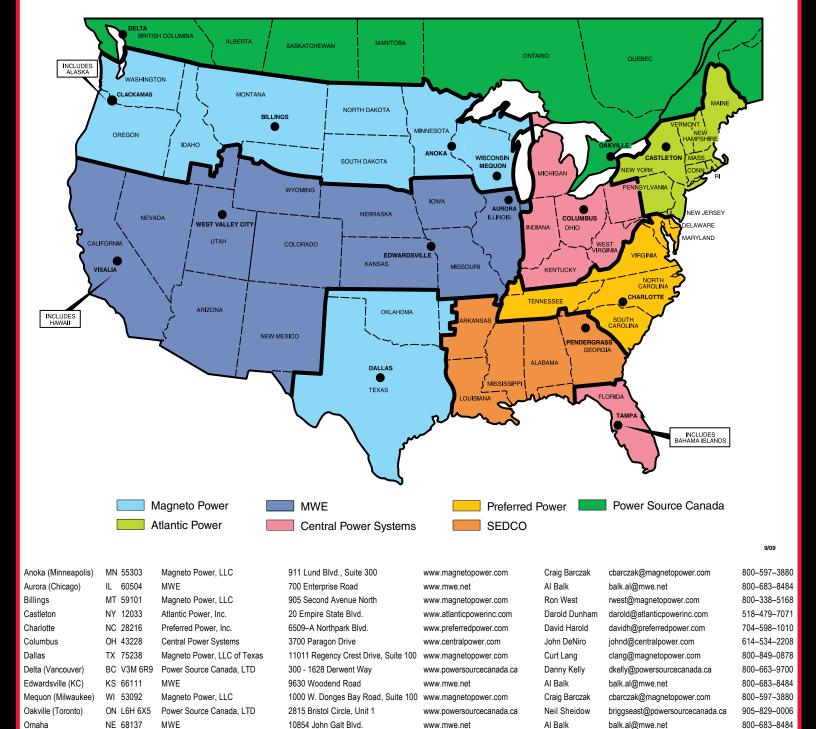
Use Briggs & Stratton Genuine Parts

Briggs & Stratton engine warranty does not cover engine damage caused by non-original parts. Briggs & Stratton recommends the use of genuine Briggs & Stratton parts for warranty claims.



- IDENTICAL GENUINE PARTS ARE USED IN MANUFACTURING BRIGGS & STRATTON ENGINES
- GENUINE PARTS ARE ENGINEERED AND TESTED FOR EXACT FIT AND PERFORMANCE
- 1-YEAR LIMITED WARRANTY ON ORIGINAL PARTS

IDN Territories



BRIGGSandSTRATTON.com / ThePowerPortal.com / www.integrateddistributors.com/dealer/

225 Henry D. Robinson Blvd.

4751 Oak Fair Boulevard

9991 S.W. Avery Street

7101 W. Doe Avenue

3626 Parkway Blvd.



West Valley City (SLC) UT 84120

GA 30567

FL 33610

OR 97062

CA 93291

SEDCO, Inc.

MWE

Central Power Systems of Florida

Magneto Power, LLC "West"

Pendergrass

Tampa
Tualatin (Portland)

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