

# STIHL®

## THE MARKET

The \$8.3 billion outdoor power equipment industry has a major positive impact on the American economy. The most recent U.S. Department of Commerce report estimates that outdoor power equipment accounted for \$867 million in exports to all countries last year and \$359 million in imports to the United States.

Over the past 50 years, the outdoor power equipment industry has responded to the desire of the marketplace for safer and more environmentally friendly products. Combining technology with the changing needs of consumer and commercial users, the industry has developed a wide array of durable, efficient products for domestic and international markets.

## ACHIEVEMENTS

Andreas Stihl developed the first electric chain saw in 1926 based on an uncompromising commitment to quality and a spirit of innovation. Since then, STIHL engineers have established a long list of industry firsts, technological advances that have since become industry standards. STIHL innovations include the gearless saw, the antivibration system, electronic ignition, self-lubricating saw chains, chain brakes, and many more.



## HISTORY

Little could a young Andreas Stihl have imagined that from a single electrically powered chain saw would grow a company that is recognized today as a world leader in outdoor power equipment.

Then again, perhaps the young engineer and inventor did imagine it, because more than just a dreamer, Andreas Stihl was a true innovator. The STIHL brand became synonymous with quality and soon was the number-one-selling brand of chain saw worldwide, a title that the company retains today.

In the 1970s, STIHL expanded by building its U.S. manufacturing plant, which led to more diverse product lines. Significant growth in the construction and landscaping markets required products for these skilled professionals looking for STIHL quality and power, and STIHL engineers responded. STIHL also met the increasing demands



In recent years, breakthroughs such as the revolutionary STIHL 4-MIX® engine, Intelligent Engine Management (IEM) system, STIHL Easy2Start™ system, and prefiltration systems for cut-off machines and chain saws have raised the bar for the environment, efficiency, and comfort.

Today, STIHL is an industry leader in technical innovation, holding more than 1,000 patents worldwide, with more than half found in series production.



## GREEN FOCUS

As a leader in the outdoor power equipment industry, STIHL understands the need to set the example, investing in innovative technologies, programs, and partnerships as part of its ongoing commitment to environmental stewardship.

STIHL has made significant investments in research and development to address its environmental footprint. STIHL uses a variety of innovative technologies to produce some of the cleanest-running handheld outdoor power equipment on the market — including a full line of electric products. In addition, its manufacturing facility in Virginia Beach features one of the largest privately funded green roofs in Virginia.



STIHL also partners with agencies and organizations that encourage the responsible use of natural resources, promote sustainable growth woodlands, and support the development of future farmers and agribusiness professionals — organizations like Professional Landcare Network (PLANET), American Tree Farm System, Tree Research and Education Endowment Fund (TREE Fund), Tropical Forest Foundation, International Society of Arboriculture, Tree Care Industry Association, National FFA, and others.

A long-term proponent of responsible forest management, STIHL believes that a partnership of private, corporate, and government entities is the best way to keep the United States clean, green, and beautiful.

of quality-conscious consumers with a wide range of grass trimmers, edgers, blowers, and, of course, chain saws.

Through all the growth, the company is dedicated to the quality and innovative spirit that Andreas Stihl embodied so many decades ago. That is why STIHL sales continue to grow, and why their legion of customers count on them to keep setting the standard for dependability and new product innovation.

**THE PRODUCT**

STIHL manufactures the world's largest-selling brand of chain saws and cut-off machines and produces a full line of powerful, lightweight, and versatile handheld outdoor power equipment for homeowners and professional users. STIHL products and technology have continuously adapted to meet the needs of consumers, and the STIHL commitment to quality has remained constant. Professionals and homeowners know that when they purchase a STIHL, it comes with a history of innovation and renowned dedication to customer support.

STIHL manufactures power tools that start quickly and easily, are long-lasting, and have the power to get the job done. New product innovations include simplified starting and an automatic stop switch to minimize engine flooding. STIHL's pursuit of continuous improvement has resulted in trimmers, chain saws, blowers, and other handheld equipment that deliver increased power, less vibration, lower noise, and decreased emissions, all in keeping with STIHL's commitment to socially responsible environmental stewardship.



**Why is the world's number one selling brand of chain saw not sold at Lowe's or The Home Depot?**



We can give you 8,000 reasons, our legion of independent STIHL dealers nationwide. We count on them every day and so can you. To give you a product demonstration, straight talk, and genuine advice about STIHL products. To offer fast and expert on-site service. And to stand behind every product they carry, always fully assembled. You see, we won't sell you a chain saw in a box, not even in a bag one.

Go to: [www.stihlusa.com](http://www.stihlusa.com) or call 1-800 GO STIHL.

The Home Depot and Lowe's are registered trademarks of their respective companies.

Number 1 Worldwide **STIHL**

**RECENT DEVELOPMENTS**

Customers purchasing a STIHL have high expectations, and STIHL research and development continues to raise the bar to meet those expectations.

STIHL Inc. recently invested \$25 million to build a one-of-a-kind, 60,000-square-foot guide bar production facility, marking the first time STIHL produced its guide bars in the United States. This highly automated facility features several STIHL technology patents, and even the machines themselves are designed and patented by STIHL. From the special alloy used in manufacturing to the 100 percent inspection, this guide bar plant represents the very latest in STIHL technology and processes.



Like his father Andreas Stihl, Hans Peter Stihl's philosophy is to develop products that are not only well-engineered and constructed of the best available materials, but products that make customers' work easier and more efficient.

As a family-owned business, STIHL prefers to keep the distribution, marketing, and sales of its product in the family as well. That is why STIHL is proud to be one of only a few power equipment manufacturers to sell its products exclusively through independent servicing dealers, not mass merchants. STIHL believes that its success is due to this unique distribution strategy. STIHL dealers are dedicated, experienced, and trained professionals who proudly provide customers with the knowledge and tools needed to operate STIHL equipment safely and comfortably.

**PROMOTION**

STIHL is the official underwriting sponsor of the STIHL® TIMBERSPORTS® Series. Begun in 1985 and considered the original extreme sport, the STIHL TIMBERSPORTS Series features the world's elite lumberjack sports athletes competing in six events that challenge competitors in the arenas of strength, endurance, stamina, tool skill, and agility. The Series is currently featured on ESPN2 and EUROSPORT and attracts millions of viewers worldwide. Fans can also stay up with the action on [www.stihltimbersports.com](http://www.stihltimbersports.com).

**BRAND VALUES**

Ultimately, a customer who buys a STIHL is buying a promise: a promise that the quality, performance, and dependability of the product will live up to the STIHL name — a name that stands for innovative technology, unique quality, and comprehensive service.

**THINGS YOU DIDN'T KNOW ABOUT STIHL**

- STIHL may be known as the number-one-selling brand of chain saw, but STIHL also produces a full line of handheld outdoor power equipment for homeowners and professionals alike.
- STIHL is the only outdoor power equipment manufacturer that produces its own chain saw guide bars and saw chain.
- Some of STIHL's newest chain saws come equipped with a "brain." The STIHL Intelligent Engine Management (IEM) system features a microprocessor that automatically and constantly adjusts the fuel-air mixture to allow optimum operation under even extreme conditions.