

COMMERCIAL SERVICING DEALER PROGRAMS



TRUST THE POWER®



COMMERCIAL POWER

About Briggs & Stratton Commercial Power

Briggs & Stratton Commercial Power

manufactures premium-grade engines that power equipment specifically designed for commercial applications. *Make no mistake—these are not the same engines that power the lawnmowers that cut the grass on Saturday mornings.* What we deliver are power solutions. What we promise is to work as hard as our engines to earn the trust of everyone with whom we do business.

Leading commercial equipment manufacturers routinely partner with us to arrive at power solutions that provide performance advantages.

Commercial Driven Team

People with decades of commercial experience utilizing resources solely focused on delivering the best power solutions for commercial applications.

Customer Focused

Our values and principles drive our desire to work side-by-side with OEMs, Channel Partners and End-Users.

World-Class Products

We offer premium, commercial-grade engines manufactured in world-class factories through alliances with Daihatsu, a member of the Toyota Group.

Application Expertise

Our Engine Application Center (EAC) and Test Labs bring expertise and resources to OEM product development.

Comprehensive Service & Support

Our extensive dealer network, special commercial/rental service programs, parts performance, and dedicated toll-free phone and Web support services keep commercial customers “up and working.”

Briggs & Stratton Commercial Power has the people, the engines, the capabilities and the commitment to deliver the best total solution. ***Trust the Power***®.

Servicing Dealer Advantages

Your affiliation with Briggs & Stratton will increase customer satisfaction and create an additional profit center.

- Today's customers expect high levels of service satisfaction. Your affiliation with the Briggs & Stratton name will positively impact your image and will help to elevate your level of service satisfaction.
- Professionals trust the quality of Briggs & Stratton parts and quality OEM parts assure proper fit and performance.
- 24-hour access to quality Briggs & Stratton engines and parts decreases downtime which in turn increases utilization rates.
- By becoming a one-stop resource for commercial equipment rentals and service, you can increase customer confidence—and confident customers are loyal customers.

Briggs & Stratton has a proven track record of supporting its Commercial Power Servicing Dealers with a wealth of resources to enhance their success.

- **Dedicated Customer Service Call Center.** Our Technical Service Representatives are trained engine specialists, and are available to answer any questions you may have from 7:00 to 5:00 CST Monday through Friday. Just pick up the phone and dial 800-233-3723.
- **Web Site Support.** The thepowerportal.com extranet site was designed to build closer relationships with our dealers and channel partners. Here you can easily access technical and marketing information, find tools to help you sell and service more effectively, file online warranty claims through our convenient e-Claim system, and discover educational information to enhance sales, service and repair of Briggs & Stratton Commercial Power products. Additional information about Briggs & Stratton engines and parts is readily accessible at www.commercialpower.com. There are also technical, service and educational updates—and for your added convenience—email is available on site.
- **Code 1 Parts.** 300 of the nearly 15,000 parts available from Briggs & Stratton have been designated Code 1 in the Parts Stocking Guide. These 200 parts can satisfy nearly 90% of routine maintenance service. The advantages here are a decrease in overhead and a reduction in space required for parts storage.
- **Discounts on Quality Parts.** Genuine Briggs & Stratton parts work as hard as our engines to maximize performance and minimize downtime. This inspires customer confidence and because these quality parts are available to you at discounted prices, your ROI increases while you gain a greater competitive edge in the marketplace.
- **24-hour Parts Stocking.** We can supply a part anywhere in the United States within 24 hours from our Central Sales & Service Distributor (CSSD) locations or Central Distribution. Our Servicing Dealers currently take advantage of Briggs & Stratton's world-class parts, distribution and responsive turnaround during business hours to minimize downtime and enhance equipment utilization rates.

Briggs & Stratton Commercial Power offers the most comprehensive education and training programs in the industry. These programs set the standard for ongoing technical information, which keeps our Servicing Dealers up-to-date on the latest technology.

