

2018



**The power
of innovation.**

YOU.POWERED.

Innovation that works.

For you. For your customers. For your bottom line.

It's a buyer's market. Today's consumers have lots of choices in their purchasing decisions. They demand products that meet their expectations in quality, value and performance. We've found that the best way to provide those products is simple: Listen. Collaborate. Innovate.

It all starts with user-driven problem solving. Consumers want quieter. Done. They need easier starting. Done. And they don't do maintenance like they should. We have something for that, too.

COLLABORATE. INNOVATE.

Work with us.

Innovation is a process – where collaboration with our OEM and retail partners brings exciting and practical solutions to consumers' problems. Together, we can make engines and products that are better than ever.

Briggs & Stratton – innovation, combined.

8 out of 10

leading **OPE brands** have chosen Briggs & Stratton® engines to power their equipment.

Source: TraQline™ December 2016, Briggs & Stratton Management



Innovations featured in our lineup:

(clockwise from left)

ReadyStart® for Riding Tractors

POWERflow+ Technology™
with Professional Series™ Engine

Mow N' Stow® Technology

Vanguard™ 810 EFI

P2200 PowerSmart Series™ Inverter

QPT® Quiet Power Technology®
featuring Just Check & Add™

EXi Series featuring Just Check & Add™

InStart® featuring Just Check & Add™





Engines made easy.

Redesigned from the ground up, the EXi Series engine is loaded with the best of everything we have to offer, and then some. Easy to start. Easy to maintain. Powerful. Durable. Lightweight.

Plus, it includes our **Just Check & Add™** feature,¹ so you'll never have to change the oil, ever.

NEVER CHANGE OIL

- **No oil changes needed for life¹**
- **Durability via strengthened components**
- **ReadyStart® Starting System** with no prime, no choke, no worries – just pull for power

Almost

90%

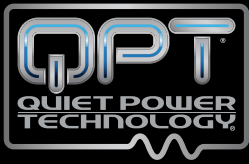
of Walk owners **like the idea** of never changing their oil.

Source: Advantage Research, 2014



¹Regular scheduled maintenance must be performed. To learn more, go to www.justcheckandadd.com or see complete details in the Operating Manual. Briggs & Stratton's standard warranty terms and conditions apply. Just Check & Add does not extend the warranty period. See <http://www.briggsandstratton.com/us/en/support/warranty> for details.





QPT® Quiet Power Technology®

Quiet Power Technology® (QPT®) is an engine innovation by Briggs & Stratton designed to reduce sound and vibration, resulting in significantly quieter, yet still powerful, equipment.

At up to 60% quieter* than competitive models, QPT allows consumers to mow earlier in the morning or later in the evening without disturbing the neighbors.

QUIETER

QPT® featuring Just Check & Add™

Give consumers more of what they want: **quieter** and **easier**. Combine two Briggs & Stratton innovations – our sound-reducing Quiet Power Technology® and the Just Check & Add™ feature¹ that never needs an oil change – for an engine that's both easier on the ears and easier to maintain.



The **#1 thing** Walk buyers wanted to improve about their new mower was

sound level.

Source: PowerPulse™ 2016

*As tested against Toro model 20371 and Honda model HRR216VKA.

¹Regular scheduled maintenance must be performed. To learn more, go to www.justcheckandadd.com or see complete details in the Operating Manual. Briggs & Stratton's standard warranty terms and conditions apply. Just Check & Add does not extend the warranty period. See <http://www.briggsandstratton.com/us/en/support/warranty> for details.



InStart[®] Lithium-Ion Electric Start

InStart[®] combines the power of gas with the starting reliability of lithium-ion technology to offer consumers the most advanced starting method on the market. Unlike traditional lead acid batteries, our reliable InStart battery can deliver up to 20 starts with just a ten-minute rapid recharge. And with a full one-hour charge, InStart can provide up to 75 starts.

