



**SUSTAINABILITY  
REPORT**

**2011**



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**INTRODUCTION**  
SUSTAINABILITY

## Welcome

I am pleased to share with you our second Sustainability Report. The last two years have been extremely challenging but truly amazing at the same time. While we continue to see the economy slowly recover, we are proud to see the manufacturing industry sector leading the effort. At Briggs & Stratton, we have seen improved performance and increased demand in certain markets, and we remain committed to improving our performance while lessening our impacts on the environment.

Over the past two years, we have strengthened our commitment to transparency, making sure we are accountable for our impact on our communities. We have been blessed with an incredible workforce who knows what it's like to roll up their sleeves and get to work in both good and tough times. They manufacture engines and outdoor power equipment that will make work easier for our customers and improve the quality of their lives.

That strong work ethic extends well beyond the office and plant walls. We encourage our employees to be active in their communities and also help our Company give back through volunteer days, charitable giving, international donations of products, various environmentally-friendly projects and much more. Recently, our employees helped donate 75 portable Briggs & Stratton 5,000 watt generators to the American Red Cross Mid Alabama Region to aid in tornado disaster relief.

As an organization, we have taken major steps in minimizing our environmental impact of our products and manufacturing operations around the globe. For example, energy use in the last three years has been reduced by 37 million kilowatt hours, equivalent to a 9.5% reduction in energy intensity used in manufacturing our products. This is a giant step in our goal that was signed with the Department of Energy to reduce our energy consumption by 25% over a 10 year period. We have also decreased the amount of hazardous waste generated from our manufacturing operations by 55% in the last 10 years.

Briggs & Stratton products have also seen dramatic reductions in both exhaust and evaporative emissions. Since 1995, the Company has invested more than \$50 million to reduce these emissions and more than \$100 million in related manufacturing improvements that have cut smog-forming engine emissions by over 75%. Through continuous improvement, we will reduce those emissions by an additional 35% next year alone.

In this report, you will be able to see our tremendous progress, which we believe directly impacts our business, our customers and our employees. Like everything else, we welcome your feedback on our programs and our progress.



A handwritten signature in black ink that reads "Todd J. Teske". The signature is fluid and cursive, with the first and last names being more prominent.

Todd J. Teske  
Chairman, President and CEO

## Principles of Sustainability

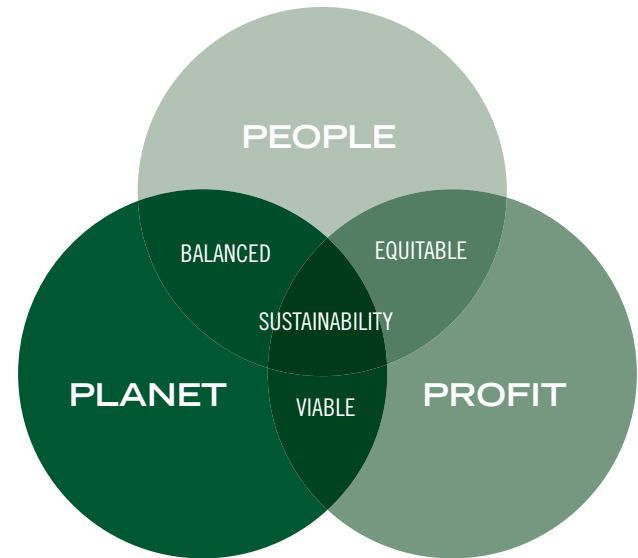
Briggs & Stratton takes great pride in utilizing the Company's three pillars of sustainability:

***Making People a Priority*** – Taking care of their own employees with competitive salary and benefit packages. Making sure employees feel supported enough to live a healthy lifestyle. Contributing monetarily to non-profit organizations close to the Company's heart and making communities a priority by making time to take care of them. These are all ways that Briggs & Stratton puts people first.

***Protecting our Planet*** – Briggs & Stratton has made environmental stewardship a priority - from the significant decreases in product emissions to commitments reducing energy use in our factories. The Company continues practicing this pillar by enhancing manufacturing and corporate operations, as well as working with engineers to produce products that further decrease their impact.

***Business Excellence*** – By employing lean manufacturing and business process re-engineering groups worldwide, Briggs & Stratton remains committed to making smart business decisions, further enhancing the Company's longevity.

***People, Planet, and Profit.*** Put simply, these are Briggs & Stratton's pillars of Sustainability. How do the pieces get put together for one, cohesive operation?





## Strategies to Further Sustainability

***Grassroots Giving*** – Briggs & Stratton is committed to improving the quality of life for all, through scholarship programs, online giving to a number of non-profit organizations, and volunteer opportunities. These are just a few of their grassroots initiatives.

***Employee Development*** – Attracting and retaining high-quality talent is extremely important to Briggs & Stratton. A number of professional development programs are offered through the Briggs & Stratton Global University (B&SGU), enhancing continued success of their employees. Briggs & Stratton also promotes wellness through on-site health clinics, support in fitness centers and programs to monitor and encourage healthy living; these efforts prove that our employees are our greatest assets.

***Supplier Responsibility*** – Briggs & Stratton suppliers are required to follow a Supplier Code of Conduct, which mandates practices which support the Company's sustainability efforts. Suppliers must endure rigorous quality and performance testing prior to being approved as a sustainable supplier.