Education and Training

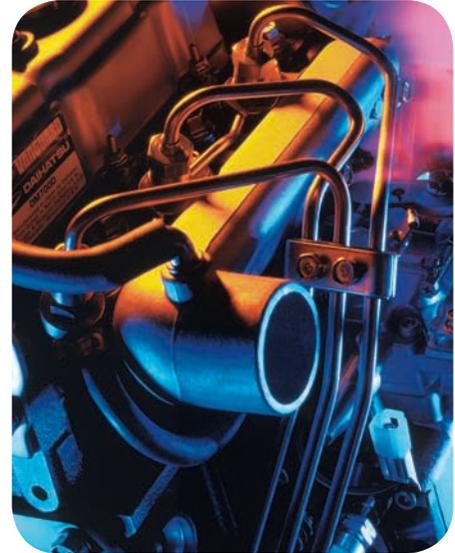
Briggs & Stratton is committed to dealer and customer education, and conducts a variety of Technical Authorized Field Service Schools at various locations throughout North America. Some of these specialized schools include:

- Vanguard™ Engine Training
- Three-Cylinder Liquid-Cooled Gasoline and Diesel Training
- Advanced Fuel & Electrical
- Advanced Engine Technology
- Annual Technical Update Seminars
- Product Knowledge Seminars
- Specialized training for Manufacturers and Retailers
- Periodic, larger group maintenance seminars for end-user owner/operators of equipment

Technical Publications

Briggs & Stratton offers a wide variety of technical publications, both in hard copy and in electronic versions. These publications include:

- Owner/Operator manuals in multi-language format
- Technical Repair Manuals
- Engine Replacement Cross-reference
- Special Service Instruction Sheets packaged with numerous service parts
- Specialty Tools Catalog
- Numerous charts, gasket displays, diagnostic posters, service bulletins, etc.



Ask yourself, “Do any of my other suppliers offer me support like this?”

More than likely, the answer will be one more reason why you need to contact us about becoming a Briggs & Stratton Commercial Power Servicing Dealer. We welcome the opportunity to explain in more detail how the support we offer will work to your advantage by helping to better your bottom line.

What Servicing Dealer Program Works Best for You?

For dealers who qualify, Briggs & Stratton® Commercial Power has a variety of service programs available through our Authorized Central Sales & Service Distributors (CSSD). Participation in one of these programs will establish a service relationship, which not only enables you to purchase Briggs & Stratton engines and parts at a discount, but also provides illustrated parts lists, repair information and educational benefits.

Specifically, these Servicing Dealer Programs permit those who qualify to become a(n):

- Authorized Dealer
- Specialized Dealer
- Trade Account

Following is basic information, guidelines and qualification criteria for each of these classifications.

Which Servicing Dealer Program Is Right For You?

For dealers who qualify, Briggs & Stratton Commercial Power has a variety of service programs available through our Authorized Central Sales & Service Distributors (CSSD). Participation in one of these programs will establish a service relationship, which not only enables dealers to purchase Briggs & Stratton engines and parts at a discount, but also provides illustrated parts lists, repair information and educational benefits.

The three types of Service Programs allow a qualified dealer to become a(n):

- *Authorized Dealer*
- *Specialized Dealer*
- *Trade Account*

Each of these Service Programs covers any of the Commercial Power Turf or Commercial Power Industrial products a dealer chooses to service, including:

- *Air-Cooled Engines*
- *Liquid-Cooled Engines*
- *Portable Generators*
- *Portable Pressure Washers*
- *Air Compressors*
- *Water Pumps*

Following is basic information, guidelines and qualification criteria for each of Service Program.

Authorized Dealer

This program creates opportunity for growth as you can purchase parts, engines, short blocks, whole goods, and accessories at suggested authorized dealer discounts. You will be required to perform warranty on those product lines for which you are authorized.