InStart[®] featuring Just Check & Add[™]

We've also doubled down on innovation by giving you the option to combine InStart[®] with the Just Check & Add[™] feature¹ for the ultimate easy-to-start, easy-to-maintain engine.



90%

believe that **easy starting** provided by InStart is very or extremely important.

Source: Relevation Research, 2014



¹Regular scheduled maintenance must be performed. To learn more, go to www.justcheckandadd.com or see complete details in the Operating Manual. Briggs & Stratton's standard warranty terms and conditions apply. Just Check & Add does not extend the warranty period. See <http://www.briggsandstratton.com/us/en/support/warranty> for details.



Starts as easy as a car.

Our ReadyStart® Starting System for riding tractors offers easy, automotive-like starting. No more guesswork. No choking is required when the temperature is above 32°F. The ReadyStart feature automatically senses engine temperature to deliver the right amount of fuel for easy starting. No more manual choking – just turn the key or push the button for power.



Over

70%

of riding mower owners indicated that **eliminating choking** (to make starting easier) would be beneficial.

Source: Relevation Research, 2014



CONSUMERS KNOW THEIR ENGINES.

They know that the ability to cut through long grass, plow through deep snow or clean stubborn grime comes from the power delivered by their equipment's engine. Consumers know that a powerful, reliable engine allows them to enjoy the things that are important to them.

They know that engines matter.

They know their engine brand.

Almost 90%* of recent outdoor power equipment buyers **know the engine brand** of their purchase.

Source: PowerPulse™ 2016

Almost
90%
of recent OPE buyers



*Based on a weighted average of Walk-Behind, Riding Mower and Pressure Washer buyers.

They have a preference.

Over four out of five* outdoor power equipment buyers have an **engine brand preference**.

Source: PowerPulse™ 2016

Over
85%
of outdoor power equipment buyers



They prefer made in the U.S.A.

Over 70% of walk-behind and riding mower buyers prefer somewhat or very much to buy products that are **made in the U.S.A.**

Source: PowerPulse™ 2015

Over
70%
of outdoor power equipment owners



*Based on a weighted average of Walk-Behind, Riding Mower and Pressure Washer buyers.

IT'S SIMPLE: MORE CONSUMERS PREFER OUR ENGINES.

NOT HONDA, KOHLER OR KAWASAKI.

And there are some good reasons why. Our 100+ year heritage of innovation and new technologies make our engines easier to start, more powerful, more efficient and more durable. We're always driven to improve. It's why the engines we're building today are our best ever.

WALK:

BRIGGS & STRATTON

Honda

42%

21%

RIDE:

BRIGGS & STRATTON

Kohler

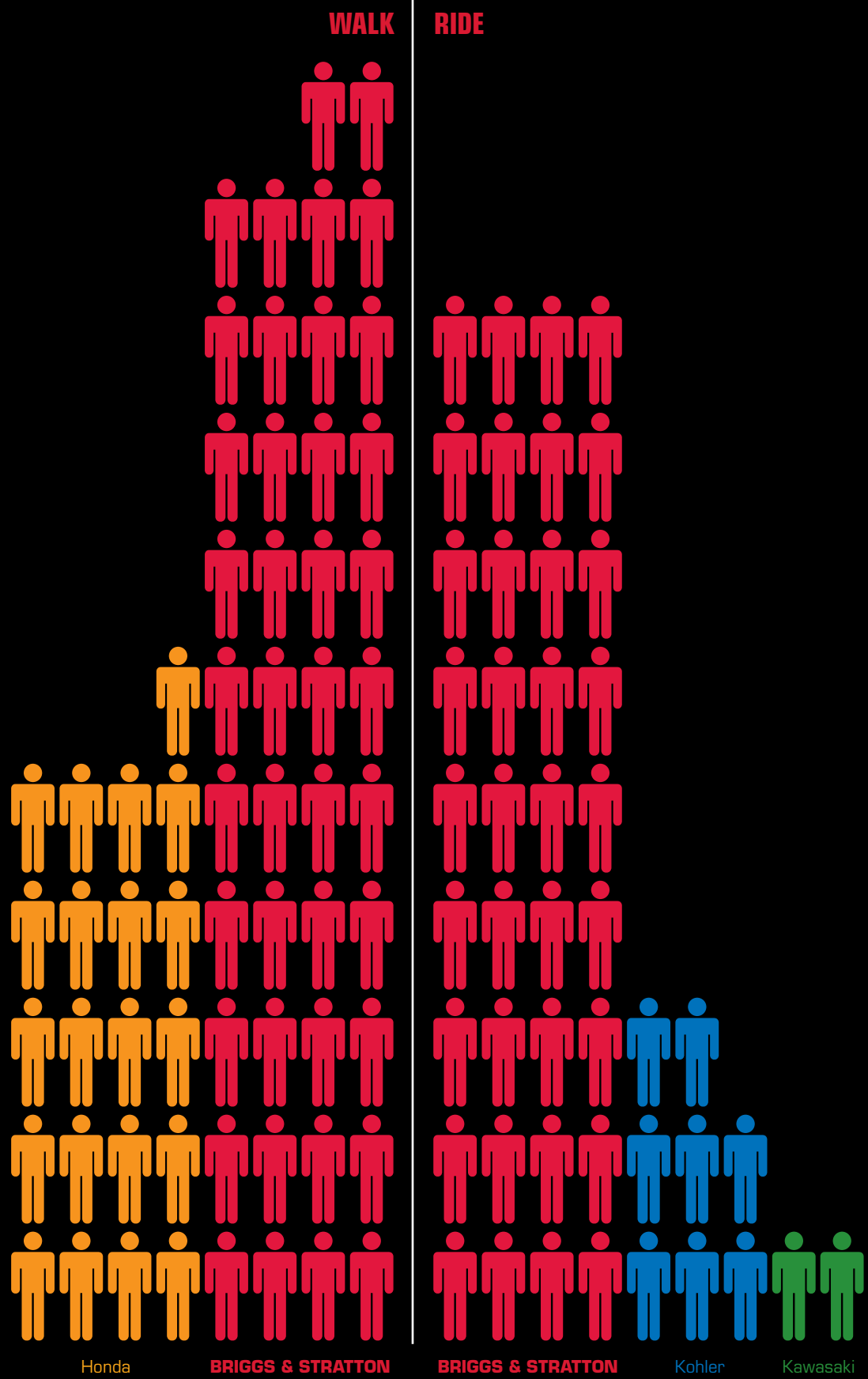
Kawasaki

36%

8%

2%

Source: PowerPulse™ 2016



ENGINES

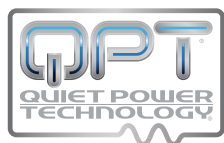
WALK MOWERS & PRESSURE WASHERS¹

GOOD. BETTER. BEST EVER.

We know that "good enough" won't cut it with your customers. At Briggs & Stratton, we start at **best** and move up from there. When we say that these engines are our best ever, we can back it up with consumer-driven research, R&D and ultimately, user reviews.



instart **IS**
INSTANT STARTING TECHNOLOGY



BRIGGS & STRATTON
READYSTART. NO PRIME. NO CHOKE.
WITH **OUR STARTING PROMISE.**

450e SERIES™

- Prime 'N Pull™ starting system for quick, easy starts
- Compact, lightweight and economical design for dependable power
- Mechanical governing for improved performance
- Aluminized muffler for corrosion protection

4.50 ft-lbs Gross Torque* (125cc)

500e-550e SERIES™

- More power in a compact, lightweight and economical design
- Prime 'N Pull™ starting system for quick, easy starts
- Tool-less air cleaner cover
- Less vibration for more user comfort and enhanced engine life
- Mechanical governing for improved performance

5.00, 5.50 ft-lbs
Gross Torque* (140cc)

*All power levels are stated gross torque at 2600 RPM per SAE J1940 as rated by Briggs & Stratton.