## Organizational Changes

Briggs & Stratton has undergone a number of leadership changes in recent years. In 2009, John S. Shiely retired as Chairman and CEO after nearly 7 years of leadership at the Company. Replacing Shiely as Chairman and CEO was President Todd J. Teske, who started out at Briggs & Stratton as the Assistant Corporate Controller and rose through the ranks to lead the Company into its next 100 years.

In 2010, Briggs & Stratton took another daring step in further developing the business structure. Teske combined Briggs & Stratton's Home Power and Yard Power divisions into a unified Products Group. This new group will focus on both home power as well as yard power products, and create a consistent message for retailers and customers. Leading this combined group is Harold Redman, who for many years ran the Home Power Products Group.

Innovation is part of a bigger picture at Briggs & Stratton. To drive this further within, Teske revamped the Research & Development group, giving them additional resources and tools to help drive new innovations and fuel the Company's growth for another 100 years.

## A Century of Corporate Responsibility

Briggs & Stratton is proud of their over 102-year legacy of producing reliable, innovative equipment that operates on standards of excellence. From 1908, when Briggs & Stratton created their first product of innovation, the aluminum engine, to 2010, with the creation of a push-button start mower, the Company has given millions of consumers the power to improve their lives.

While Briggs & Stratton was developing materials used to protect the United States in World War II, they were also empowering women by employing them in their plants during the war. The first die-cast aluminum engine soon followed, revolutionizing lawn and garden equipment by reducing the size and cost, making home ownership more affordable during the economic challenges of the mid-century.

Briggs & Stratton has thought sustainably for over a century now, introducing one of the world's first hybrid vehicles – a six-wheeled coupe using both a gasoline engine and batteries. Since its inception, Briggs & Stratton has continued to research and introduce sustainable products, such as the environmentally-friendly Smart-Fill® Fuel Can, Eco Plus™ feature on push mowers, and the Fresh Start® Cap and Fuel Preserver system. Their commitment to innovation only motivates research and development to enhance and expand sustainability.







HELPING THE  
**ENVIRONMENT**

## Principles of Sustainability

Successful sustainability efforts depend on the engagement of their employees at all levels in the organization. In the areas of environmental and energy management, Briggs & Stratton depends on best practice teams that meet monthly to share ideas, new technology, receive training and identify the best opportunities for improvement. These teams not only have the responsibility to ensure the Company meets environmental compliance, but are motivated to reduce our environmental impact and reduce energy use. For Briggs & Stratton, their commitment to environmental stewardship, protection of their employees and sustainability practices helps fulfill their business strategy.

For four years now Briggs & Stratton has been tracking (using the GRI protocol) detailed environmental performance indicators, as they believe key metrics will help drive decisions and provide the support they need to demonstrate continuous improvement year over year. Not only has the Company tracked their performance, but they have begun to set ambitious goals that are specific, credible, measurable and reviewable each year.



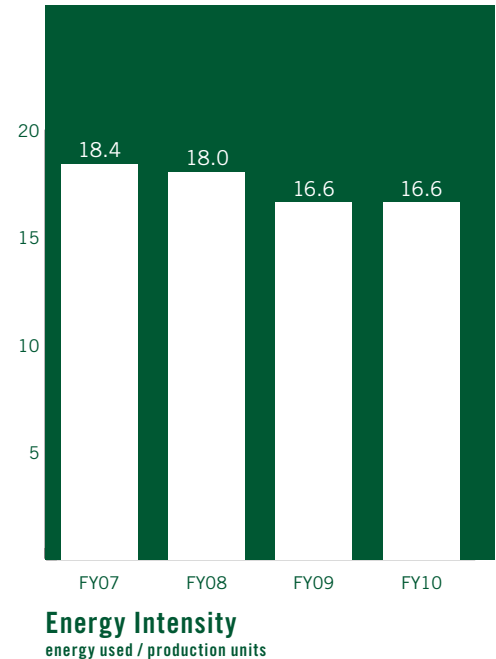
## Energy Efficiency

An example of key metrics and performance targets is the DOE Save Energy Now Pledge, where Briggs & Stratton aims to reduce their energy intensity by 25% over the next 10 years. As presented in the chart to the right, Briggs & Stratton has achieved a 9.5% reduction in energy intensity (energy use normalized for production) in just 3 years.

Briggs & Stratton is empowering employees at all levels of the organization to create opportunities for energy reductions. Examples include the adoption of their Corporate Energy Policy into their Business Integrity materials, employees engaged in the Energy Best Practices Teams with representation from every single manufacturing location, and Briggs & Stratton Leadership signing the DOE Save Energy Now Pledge (see pictures to left).

In the past two years, the Energy team successfully completed installation of energy efficient lighting at every one of Briggs & Stratton's nine domestic facilities, receiving an Environmental Stewardship Award from Orion Energy for these great efforts.

