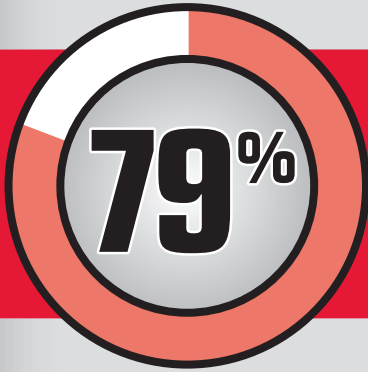


BRIGGS & STRATTON

POWERING AMERICA'S NEIGHBORHOODS



WHEN CHOOSING THE SINGLE MOST IMPORTANT PART ON A LAWNMOWER, 79 PERCENT OF LAWNMOWER OWNERS¹ CHOSE THE ENGINE.

ENGINE

79%

BLADES

2%

COMPARED WITH OTHER HOUSEHOLD ITEMS, A MAJORITY OF HOMEOWNERS SAY IT IS MOST IMPORTANT THAT THEIR LAWN MOWER ENGINE IS MADE IN AMERICA.

#1



LAPTOP (#2)



CELL PHONE (#3)



HOSE (#4)

¹ LAWNMOWER OWNERS WHO SELECTED ANY ONE PART OF THEIR LAWNMOWER AS MOST IMPORTANT. NATIONAL ONLINE SURVEY CONDUCTED BY HARRIS INTERACTIVE ON BEHALF OF BRIGGS & STRATTON 2013.