

# SNAPPER®

## THE MARKET

The outdoor power equipment industry is a \$5.5–\$6.0 billion market. Its biggest segment, totaling \$4.5–\$5.0 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. Approximately 68 million households maintain a lawn. In nearly every neighborhood, homeowners compete with each other for the best-looking lawn. Their main tool in this quest is the lawn mower.

## 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, the revolutionary Ninja® mulching mower blade, and the Snapper NXT™ line of mowers, featuring push-button start.

## 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 — essentially being pulled by the walk-behind mower. The next step was to produce a true riding mower;

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 innovative additions such 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 the company introduced a single-hand joystick-controlled zero-turn rider.

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 Briggs and Stratton purchased Simplicity 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 tractors, zero-turn mowers, commercial mowers, snowthrowers, tillers, and more.

- Snapper offers both push and self-propelled walk-behind mowers. Its mulching and HI-VAC® mowers are designed for efficient recycling of lawn trimmings, leaves, and pine needles.





- 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 tractors. All feature hydrostatic (automatic) transmissions, high-performance engines, rugged durability, and a beautiful quality of cut. Snapper lawn tractors are capable of handling attachments that make yard and garden chores easier.

- The Snapper product line includes several models of zero-turn mowers built for homeowners. The full line of zero-turn mowers comes with smartly engineered, commonsense features that adjust to the consumer's mowing needs. With high-quality hydrostatic drives, easy-to-adjust decks, adjustable seats, and easy-to-use controls, every Snapper zero-turn provides a smooth, responsive mowing experience like no other.

- Snapper manufactures a complete line of commercial mowing products for the landscaping professional under the brand name Snapper Pro. From 21-inch self-propelled commercial trim mowers, to hydrostatic mid-size walk-behinds, to mid-mount zero-turn mowers as well as out-front riders, Snapper Pro has become one of the fastest-growing brands in the commercial mowing industry. Snapper Pro is redefining zero-turn performance with a recently introduced compact zero-turn that is ideal for

mowing in tight places and highly landscaped areas.

- Snapper also offers snowthrowers, rear-tine tillers, field and brush mowers, chipper shredders, leaf blowers, and leaf vacuums.

#### RECENT DEVELOPMENTS

Continuing the long tradition of developing innovative products, Snapper recently introduced two revolutionary products. Snapper started with a blank sheet of paper and a singular goal: to create new mowers that provide the best mowing experience ever.



To get there Snapper asked thousands of other homeowners what they liked and didn't like about their current mower. In collaboration with BMW Group Designworks USA, Snapper conducted extensive and sophisticated consumer

research based on this simple challenge: describe the ultimate lawnmower.

After lengthy hours of interviews and observations, Snapper engineers and designers spent three years incorporating what they learned into dozens of prototype mowers. The prototypes were tested, retested, and engineered into the final product. The results were nothing short of groundbreaking. Every feature, every dimension, and every control has been nuanced from the operator's point of view.



Beginning with a revolutionary push-button starting system, the Snapper NXT™ redefines the grass cutting experience. The REACT™ Drive System on the walk-behind mower senses operator pace and intuitively adjusts the mower speed, while the dashboard controls on the riding mower provide carlike feedback. Snapper NXT cutting systems combine newly designed aerodynamic decks and Briggs & Stratton Professional Series™ engines. Together, they work hard to deliver a precise, even cut.

#### 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. A customer who has researched a particular product can then 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. Although the 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

Market research proves that consumers have always considered Snapper to have a no-nonsense, straightforward, commonsense business approach. Snapper products are recognized as having practical, innovative features and are easy to own, easy to use, and easy to maintain. The essence of the Snapper brand is best summarized as "It Just Makes Sense."

#### THINGS YOU DIDN'T KNOW ABOUT SNAPPER

- Snapper has more than 3,200 independent 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.