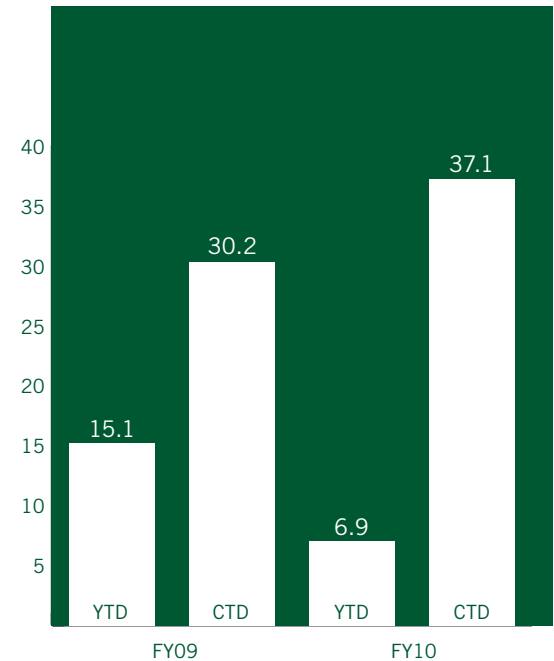
A project which exemplifies the Company's ingenuity is the capture of electricity in their engine testing center where historically the power produced had been dissipated. This engine-regeneration project was completed in partnership with Rockwell Automation, reviewed by We Energies and supported by Focus on Energy. The project provides excellent operational and data acquisition improvements to help



engineers assess the performance of their engines over the lifespan of their use. This energy regeneration system is now generating enough power from the research and development testing of Briggs & Stratton engines to save (in one year) 756,000 kilowatt-hours of energy – energy that was lost but now is being captured and used to power local electrical loads for the facility.

Projects like those described above result in process and production improvements, and translate into tangible cost savings that are being measured each year.

In the last 4 years, Briggs & Stratton has saved over 37 million kilowatt hours of electricity and nearly \$3,000,000 in cost savings, benefitting 2 of the 3 sustainability pillars. This is equivalent to the amount of electricity used by over 3,000 homes per year, and a reduction of over 28,000 tons carbon dioxide (CO<sub>2</sub>) emissions.<sup>†</sup> Based upon the overall gross energy used, Briggs & Stratton has cut its CO<sub>2</sub> emissions by 17% since 2007.



### Energy Project Savings

in millions of kilowatt hours

YTD = Year To Date

CTD = Cumulative To Date



### **Reducing Consumption Through Technology**

In 2010 Briggs & Stratton received an Environmental Stewardship Award from Orion Energy Systems Inc. Orion presented the award to Briggs & Stratton at their Poplar Bluff, MO facility.



# spotlight:green space

An excellent example of Briggs & Stratton's commitment to environmental sustainability and water protection was a recent corporate campus improvement project. The Company converted an underutilized 5 acre asphalt parking lot into a beautiful green space. Today, the project provides turf grass on Briggs & Stratton's corporate campus to test new lawn and garden products, and in the future will provide employees walking trails and picnic tables. The green space provides an excellent environmental benefit in recycling water that was used in their manufacturing process and formally discharged to a storm sewer. Briggs & Stratton will realize an impressive reduction of 4 million gallons of water that would have normally been sent to the storm sewer system.





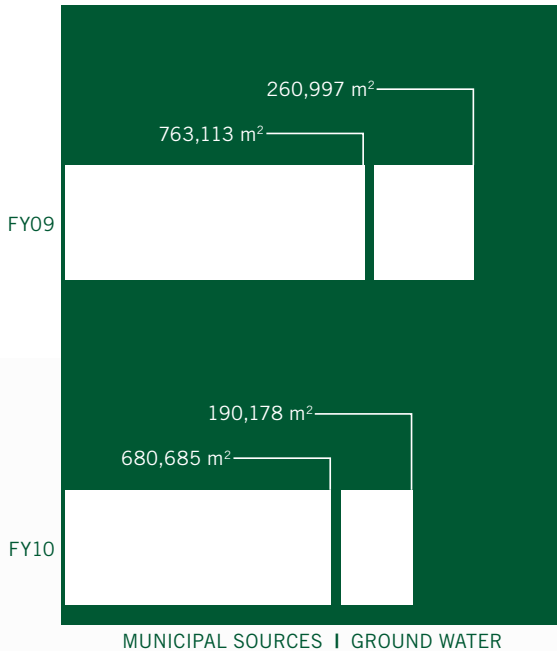
## Water Conservation and Protection

Water is one of the most important natural resources that we have, and Briggs & Stratton recognizes that its responsibility as a Company is to protect it and conserve it for future generations. Briggs & Stratton has built water treatment and water conservation as core measurement tools when evaluating their environmental performance. Briggs & Stratton shares the same level of commitment to clean water across their entire global manufacturing footprint, from the factories in the U.S. to the facility in China.

Briggs & Stratton has made great strides in conserving water used in manufacturing operations, and since 2007 they have realized a 25% reduction in the total volume of water used. Currently, 20% of their water used comes from Company operated groundwater wells, with the balance coming from municipal sources.

While water protection and conservation projects are vitally important to Briggs & Stratton's commitment to environmental stewardship, they acknowledge there exists room for improvement. In the last year, two minor incidents of oily water spills resulted in regulatory reporting and removal actions. While these wastewater spills were minimal in scope (3,600 gallons and 4,000 gallons, respectfully) and resulted in no long term corrective actions, Briggs & Stratton took measures to put spill prevention measures and extensive operator training in place at all locations to eliminate future occurrences of spills.





## Water Used

in cubic meters



## A Visible Change

Don Pucci, Environmental Compliance Manager, holds wastewater after and before treatment. Our Chongqing, China operations facility was awarded a local environmental award in 2009 for the quality of the industrial wastewater effluent.