Participation requirements:

- Order submission for a qualifying minimum initial stock of parts. This initial stock will depend on a variety of factors including the product lines the dealership plans to handle, engine and equipment models, and the current stock of parts inventory.
- Purchase of a new dealer kit which—depending on product line—contains repair manuals, warranty claims and information, identification aids and other helpful documentation.
- Dealerships must have a designated service area and on-site service person qualified to repair Briggs & Stratton products. The owner or dealer-employed technician must meet training requirements within six months of signing the application. In addition, attendance at annual Technical Update Seminars is required. Training for business needs including filing warranty, looking up and ordering parts and using thepowerportal.com will be provided by the distributor.
- Parts lookup capability using electronic imaging (Partsmart-ARI) or E-Parts is required.
- Dealer will be listed in various Briggs & Stratton directories, websites, and on 800# Briggs & Stratton Service Center Locators.



Specialized Dealer

This program is designed for those who only wish to service what they sell and will enable you to purchase parts, engines, short blocks, whole goods, and accessories at suggested authorized dealer discounts. You can perform warranty on those Briggs & Stratton® product lines for which you are authorized.

Participation requirements:

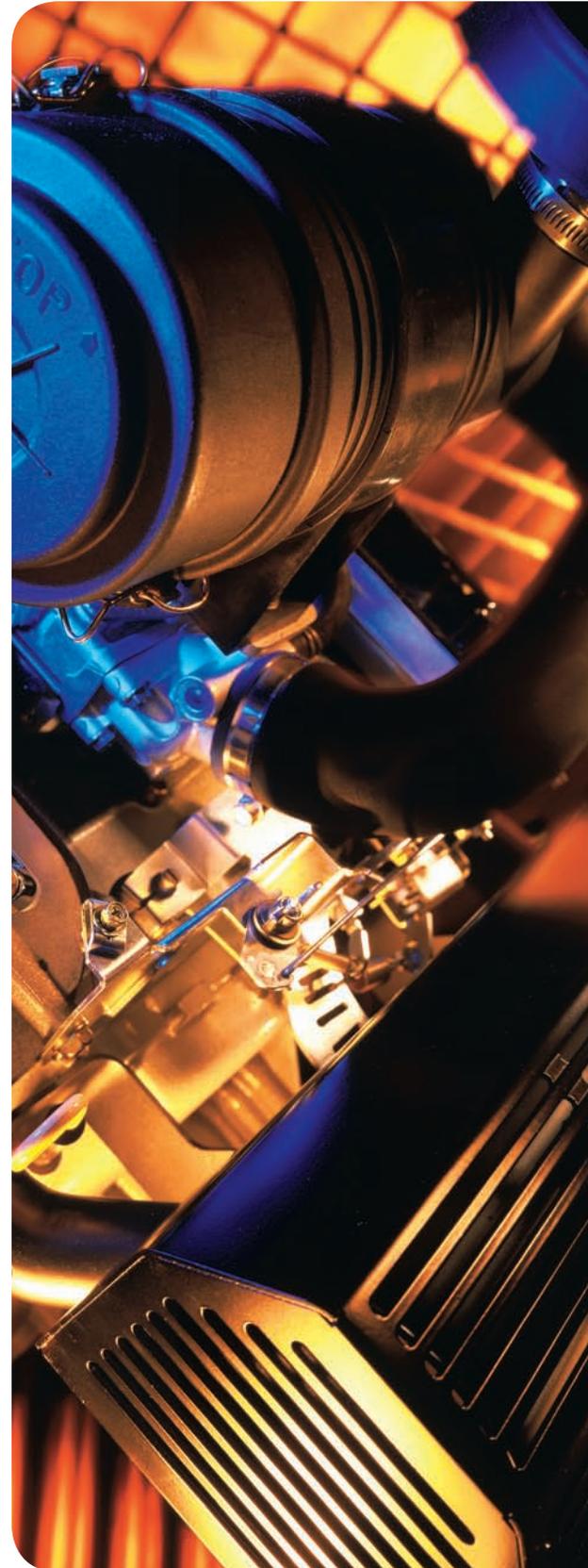
- Order submission for a qualifying minimum initial stock of parts. This initial stock will depend a variety of factors including the product lines the dealership plans to handle, engine and equipment models, and the current stock of parts inventory.
- Purchase of a new dealer kit which—depending on product line—contains repair manuals, warranty claims and information, identification aids and other helpful documentation.
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- Parts lookup capability using electronic imaging (Partsmart-ARI) or E-Parts is required.