¹ 550e, 875 Professional Series™ engines only. ² See www.briggsandstratton.com/na/en_us/support/starting-promise.html for complete details. ³ Regular scheduled maintenance must be performed. To learn more, go to www.justcheckandadd.com or see complete details in the Operating Manual. Briggs & Stratton's standard warranty terms and conditions apply. Just Check & Add does not extend the warranty period. See <http://www.briggsandstratton.com/us/en/support/warranty> for details.



Experience a whole new level of quality.



550ex-625ex SERIES™

All the same features of the 550e Series™ plus:

- ReadyStart® Starting System with Our Starting Promise² for no prime, no choke, no worries – just pull for power
- Just Check & Add™ – Never change the oil for the life of the engine³ (625ex only)⁴
- Lightest engine in its class by 30% for easier maneuverability
- Acoustically engineered muffler produces best-in-class sound quality
- Less vibration for more user comfort and enhanced engine life

5.50 ft-lbs Gross Torque* (140cc)

6.25 ft-lbs Gross Torque* (150cc)

675-725EXi SERIES™

- Just Check & Add™ – Never change the oil for the life of the engine³
- ReadyStart® Starting System with Our Starting Promise² for no prime, no choke, no worries – just pull for power
- Optional InStart® Lithium-Ion Electric Start
- Optional QPT® Quiet Power Technology®
- OHV design runs cooler and cleaner
- Press-fit sealing air cleaner element
- Large fuel fill reduces spills
- Tool-less touch points

6.75, 7.25 ft-lbs
Gross Torque* (163cc)

PROFESSIONAL SERIES™

- Qualified to 60% longer engine life⁵ (8.50, 9.50, 10.00 ft-lbs Gross Torque* only)
- More power to drive self-propelled walk mowers and large pressure washers
- Optional InStart® Lithium-Ion Electric Start⁶
- ReadyStart® Starting System with Our Starting Promise² for no prime, no choke, no worries – just pull for power
- Commercial-grade, dual-seal air filter for less debris intake and longer life
- Optional QPT® Quiet Power Technology®⁶
- Optional sleeve bore (8.50 ft-lbs Gross Torque* only)

7.75 ft-lbs Gross Torque* (175cc)

8.50, 8.75 ft-lbs
Gross Torque* (190cc)

9.50, 10.00 ft-lbs
Gross Torque* (223cc)

*All power levels are stated gross torque at 2600 RPM per SAE J1940 as rated by Briggs & Stratton.

⁴ Just Check & Add only available on 625ex models with press-fit-style air cleaners. ⁵ When compared to the qualification hours of standard Briggs & Stratton E Series engine.

⁶ Available only on 850 and 875 Professional Series engines.

ENGINES

RIDING TRACTORS & ZERO TURN MOWERS:
SINGLE CYLINDER

BIGGER. BADDER. BETTER.

Designed for people who take their mowing seriously, these engines run cooler, cleaner and smoother. Plus, they deliver incredible, reliable power even in harsh conditions. Built super tough – and designed super smart – with features to keep you in the game.



**READY
START**
NO CHOKE STARTING.

1000 SERIES™

Specifically designed to power small riding tractors and large walk-behind lawn mowers

- Qualified to 60% longer engine life[†]
- ReadyStart® starting system with no prime, no choke, no worries – just pull for power
- Commercial-quality dual-seal air filter provides a long maintenance interval of 200 hours
- Compact and lightweight with a dry weight of less than 32 lbs helps portability

10.00 ft-lbs Gross Torque* (223cc)

POWERBUILT™ SERIES

- Advanced Debris Management System with cartridge-style air filter extends maintenance intervals and provides longer life
- Overhead Valve (OHV) design runs cooler and cleaner delivering more power, longer engine life and improved fuel economy
- Dura-Bore™ cast iron cylinder sleeve provides improved oil control
- Tool-less air cleaner cover for simple maintenance

10.50, 11.50
Gross HP[†] (344cc)
13.50, 14.50, 15.50, 16.50,
17.50 Gross HP[†] (500cc)

*All power levels are stated gross torque at 2600 RPM per SAE J1940 as rated by Briggs & Stratton. [†] All power levels are stated gross horsepower at 3600 RPM per SAE J1940 as rated by Briggs & Stratton.
¹When compared to the qualification hours of standard Briggs & Stratton E Series engine.



