



# SNAPPER™

## THE MARKET

The outdoor power equipment industry is an \$8.5 billion market. Its biggest segment, totaling \$6.5 billion, is consumer lawn and garden equipment, including rotary walk-behind mowers, rear-engine riding mowers, front-engine lawn and garden tractors, tillers, and snowthrowers.

The size of the market reflects the current love affair Americans have with their lawns. In nearly every neighborhood, homeowners compete with each other for the best-looking lawn. Their main tool in this quest is the lawn mower. According to Outdoor Power Equipment Industry statistics, Americans use nearly 40 million lawn mowers to groom their lawns.

## ACHIEVEMENTS

Snapper is one of the best-known names in the outdoor power equipment industry for manufacturing high-quality mowers. Over the years, Snapper has been a leader in developing revolutionary lawn care equipment, with numerous patents for mower innovations, deck designs, and transmission methods, including the variable drive friction disc, a highly reliable drive system still used today in rear-engine riders, walk-behind mowers, and snowthrowers.

Among Snapper's many industry firsts are the first self-propelled rotary walk-behind mower, the first rear-engine riding mower, and the revolutionary Ninja® mulching mower blade.

## HISTORY

Snapper has a long and proud heritage dating back to the late 1800s. The company began in Georgia in



1894 as the Southern Saw Works, providing products for the lumber industry. But in the 1940s, with the housing boom that followed World War II, lawns began replacing thousands of acres of Georgia pines. That's when William Smith, owner of Southern Saw, purchased the patents of Snappin' Turtle Mowers of Florida and began producing lawn mowers. His revolutionary mower featured a rotary blade design and is considered by many to be the first rotary mower ever produced.

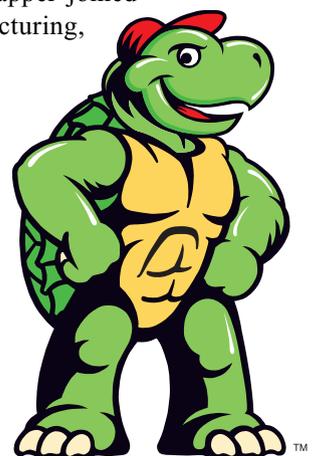
Building on the success of the Snappin' Turtle mower, the company designed and patented the first self-propelled rotary mower. As the size of lawns grew, many customers wanted to ride rather than walk when mowing, and the company produced a series of sulkies that allowed customers to ride by essentially being pulled by the walk-behind mower. The next step was to produce a true riding mower, so Snapper placed a seat and a steering mechanism on the front of one of its self-propelled mowers. The popular rear-engine rider was born.

In 1962, Snapper introduced a totally new design for its rear-engine rider, the

Comet. Many of the engineering innovations and dramatic styling changes introduced with the Comet are still reflected in today's Snapper riders, the number-one rear-engine rider sold in the United States.

Over the next 20 years, Snapper continued to grow its product line, with such innovative additions as lawn tractors, snowthrowers, and rear-tine tillers. Commercial cutting equipment joined the offerings in the late 1980s. The Ninja mulching blade was developed for walk-behind mowers and riders a few years later. In 1997, a single-hand joystick-controlled zero-turn rider was introduced.

In late 2002, Snapper joined Simplicity Manufacturing,



Inc., and its divisions Ferris Industries and Giant-Vac, to form a family of companies dedicated to providing premium residential and commercial lawn care equipment. When Simplicity was purchased by Briggs & Stratton in 2004, the company and all of its divisions, including Snapper, became part of the Briggs & Stratton Power Products Group. What began over 100 years ago with a commitment to innovation and quality continues to move forward with a dedication to maintaining its rightful place among the leaders in the lawn and garden industry.

### THE PRODUCT

Snapper manufactures premium lawn care and snow removal equipment for residential and commercial customers. The current product line includes walk-behind mowers, rear-engine riders, lawn and garden tractors, zero-turn mowers, commercial mowers, snowthrowers, tillers, and more.