# spotlight:water recycling



In 2010, as part of the Briggs & Stratton pressure washer operation move from Jefferson, WI to McDonough, GA, the Company was very cognizant of the water limitations imposed upon Georgia's residents and industrial users. Due to the fact that each pressure washer is physically started up and run with fresh water, the amount of water used in this testing operation can add up quickly. As a result, Briggs & Stratton constructed a pressure washer recycling system, saving 3 million gallons of water per year and \$43,000 per year.





## Waste Reduction

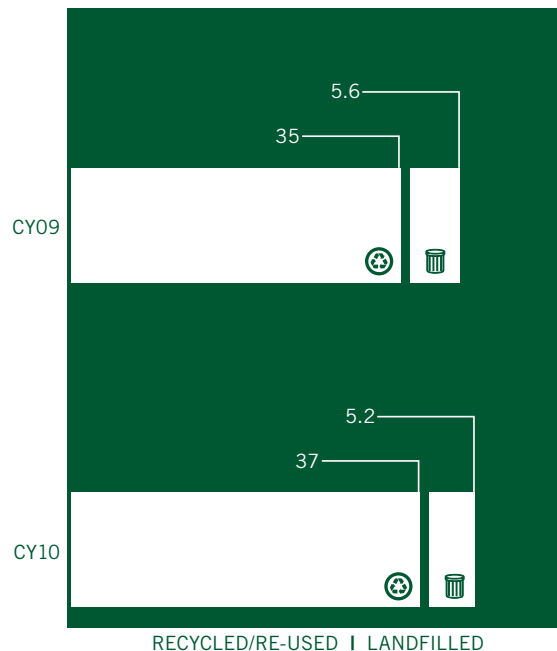
Solid waste management remains one of Briggs & Stratton's high priority environmental performance measures. Briggs & Stratton is diligent in driving efficiency throughout their operations, and waste reduction is at the core of improving the management of natural resources. Currently nearly 88% of all waste (or 37,000 tons) that leaves Briggs & Stratton facilities is recycled, and recycling efforts are in place to further reduce solid waste going to landfill. In Briggs & Stratton's Newbern operations facility in Tennessee, a number of recycling initiatives have led to a considerable decrease in the amount of byproducts sent to the landfill. In fact, they have realized a 23% reduction in waste in the last 2 years (from 2009 to 2010). The Company continues to be impressed by the efforts of their Plant Sustainability Teams to find outlets for recycling for what historically had been disposed of in landfills.

One of the most innovative waste reduction projects originated out of Briggs & Stratton's aluminum die casting departments. Historically, Briggs & Stratton sent aluminum machining chips to third party

# spotlight:pucking

secondary aluminum smelters, where the aluminum would be processed with other companies' recycled metal, and then returned according to specification (also known as tolling aluminum). In the past few years, Briggs & Stratton has designed an on-site process to centrifugally clean machining chips and re-feed the aluminum (in puck form) back into the furnace. This eliminates 5 million pounds of aluminum chips needing to be shipped (tolled), the equivalent of saving 125 truck shipments per year, and an equivalent reduction of 110,000 pounds of CO<sub>2</sub> emissions per year eliminated by doing on-site recycling. A further benefit of aluminum castings used in each Briggs & Stratton engine is the fact that it is made using recycled aluminum, requiring approximately 5% as much energy as primary aluminum production, a dramatic conservation of energy.

In addition to waste reduction, Briggs & Stratton has made conscious efforts to minimize hazardous waste and find non-hazardous materials and processes (from washers to solvent cleaning technologies) to eliminate their generation. The Company has successfully reduced hazardous waste generated by 55% (normalized for production) in the past 10+ years.



**Waste Generation**  
in thousand tons



## Product Emissions and Sustainable Service Solutions

The emissions from Briggs & Stratton engines made today average 75% less than models made in 1995. Engines being introduced in the marketplace in 2012 will have an additional 35% lower smog forming emissions ( $\text{HC} + \text{NO}_x$ ) than products made prior to 2010.

In addition to improvements in Briggs & Stratton products, the Company recently introduced a new oil recycling service to its customers.



### NOW, THE RIGHT THING TO DO IS ALSO THE EASY THING.

#### Introducing the Briggs & Stratton Dealer Oil Recycling Solution.

A clean running mower saves you money and is good for the planet. Changing your lawn mower engine oil is all part of good engine maintenance. But what do you do with the used oil you just drained? Now, Briggs & Stratton has a solution to help you recycle your used oil that's easy, convenient and environmentally correct.

Just drop off your used oil at any participating Briggs & Stratton dealership. They'll do the rest.