Built super tough to compete – and win.



INTEK™ SERIES

All the features of the PowerBuilt™ Series plus:

- Optional ReadyStart® starting system with no choke – starts as easy as a car
- Dynamically balanced forged crankshaft and flywheel and balanced piston assembly deliver smooth performance and reduced vibration
- Advanced Debris Management System with cartridge-style air filter extends maintenance intervals and provides longer life
- Spin-on oil filter helps keep oil clean and extends maintenance intervals
- AVS® Anti-Vibration System eliminates side-to-side motion for smoother performance

10.50, 11.50 Gross HP† (344cc)

13.50, 14.50, 15.50, 16.50,
17.50 Gross HP† (500cc)

18.50, 19.00 Gross HP† (540cc)

PROFESSIONAL SERIES™

All the same features as Intek™ plus:

- Optional ReadyStart® starting system with no choke – starts as easy as a car
- Full pressure lubrication with premium oil and fuel filters provide longer maintenance intervals and greater longevity
- Advanced Debris Management System with our largest dual-seal, cartridge-style air filter that provides maximum protection and extends engine life
- Chrome-plated exhaust valves reduce valve wear, providing longer life
- Super-finished crank pin bearing reduces friction and heat to minimize wear under heavy load, for long life

15.50, 16.50, 17.50 Gross HP† (500cc)

18.50, 19.00 Gross HP† (540cc)

† All power levels are stated gross horsepower at 3600 RPM per SAE J1940 as rated by Briggs & Stratton.

ENGINES

RIDING TRACTORS & ZERO TURN MOWERS:
V-TWINS

EXTRA FEATURES. EXTRAORDINARY RESULTS.

Say hello to an extraordinary line of V-Twin engines. Conceived and designed from the ground up to give you more of what you want – rugged components, smoother performance and longer life – and less of what you don't want, like constant maintenance or engine wear.



**READY
START**
NO CHOKE STARTING.

**ELECTRONIC
FUEL
MANAGEMENT**
STARTING MADE SIMPLE.

INTEK™ SERIES

- Overhead Valve (OHV) design runs cooler, cleaner and delivers more power
- Optional ReadyStart® starting system with no choke – starts as easy as a car
- Full pressure lubrication provides critical lubrication to engine bearings
- Advanced Debris Management System extends maintenance intervals and provides longer life
- Dynamically balanced crankshaft minimizes engine vibration and delivers longer engine life

16.00, 18.00, 20.00
Gross HP* (656cc)
22.00, 23.00, 24.00
Gross HP* (724cc)

PROFESSIONAL SERIES™

All the same features as Intek™ V-Twin plus:

- Qualified to 50% longer life than Intek¹
- Optional ReadyStart® starting system with no choke – starts as easy as a car
- Mechanical compression release for easy, reliable starting
- Chrome-plated exhaust valves reduce valve wear providing longer life
- Larger air filter for longer engine life
- Premium oil and fuel filters

18.00, 20.00 Gross HP* (656cc)
22.00, 23.00, 24.00,
25.00 Gross HP* (724cc)
26.00, 27.00 Gross HP* (810cc)



This is where R&D meets the turf.



