

**WE'RE NOT JUST THE
CATEGORY LEADER.
WE'RE THE CATEGORY.
PERIOD.**

GENERAC[®]


TO CALL OTHER BRANDS COMPETITION MIGHT BE GIVING THEM A LITTLE TOO MUCH CREDIT.

As one of our trusted dealers, you probably already know Generac launched the very first home backup generator affordable enough for widespread residential use way back in 1959. Nearly 50 years later, we're still the undisputed leader of our industry. Not because others haven't tried to compete. They have. But the fact is, they haven't had much luck. You see, we've been relentlessly improving our product line, investing in more research and development, and creating even better technology. Today, we're proud to offer our customers the most affordable, most reliable, most respected and most dominant range of backup power generators on the market. And that's not just good for our customers. It's good for you.



7 OUT OF 10 BACKUP GENERATORS IN THE FIELD ARE GENERAC.

Numbers don't lie. And what the numbers are telling us is that when it comes to backup generators, the overwhelming majority of homeowners are choosing Generac over other brands.

**POWER GENERATION IS ALL WE DO.
AND NO ONE DOES IT BETTER.**

THERE'S REALLY NO NICE WAY TO SAY THIS, BUT OURS JUST PERFORM BETTER THAN THEIRS.

Look, you've probably seen the other brands out there. Some of them are pretty big players in other fields, so you know there'll be customers who want to include them in their consideration set when looking for a backup generator. But the fact is, we really wouldn't advise it. No one has been doing this longer, or doing it as well as we have. Our loyal owners enjoy a sense of control in knowing that they decide when the lights go out in their home. And the folks who buy one of those other brands? Well, if you ever actually meet one, be sure to ask him yourself.

A GENERAC WILL CONTINUE TO PERFORM BETTER, YEAR AFTER YEAR.



At-a-glance external indicator light
for quick notification of unit status

Can be placed as close as 18" to your home
so it's less obtrusive

No louder than a normal conversation
from about 20 ft away

Can withstand hurricane-force winds
of up to 150 mph

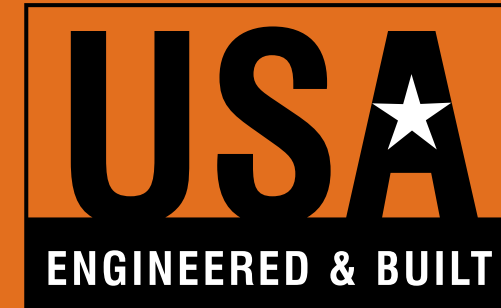
Locking enclosure opens in seconds
for easy maintenance access

**Sold and serviced by the largest and best-trained
dealer network in the industry**

WHAT'S IN A NAME?

Generac has been the dominant name in backup generators from day one. Like any successful business, we were bound to see competitors jump on the bandwagon to try and grab a piece of the pie. But there are no shortcuts to success, and it all starts with the engine. We design the engines in our home standby generators specifically for the demands of power generation, and we build them right here in Wisconsin. Most of our competitor's engines are made for cutting grass and are sourced from overseas. That might be the right approach for some companies, but not for us. The only generator that deserves to be labeled a Generac, is a Generac.

A LOT.



Our generators are engineered and built in the USA by some of the smartest, hardest-working Americans you'll ever meet. We don't make sacrifices in manufacturing. We don't skimp on quality. We don't cut corners.

**THERE ARE NO SHORTCUTS TO QUALITY.
EVER.**

DARE TO COMPARE

Maybe it's because they're distracted with other product lines, but our competitors seem to be having an awfully hard time keeping up. Which is fine by us. The more time they spend thinking about toilet bowls and lawnmowers, the less time they spend thinking about their backup generators. How else do you explain the use of plastic for an enclosure? Seriously, plastic is for toys. Generac has always been, and will always be, focused on one thing and one thing alone.

www.generac.com

GENERAC[®]

	Generac <i>Guardian Series</i>	Kohler	GE/Briggs	Onan	
ENCLOSURE	Galvaneal Steel	●	NO (Plastic)	●	NO
	Aluminum Option	●	NO	NO	NO
	Wind Resistance Rating	●	NO	NO	NO
	Fire Rated	●	NO (Plastic)	●	NO
	External Breaker Box	●	NO	NO	NO
	External Status Indicator	●	NO	NO	NO
	Easy Access for Maintenance	●	NO	NO	●
CONTROLLER	Programmable Exercise	●	●	NO	NO
	Recordable Events	●	●	NO	●
	LCD Display	English, Spanish & French	English only	NO	NO
	Weekly Exercise Cycle	12 minutes	20 minutes	20 minutes	20 minutes
ENGINE	999cc Engine Design for Gaseous Fuels	Designed specifically for generator application	Repurposed to make gaseous fuel work	Repurposed to make gaseous fuel work	Repurposed to make gaseous fuel work
	Oil Change Intervals	200 hours / 2 year	100-150 hours annually	100-150 hours annually	100-150 hours annually
	Gaseous Conversion	Easy, toolless field fuel selection	Requires jet to be changed	Requires jet to be changed	Requires jet to be changed
	Low Speed Exercise	Patented feature	Patent infringement*	NO	NO
BREATH OF PRODUCT		7, 8, 10, 14, 17 & 20 kW air-cooled	8.5, 14, 20 kW air-cooled	7, 11, 13, 15, & 20 kW air-cooled	13 & 20 kW air-cooled
		22-150 kW liquid-cooled	22-100 kW liquid-cooled	30, 45 & 60 kW liquid-cooled	20-130 kW liquid-cooled
		3-Phase liquid-cooled product at all nodes	3-Phase liquid-cooled product at all nodes	Limited 3-Phase options	3-Phase liquid-cooled product at all nodes