Trade Account

This program is designed for sales and/or servicing accounts that do not want to be Authorized or Specialized Dealers and perform Warranty, but do want access to Briggs & Stratton service engines, whole goods and parts at a discount. This program is ideal for retailers, resellers, landscape contractors, rental accounts and more.

Participation requirements and details:

- Parts lookup capability using electronic imaging (Partsmart-ARI) or E-Parts, or Popular Parts Source MS 4185 is required.
- Technical Update Seminars, Authorized Field Service Schools, and other training are available and highly recommended.
- The Trade Account appointment will terminate every two years unless renewed by the CSSD.



Program Summary

	Authorized	Specialized	Trade Account
Perform Warranty Repairs	Yes	Yes	No
Advertise to Consumers	Yes	Yes	No
Display B&SCP Signs	Yes	Yes	Optional
Attend Basic B&SCP School	Yes	Yes	Optional
Attend Annual Updates	Yes	Yes	Optional
Required Tools	Yes	Yes	Suggested
Parts Discount ^{1,3}	40%	40%	25%
Engines Discount ¹	25% ³	25% ³	15% ³
Short-Blocks Discount ¹	22.3%	N/A	15% ³
Access to thepowerportal.com	Yes	Yes	Yes

1. Actual discount level may vary, depending upon the market conditions of the local CSSD.
2. This discount applies to most fast moving parts, however, other parts may carry a lesser discount, depending upon popularity and cost.
3. Applies to discount code (1) service parts only, as defined in B&S Master Price List. Additional discounts/incentives may also be available from the selling Briggs & Stratton distributor.



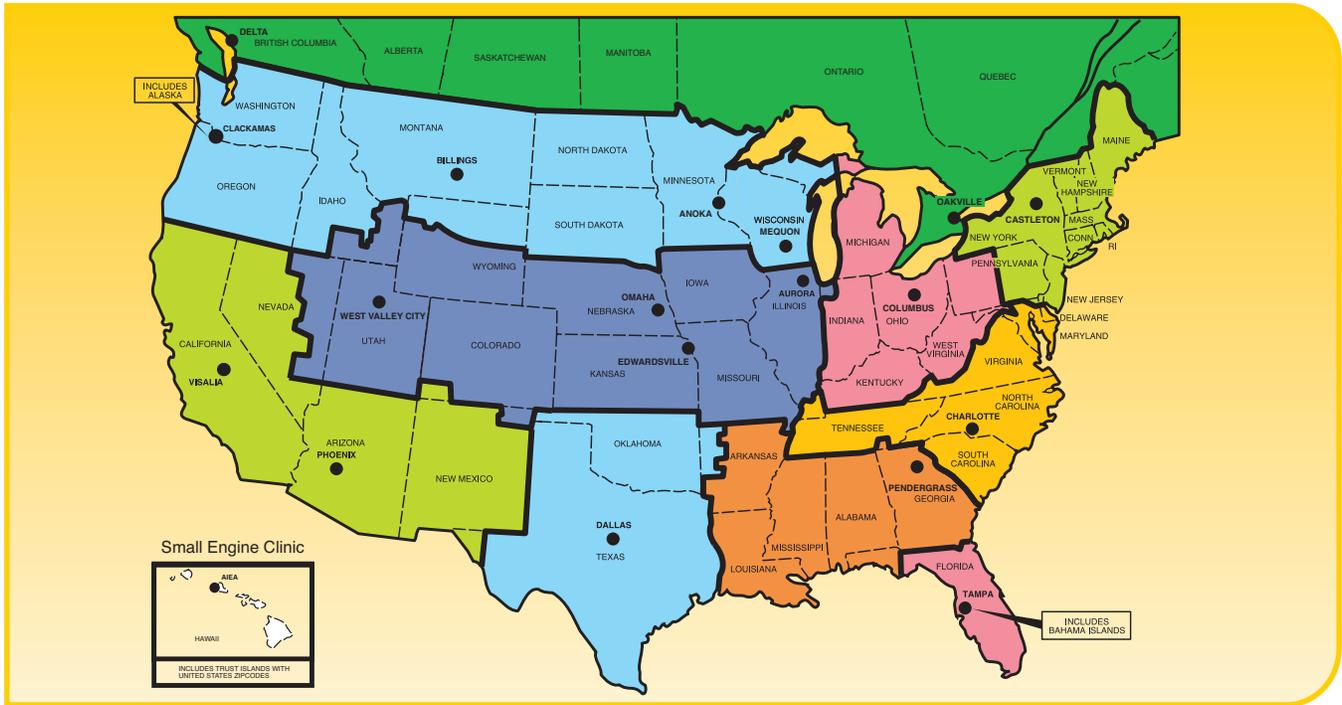
Authorized Central Sales & Service Distributors