To find a participating dealer in your area and to learn more about the oil recycling guidelines, visit us at: [BRIGGSandSTRATTON.com](http://BRIGGSandSTRATTON.com)







**LABOR AND  
GOVERNANCE**



## Briggs & Stratton's High Standards

Briggs & Stratton Corporation, headquartered in Milwaukee, WI, is the world's largest producer of air cooled gasoline engines for outdoor power equipment. The Company upholds this prestigious spot by staying true to its ethical standards and sustainability pillars. Those include:

- Employing top talent and sustaining that talent by giving them the necessary tools to succeed in their professional world;
- Encouraging employees to keep a healthy work/life balance by promoting healthy lives and wellness options;
- Being competitive regarding pay, benefits and advancement opportunities;
- Employing a culturally diverse workforce;
- Requiring employees to practice the highest of ethical standards, and giving them the tools to recognize when true ethics are not entirely in practice;
- Seeking input and recommendations from employees regarding continuous improvement in each of Briggs & Stratton's operations;
- Improving the communities where Briggs & Stratton operates and showing pride in doing such.
- Encouraging every Briggs & Stratton employee to think sustainably and creating new and innovative ways to utilize the three sustainability pillars.
- Communicating with employees globally to ensure that each employee has a voice and, regardless of language, that voice is heard.
- Working closely with local and national government leaders to create an open dialogue regarding issues important to Briggs & Stratton and maintaining those relationships to further sustain the Company's success.

By operating under these principles, Briggs & Stratton promotes a physically and mentally healthy workforce that they believe to be extremely important in the global marketplace. The next section highlights some demographics of Briggs & Stratton and outlines our global workforce.



### **Sustaining a safe, healthy and satisfied workforce**

As Briggs & Stratton Chairman, President and CEO Todd Teske states on a regular basis, “Our employees are our greatest asset. They are the foundation for our continued success.”

Briggs & Stratton recognizes the need to be competitive in today’s global marketplace regarding attracting top talent. To continue as an employer of choice, Briggs & Stratton provides employees with:

- Competitive wages;
- Medical, dental, vision and life insurance for more than 90 percent of the workforce;
- Wellness, fitness and counseling programs;
- On-site free or low-cost flu shots;
- Safety compliance training; and
- Safety counseling

## Employee Safety and Security

Safety and security is a priority at Briggs & Stratton. Each plant location has safety teams composed of both workers and management designed to discuss workplace safety issues and identify options to create an even safer workplace. The plants also hold safety meetings which address topics or questions regarding safety issues that are addressed by the Safety Engineer on-site.

Briggs & Stratton administers a comprehensive workplace violence program that focuses on awareness, early intervention, and employee safety.

An integral part of the Briggs & Stratton Workplace Violence Program is the Workplace Response Team (WRT). The workplace response team consists of members from Legal, Global Security, Corporate Human Resources, Benefits, a contracted forensic psychologist, outside psychological treatment providers, and others as required on a case by case basis.

The WRT operates in accordance with 29 USC, Chapter 15 § 654 which is also known as the OSHA General Duty Clause. Accordingly, Briggs & Stratton, as the employer, has a legal obligation to furnish all of its employees with a place of employment which is free from recognized hazards that are causing or are likely to cause death or serious physical harm to our employees. This includes matters of Workplace Violence. Accordingly, Global Security works with other members of the Workplace Response Team and Plant Management to implement procedures that will mitigate harm to Briggs & Stratton employees and property.

If it is determined that an employee presents a threat to themselves or others, the WRT in consultation with the contracted forensic psychologist makes the final determination as to the best course of action for the employee and the Company, which may include, among other things, placing the employee on paid administrative leave pending evaluation and treatment.



**COMMUNITY  
INVOLVEMENT**



## Investing In Our Communities

Briggs & Stratton takes pride in supporting the communities that have supported the Company for over 102 years. Their philanthropic efforts center on empowering employees, as well as the people in their communities to create a better tomorrow for themselves and others.

Over the last 102 years, Briggs & Stratton has remained committed to communities through a variety of activities and events. The Company will continue their contribution to communities through education, health and wellness, and civic participation, for many years to come.

## Taking Pride

Briggs & Stratton employees enjoy supporting communities in which they operate. In Statesboro, GA, where Models 21, 31, and 33 Single Cylinder Large Vertical engines are assembled, as well as a state-of-the-art Die Cast Facility, fundraisers are held for a variety of non-profit organizations throughout the year. For the American Cancer Society, Statesboro Operations sponsored a chili cook-off, showcasing the amazing cooking skills of many employees. Many Company locations are involved with the Relay for Life as well, where additional participation is promoted.

During the holidays in particular, Briggs & Stratton employees enjoy helping their communities. From turkey donations to Giving Tree campaigns to toy donations, Briggs & Stratton employees never hesitate to give their hearts, time and dollars to help.

What better time to take pride than during our country's birthday. For the 4th of July, in Statesboro, GA for example, the Bulloch County fireworks celebration is sponsored by Briggs & Stratton. In Auburn, AL Briggs & Stratton sponsored the fireworks display in the City of Auburn for the 15th consecutive year.



# spotlight:mfdc

The Menomonee Falls Distribution Center (MFDC) in Menomonee Falls, WI is a state of the art Worldwide Distribution Center for Briggs & Stratton, Murray and Power Products service parts. Built in 2006, over 135 full time employees package as well as pick, pack and ship all orders for these brands. In addition to providing excellent service to customers using the latest technology, they put their community first in everything they do. Some notable community service the MFDC has completed include:

- Collecting over 500 pounds of canned goods for the Hunger Task Force of Wisconsin;
- Bake Sales to support U.S. Military troops;
- Fundraisers for the Milwaukee and Waukesha Humane Societies;
- Holding several blood drives, collecting nearly 100 units of blood for the Blood Center of Wisconsin.