COMMERCIAL SERIES

BY BRIGGS & STRATTON®

- Patented 5-step Integrated Cyclonic Debris Management System for extended durability under heavy debris conditions
- The 5-step system includes a debris chopping fan to shred grass, dirt and debris into fine particles, while reducing engine oil temperature for an added level of engine protection
- Press-fit seal, dual element cyclonic air cleaner protects the engine from debris
- Optional Electronic Fuel Management for automotive-style starting without the need to manually choke
- Increased cylinder block structure for added strength and durability
- Cooling fin inspection panels speed debris inspection and cleaning

16.00, 18.00, 20.00 Gross HP* (656cc)
22.00, 23.00, 24.00,
25.00 Gross HP* (724cc)
26.00, 27.00 Gross HP* (810cc)

VANGUARD™

810 AND 810 EFI

- Automotive-based, closed-loop EFI system increases fuel savings by up to 25%² (available on 810 EFI only)
- Optimized for the extreme conditions faced by commercial cutting zero-turn mowers and includes over 100 exclusive components
- Innovative debris chopper fan delivers up to 30° cooler engine temperatures; new blower housing and static guard promote maximum airflow
- Backed by a global 3-year commercial limited warranty³

24.00, 26.00 Gross HP* (810cc)
26.00, 28.00 Gross HP* (810cc) EFI

ENGINES FOR EVERY PURPOSE.

Our **complete and newly expanded** horizontal engine product line can power every size of general purpose application. With a broader engine line, it gives customers options on power, features and price levels to best fit the job they need to get done.



CR SERIES

- Solid performing, reliable engines designed for residential applications
- Dual ball bearings reduce friction and wear for longer life
- Dura-Bore™ cast iron cylinder sleeves
- Automotive-style oval air cleaners
- Large fuel tank for long run time
- 2-year consumer warranty, 90-day commercial warranty

7.50 ft-lbs Gross Torque* (163cc)

9.50 ft-lbs Gross Torque* (208cc)

XR PROFESSIONAL SERIES

- High-performance engines with extended durability for frequent use in demanding work environments
- Qualified to **3X the life** of a CR engine¹
- Excellent choice for heavier-use applications including pressure washers, generators, pumps and welders
- Forged crankshaft for longer life
- Cartridge air cleaner with standard pre-cleaner for improved debris filtering
- 1-year commercial warranty (optional on 205cc), 2-year consumer warranty

5.50 ft-lbs Gross Torque* (127cc)

7.50 ft-lbs Gross Torque* (163cc)

9.50 ft-lbs Gross Torque* (208cc)

11.50 ft-lbs Gross Torque* (250cc)

14.50 ft-lbs Gross Torque* (306cc)

16.50, 21.00 ft-lbs Gross Torque* (420cc)

*All power levels are stated gross torque at 2600 RPM per SAE J1940 as rated by Briggs & Stratton.

¹ When compared to the qualification hours of a standard Briggs & Stratton CR Series engine.

And for the toughest ones, there's Vanguard.[™]



VANGUARD[™]

- Premium commercial engines designed for maximum durability and performance under extreme job site conditions
- Qualified to **8X the life** of a CR engine¹
- High-mounted canister-style air cleaner has 22% more filter area than the competition
- TransportGuard[®] fuel/ignition shut off system protects the engine from oil/fuel dilution during transport
- Commercial-style carburetor includes additional fuel passages for reliable starting and smooth running operation at a wide range of loads
- Metal fuel tank reduces emissions and is mounted directly to the engine block to enhance durability

5.50, 6.50 Gross HP[†] (205cc)
8.00, 10.00 Gross HP[†] (305cc)
13.00 Gross HP[†] (392cc)

MORE ON OUR TRANSPORTGUARD[®] SYSTEM

The patented TransportGuard is designed to prevent these common oil/fuel dilution problems:

- Fuel and oil mixing in the crankcase – which can lead to catastrophic failure
- Fouled spark plug
- Hydraulic lock and difficult starts
- Premature engine wear
- Costly downtime



[†]All power levels are stated gross horsepower at 3600 RPM per SAE J1940 as rated by Briggs & Stratton.