Briggs & Stratton's® Central Sales & Service Distributors (CSSD) are strategically located throughout the United States and Canada, and are readily available to assist you by providing a wide range of value added services:

- Online parts research, ordering and overnight delivery
- Technical training and support
- Warranty failure analysis
- Territory managers who reside locally
- Smart Servicing matches for mass retailers
- Customer service
- Trade show representation
- And much more

To locate or contact the Central Sales & Service Distributor nearest you, see page 7, call **1-800-999-9333**, or visit either of these Web site locations:

www.thepowerportal.com
www.commercialpower.com



Atlantic Power/PECO

Castleton, NY
 Atlantic Power, Inc.
 20 Empire State Blvd.
 www.atlanticpowerinc.com
 518-479-7071
 Tim Donovan - Ext. 314
 timd@atlanticpowerinc.com
 Tony Warren - Ext. 320
 tonyw@atlanticpowerinc.com

Visalia, CA
 Power Equipment Company
 7101 W. Doe Avenue
 www.peco-ca.com
 559-651-1150
 Mike Wilson
 mwilson@peco-ca.com
 John Reid
 jrraer@worldnet.att.net

Central Power

Columbus, OH
 Central Power Systems
 2555 International Street
 www.centralpower.com
 614-529-5844
 Ron Shoaf
 rons@centralpower.com

Tampa, FL
 Central Power Systems of Florida
 4751 Oak Fair Boulevard
 www.centralpower.com
 614-876-5831
 Dave Eberhart
 davide@centralpower.com

Magneto Power

Dallas, TX
 Magneto Power, LLC of Texas
 11011 Regency Crest Drive, Suite 100
 www.magnetopower.com
 469-341-1691
 Robert Ortoiani - Ext. 1123
 rortoiani@magnetopower.com

Mequon, WI
 Magneto Power, LLC
 1000 W. Donges Bay Road, Suite 100
 www.magnetopower.com
 262-834-4300
 Rob Moe - Ext. 3603
 rmoe@magnetpower.com

Midwest Engine Warehouse

Aurora, IL
 Midwest Engine Warehouse
 700 Enterprise Road
 www.mwe.net
 800-683-8484
 Tom Ziemann - Ext. 3101
 Ziemann.tom@mwe.net
 Brian Kozumplik - EXT 3369
 Kozumplik.brian@mwe.net

Preferred Power

Charlotte, NC
 Preferred Power, Inc.
 6509-A Northpark Blvd.
 www.preferredpower.com
 704-598-1010
 Donnie Gibson - Ext. 3834
 donnie.gibson@preferredpower.com
 Scott Harrison - Ext. 3858
 scotch@preferredpower.com

Power Source Canada

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 www.briggsandstratton.ca
 905-829-0006
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 mgulley@powersourcecanada.ca
 Rob Gibbs - Ext. 2350
 rgibbs@powersourcecanada.ca
 Jack Bergmann - Ext. 2339
 jbergmann@powersourcecanada.ca

SEDCO

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 crosby.wayne@sedcoinc.com
 Brett Gordon - 706-693-1300
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Small Engine Clinic

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 808-488-0711
 Harry Ward
 smeng@lava.net



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