“The MFDC Team has worked together over the past few years to raise money for several groups including the Hunger Task Force, Adopt a family, Toys for Tots, Haiti, Christmas Cards for the Troops, Homeless Shelters and the Humane Society, said Plant Manager Bill Harlow. “It is really great to see that so many people within our team truly care and go above and beyond to help others in the community and globally. The people at the MFDC are not only dedicated to their daily work and responsibilities but also to the planning and organizing it takes to help others with successful results.”



*Packer Fan Club and their donation check to Hunger Task Force*



## Investing In Our Future

Briggs & Stratton supports education, both in communities and in neighborhoods with their employees. For over 40 years, the Company offers internship and co-op opportunities to college students, preparing them for the future with real-life projects and assignments. This provides well-trained and qualified graduates to the Company and the communities. For example, in the Statesboro facility, Briggs & Stratton donates engines to local and surrounding county schools for auctions, raffles, and agricultural classes. In addition, high school and college classes are often invited to tour the facility and learn more about the manufacturing processes and lean initiatives. Briggs & Stratton also provides funding for the Chamber of Commerce Industry Scholarship fund, specifically for a Georgia Southern student.

Most notably, in 2010, Briggs & Stratton collaborated with the University of Wisconsin-Milwaukee and Chongqing University in China to pioneer the first-ever international co-op education program. This incredible opportunity allowed one highly skilled engineering student to work for Briggs & Stratton in the United States while simultaneously taking courses on the Chinese culture and language at the University of Wisconsin-Milwaukee. Once the domestic term is complete, the student traveled to Briggs & Stratton's Chongqing, China facility to work and take classes at Chongqing University.





Globally, Briggs & Stratton encourages their employees to pursue education with a robust tuition reimbursement program. In addition, the Company offers a multitude of online learning courses through its Briggs & Stratton Global University which enhance employees' skills. Its Learning and Development program provides a number of development programs, ranging from Emerging Talent to Leadership Development.

In addition to co-op and internship programs, Briggs & Stratton hosts scholarship programs for Milwaukee teenagers. The Briggs & Stratton Higher Horizons Scholarship is awarded to Milwaukee Public High School seniors who have shown academic and social promise despite economic challenges. The Company also offers a scholarship program to children of employees at all locations, providing additional college funding opportunities.



**HIGHER  
HORIZONS**   
**Scholarship Program**

### An Extraordinary Role Model

Briggs & Stratton is proud to sponsor and serve as a judge of the Rube Goldberg competition. The contest is named after the late Ruben Goldberg, best known for a series of popular cartoons he created depicting complex devices that perform simple tasks in indirect, convoluted ways—now known as Rube Goldberg machines. Goldberg received many honors in his lifetime including a Pulitzer Prize for his political cartooning in 1948. The Contest is designed to pull students away from conventional problem solving and push them into imagination and intuitive thought. Teams are given an elementary challenge, but instead of just “solving” the problem, students have to make the solution as complicated and as convoluted as possible. In fact, the more steps - a minimum of twenty - the better the Rube Goldberg Machine.



### Supporting Free Enterprise

Nationwide, Briggs & Stratton is a proud supporter of Junior Achievement, the world's largest and fastest growing non-profit economic education organization. In Wisconsin, employees volunteer as Junior Achievement representatives in the classroom. In addition, each year Briggs & Stratton hosts the Statewide Junior Achievement Business Challenge, hosted at its headquarters. This business strategy tournament uses an online business educational program designed to unleash student creativity, test leadership skills, and demonstrate the competitive nature of the free enterprise system.



# spotlight:murray

The Murray, KY plant, which produces Model 9 & 10 engines, is the home of an extremely involved Plant Sustainability Team (PST).

Murray spends a great deal of community effort on donations; not necessarily monetary, but old computers or unused engines for usage in schools. Some organizations who have benefitted from these donations include: Murray Main Street, Red Cross, United Way, Murray State University Technology department, Murray Independent School System, Calloway County High School, Murray/Calloway Vocational School, Eastwood Christian Academy, Main Street Youth Center, Pathways Foster Home, Needline, Town and Gown, Ruling Star, Goodwill Industries, American Cancer Society's Relay for Life, and AIMS (Adventures In Math and Science).

Some activities that employees in the Murray plant participate in include: Health Fair, Blood Drive (in-house), Main Street Mile (4th of July community race), Children's Halloween Party, Christmas Party with real live Santa, Company Picnic, Employee Appreciation, Lawn and Garden Show, Adopt a Highway, Earth Day (local school agriculture club plants flowers on company grounds, sells plants to employees), United Way Softball, Knowing Mowing (visit local schools and teach mower safety), Pink Day (employees recognizing cancer awareness day), Character Counts, Make a Difference Day Program.

"A lot of these activities were being done long before our Plant Sustainability Team was created," Plant Manager Rodney Bohannon said. "However, the addition of the Plant Sustainability Team has helped us to better plan and embrace all three pillars of sustainability in our efforts."



### Hands-On Skills

A primary pillar of Briggs & Stratton's corporate strategy is to protect and maintain the engine business. In order to continue that business, we coordinate educational programs with high schools that allow students opportunities to obtain those skills. Formula High School is an interactive hands-on competition that allows high school students the opportunity to build their very own formula go-kart containing a Briggs & Stratton® V-Twin engine. Students apply their skills in the classroom to develop a kart which must be raced against other competing schools. Additionally, team members must acquire funding from businesses or private investors, garnering the communication and sales presentation skills needed.