¹When compared to the qualification hours of a standard Briggs & Stratton CR Series engine. ²See www.vanguardengines.com/na/en_us/support/warranty.html for warranty details.

ENGINES

SNOW

ABOVE THE REST – BELOW ZERO.

Our Snow Series engines are specifically designed to work in the cold. The really, really cold.

In fact, we're so confident **we offer this promise:** We guarantee these engines will start in temperatures down to -20°F – or we'll fix them for free.



950 SNOW SERIES™

- Qualified to start down to -20°F
- Electric starter option eliminates the need to pull a rope
- Cast iron sleeve and dual ball bearing for added durability
- Oversized controls for easy starting and operation with gloves or mittens

9.50 ft-lbs Gross Torque* (208cc)



1150-1450 SNOW SERIES™

All the same features as the 950 Snow Series™ plus:

- Great power in a compact package
- Key switch provides an easy-to-use starting key
- Easy, 3-step starting instruction labels directly on engine
- Adjustable speed controls for more efficient clearing of snow

11.50 ft-lbs Gross Torque* (250cc)
14.50 ft-lbs Gross Torque* (306cc)

Even when it's -20°F below.



1650-2100 SNOW SERIES™

All the same features as the 1450 Snow Series™ plus:

- Increased power for maximum performance
- Standard balancer reduces vibration for more comfortable operation
- Larger fuel tank for extended run times without refueling (available on 2100 Snow Series)

16.50, 21.00 ft-lbs
Gross Torque* (420cc)



Electric start models only.

See www.BriggsandStratton.com for details.
www.briggsandstratton.com/us/en/support/snow-starting-promise



Become their one-stop OPE shop.

Research proves it. Consumers prefer genuine replacement parts, and they want to buy them where they bought their mower. Our genuine parts are guaranteed to fit and proven to last, the two leading factors your customers consider while shopping for parts.

They trust us to build a strong engine, and they trust you to maintain it. Keep their trust by stocking the parts they want, where they're looking for them. Trust equals customer loyalty, and loyalty means profit.

GENUINE PARTS

**GUARANTEED.
GENUINE.
WARRANTIED.**

The

TOP 3

things **most important** to mower owners when buying maintenance and replacement parts.

Source: Relevation Research, 2014



Almost

2/3

of outdoor power equipment owners believe **it's important to use genuine parts** – to ensure quality, reliability and the right fit.

Source: Relevation Research, 2014





Say goodbye to gas and diesel stink and residue.

We've all had it happen: the dreaded gasoline spill. The awful odor seems to linger for days, following you in the car, in the house, to work.

Finally, there's a simple solution. Gas Off™ Cleaning Wipes by Briggs & Stratton, a safe, innovative product that actually removes gasoline and diesel fuel odor and prevents stains on skin, clothes, cars, mowers, and much more. Gas Off Cleaning Wipes provide an effective, simple, gas-removing solution to one of your customer's most common problems.

NO MORE

Add us to your mix.

Gas Off, along with other Briggs & Stratton® accessories, add a new level of performance and convenience for your customers. Combine that with our robust offering of Genuine Parts, and you have the perfect formula to increase customer loyalty – and increase profits.



According to a recent survey,

70%

of American consumers said they **have spilled gasoline on their hands, clothes, car or outdoor power equipment** when trying to fill up their outdoor power equipment or vehicle.

Source: Harris Poll® 2015





That's why we're alcohol-free.

Ethanol-blended fuels and fuel treatments containing alcohol can harm engine performance. Our **5-in-1 Advanced Formula Fuel Treatment** is **alcohol-free**. It's safe for use in all 2-cycle and 4-cycle engines, including lawn mowers, string trimmers, generators and even cars and boats.

So take the Engine Doctor's advice. Keep your customer's engine clean and sober by recommending **5-in-1 Advanced Formula Fuel Treatment**.

Read your operator's manual for fuel recommendations.



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YOU.POWERED.