- Snapper offers both push and self-propelled walk-behind mowers. Its mulching mowers are designed for efficient recycling of lawn trimmings, leaves, and pine needles. Snapper rear-discharge mowers feature a rugged cast-aluminum deck and a three-speed transmission. Hi-Wheel mowers are rugged and maneuverable, featuring a 26-inch cutting width.
- The best-selling Snapper rear-engine rider is a practical and durable machine that provides its owners with years of trouble-free service. All models offer the same excellent visibility, performance, and 3-in-1 convertibility from discharge to bagging to mulching.
- For larger mowing jobs, Snapper provides a complete line of lawn and garden tractors. All feature hydrostatic (automatic) transmissions, high-performance engines, rugged durability, and a beautiful quality of cut. Snapper garden tractors are capable of handling plows, tillers, and other attachments that make yard and garden chores easier.
- The Snapper product line includes several models of zero-turn mowers built for homeowners. The 250Z Series is a compact, low-profile machine for getting into tight spaces. The 350Z Series takes zero-turn performance to the next level by combining dual hydrostatic pumps and wheel motors with big mowing decks to make short work of large properties. The 450Z Series boasts a powerful engine, large mower deck, big tires, and dual fuel tanks that deliver commercial grade performance. All feature twin-stick control.
- Snapper manufactures a complete line of commercial mowing products for the landscaping



professional under the brand name Snapper Pro. From gear-driven mid-size walk-behind mowers to hydrostatic mid-size walk-behinds to mid-mount zero-turn mowers and beyond, Snapper Pro has become the fastest-growing brand in the commercial mowing industry.

- Snapper also makes snowthrowers, rear-tine tillers, field and brush mowers, chipper shredders, leaf blowers, leaf vacuums, pressure washers, generators, and utility vehicles.

### RECENT DEVELOPMENTS

Snapper continues to develop innovative products for both the residential and commercial mowing industries. Model year 2006 brought customers a host of new products. The company announced a new line of 21-inch walk-behind mowers called Easy Line™ and a new high-performance lawn tractor, the LT200 Series. The LT200 line includes four powerful, easy-to-use lawn tractors — all with hydrostatic transmissions. A tight turning radius, convenient dash controls, and simple foot pedal operations turn mowing the lawn into a leisure activity.

The Snapper Pro 2500 Pro Series commercial zero-turn mowers (formerly known as Fast Back) now feature Roll Over Protection Structures (ROPS) as standard. And a new Snapper Pro 3500X Pro Series will feature a 30-horsepower

unit with 61-inch mowing deck and a 32-horsepower unit with 73-inch mowing deck.

### PROMOTION

First and foremost, Snapper is promoted via a network of authorized retailers. As such, many of its promotional efforts are designed to help local businesses advertise Snapper products. Signs, point-of-purchase displays, collateral literature, newspaper ads, and radio and TV commercials encourage customers to visit their local Snapper retailer.

Homeowners can also learn about Snapper products at [www.snapper.com](http://www.snapper.com). The site promotes every Snapper model and provides technical specifications, as well as touting special promotions and retail financing programs. Once a customer has researched a particular product, he or she can use the site's retailer locator to find the nearest retailer and see that product in person.

One constant over the years has been the Snapper Snappin' Turtle logo. While its appearance has evolved over time, one version or another has graced equipment, collateral advertising, and signage for more than 50 years. Today, the Snappin' Turtle logo is one of the most recognized icons in the lawn and garden industry.

### BRAND VALUES

The Snapper brand promise is "It's That Easy." Studies have shown that homeowners consider Snapper products to be easy to own, easy to use, and easy to maintain. To promote this message, Snapper introduced a brand campaign to promote the "It's That Easy" message. Future Hall-of-Fame quarterback Brett Favre, an easygoing guy who loves to mow his own lawn, is the campaign's spokesperson.

### THINGS YOU DIDN'T KNOW ABOUT SNAPPER

- There are more than 4,500 independent Snapper retailers nationwide.
- Several of Snapper's first rotary mowers are on display at the Smithsonian Institute in Washington, DC.
- In the movie *Forrest Gump*, Tom Hanks — as the title character — used a Snapper rear-engine rider to mow the local football field.
- Snapper is the official mower of Sea World—Orlando and Busch Gardens—Tampa.