# spotlight:shanghai

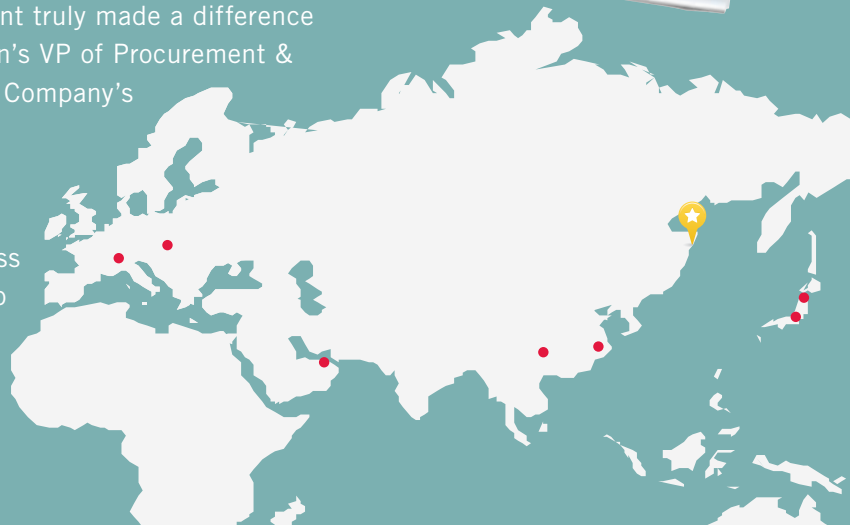
In the small 1,000 year-old city of Zhujiajiao in Shanghai's Qingpu District, 25 Briggs & Stratton employees from the International Sourcing Department (ISD) took part in an environmental community service project as a part of Briggs & Stratton's Sustainability Week.

When Director of ISD Yen Lin was challenged to create a community service opportunity for the International Sourcing Team, Lin jumped at the opportunity. Lin said, "Even though the Briggs & Stratton's Qingpu facility is almost 10,000 miles away, as a global company, employees had a personal responsibility to participate in Sustainability Week to identify themselves with the Briggs & Stratton employees in the United States."

The environmental clean-up project was the best choice because it aligned itself with Briggs & Stratton's Corporate Sustainability Week and allowed a large group to work together and participate in a company-wide event.

"The Briggs & Stratton International Sourcing Department truly made a difference during this year's Sustainability Week," Briggs & Stratton's VP of Procurement & Logistics Ed Bednar said. "It is inspiring to see that the Company's environmental initiatives domestically are now being emphasized internationally to create a more unified corporate image and identity."

Bednar added that, "Due to cultural differences, business professionals picking up trash in the streets of Zhujiajiao really got the attention of the people in the city. The people in Zhujiajiao probably thought, 'Wow, look at this group of people working together to help the environment.'"







# spotlight:auburn

Briggs & Stratton operations in Auburn, AL produce both small and large engines, as well as portable generators. In operation since 1995, Auburn employees enjoy helping their neighbors far and wide. A few community projects that the Auburn plant spearheaded include:

- United Way of Lee County: As one of the larger contributors in the County from both individual contributions and Company donation, Briggs & Stratton has associates that are actively involved in the annual campaign and serve on the team that determines how the funds are distributed to various agencies.
- Sponsor of the Annual Bike Bash hosted by the City of Auburn and the Auburn Bicycle Committee.
- An exclusive partnership with Auburn University School of Nursing to allow nursing students to spend time in the plant to observe and participate in Occupational Nursing practices.
- Additionally, a partnership with Auburn University School of Engineering to sponsor the annual BEST Robotics competition for high school teams from all across the country. The local high school teams work with company engineers to help design robots, and the local teams are always among the top finishers in the competition.
- Briggs & Stratton partners with Auburn University School of Veterinary Medicine that allows training for bomb detection dogs that are used all across the world.
- Christmas in April/Build project, which provides hands-on assistance and repairs in underprivileged neighborhoods.
- Active involvement with Auburn Training Connection and the Auburn High School Career Tech Program.



## The Arts

Briggs & Stratton is a proud supporter of the arts in our communities. In Milwaukee, the United Performing Arts Fund (UPAF) has supported over 35 local performing arts groups through Corporate Foundation grants and fundraising. A few organizations that are supported through Briggs & Stratton's philanthropy with UPAF include:



## Power of Giving

Contributing financially to their communities is important to Briggs & Stratton and their employees.

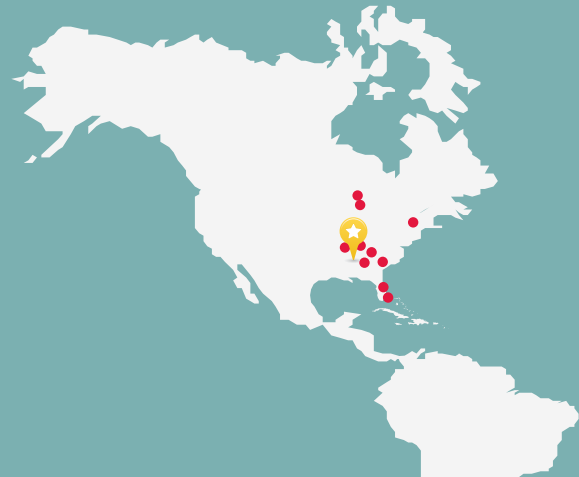
Through the Power of Giving, an online charitable giving program, Briggs & Stratton employees can select the charity of their choice and provide a financial contribution for that non-profit organization. Through a database of over 1.5 million non-profit organizations, Briggs & Stratton employees have contributed over \$1 million to various worthy causes. Providing the safe, secure online system truly gives employees the Power to Give.



# spotlight:newbern

Located about halfway between Nashville and Memphis, Briggs & Stratton's Newbern, TN plant produces outdoor power products, including walk behind lawn mowers and snow throwers. Brands manufactured in Newbern include Craftsman®, Canadiana®, Snapper®, Brute®, Murray®, John Deere®, to name a few. Some community involvement projects that our Newbern employees participate in include:

- Dyer County Relay for Life - the plant has a team that fundraises and participates in the event each year, and a few employees are also involved on the event planning committee.
- Matthew 25:40 - a local nonprofit that provides assistance to those in need. Employees held a food and clothing drive for their benefit.
- United Way of Dyer County - supporting a wide range of local community organizations under the United Way umbrella. Utilization of Briggs & Stratton's new Power of Giving program will provide more opportunities to support United Way financially.
- Blood Drives throughout the year, with donations going to the local blood bank.
- Product donations to a number of fundraisers and schools in the area.



## Health and Wellness

As one of Wisconsin's oldest and largest companies, Briggs & Stratton recognizes that their employees are their greatest asset, and the catalyst for continued success. To continue that positive and productive atmosphere, they offer to their employees:

- Competitive wages;
- Medical, dental, vision and life insurance for more than 90 percent of its workforce;
- Wellness, fitness and counseling programs through an Employee Assistance Program;
- Smoking cessation and weight loss programs designed to help employees live longer, while decreasing health insurance costs.

## Getting Fit While Giving Back

As the title sponsor for Briggs & Al's Run and Walk, benefitting Children's Hospital of Wisconsin, Briggs & Stratton takes the opportunity to work with employees in gearing up for the run by creating training programs in the form of walking or running. Their on-site Fitness Center in Milwaukee consistently strives to motivate employees in achieving their personal best. As an added benefit to the Run/Walk, proceeds benefit Children's Hospital of Wisconsin, recently ranked the third best children's hospital in the nation. Briggs & Stratton has been the title sponsor of the Briggs & Al's Run/Walk for 15 years. The run/walk has raised over \$3 million dollars for Children's Hospital of Wisconsin.





## Sports

At Briggs & Stratton, we believe that a love of sports can unite any group of individuals. In Milwaukee, some of the team sports that Briggs & Stratton supports include:

- Milwaukee Brewers – Major League Baseball.  
Briggs & Stratton has been proud to continue their sponsorship with the Milwaukee Brewers.
- Milwaukee Bucks – National Basketball Association.  
In addition to corporate sponsorship with the Bucks, Briggs & Stratton participates in the “Briggs for Bigs” Night at a Bucks game to highlight their involvement with Big Brothers Big Sisters.



## Helping Haiti

In February 2010, Briggs & Stratton Chairman, President and CEO Todd Teske and Power Products President Harold Redman made the decision to donate 240 generators to Haitian earthquake victims. Only a month earlier, a massive 7.0 magnitude earthquake devastated the small third-world nation killing over 300,000 people. Even though Briggs & Stratton headquarters is over 1,800 miles away, the Company knew they had both the product and the ability to help those who no longer had electricity, running water, or plumbing to sustain themselves.

The unit selected for donation, the Storm Responder 5500, can allow relief workers to power multiple appliances simultaneously enabling multiple projects to be completed at the same time, also providing reliable power for over 13 hours on one tank of fuel.

After working diligently with the Haitian government, Briggs & Stratton executives were notified that its generators were released to Haitian citizens after spending over three months in Haiti Customs. Even though Haiti received the generators months later, Director of Corporate Communications Laura Timm remained optimistic. “The government in Haiti is far from recovered. What was clear from the beginning is that we wanted to help, and we would help, but we would need to wait until some of the incredible challenges Haiti faced were dealt with.”

In order to facilitate distribution of the generators, Briggs & Stratton partnered with Haiti Partners, a nonprofit organization dedicated to the reconstruction and restoration of Haiti, to oversee the donation. The generators provided the catalyst needed to repair the destruction and rebuild the lives of the Haitian people that were devastated by the earthquake. As a result of Briggs & Stratton’s donation, schools, clinics, and community centers will have the ability to provide service and aid to earthquake victims. In addition to the donation, Laura Timm traveled to Haiti to reinforce the investment and commitment Briggs & Stratton has for the people of Haiti and offer continued support for the country’s relief efforts.





## SUSTAINABILITY FOR THE FUTURE

Consumers and customers demand the products they buy, the stores they frequent, and the companies who make them act in accordance with Briggs & Stratton's three principles of sustainability – **Business Excellence, Community Support and Environmental Responsibility**. Their century-long history of operating according to these principles positions us well to add shareholder value as this social movement continues.

With a growing commitment to sustainability, the next 100 years look brighter than ever for Briggs & Stratton.

To follow our progress please visit, [www.basco.com/sustainability/](http://www.basco.com/sustainability/)



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