



Let our experts customize a solution for you. There's **NO OBLIGATION.**

DETACH ALONG PERFORATION BEFORE MAILING

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 010 MUNNSVILLE NY

POSTAGE WILL BE PAID BY ADDRESSEE

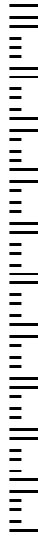
**BRIGGS & STRATTON
PRODUCTS GROUP
5375 N MAIN ST
MUNNSVILLE NY 13409-7901**



SNAPPER PROTM
BRIGGS & STRATTON
PRODUCTS GROUP
5375 N MAIN ST
MUNNSVILLE NY 13409-7901

**FREE \$500 PARTS VOUCHER OFFER
FROM SNAPPER PRO'S CUTTER PLUS:
DETAILS INSIDE**

Mrs: First Name Last Name
1234 Recipient Address Street
Secondary Address
Long City Name, ST 12345-6789



PRSRST STD
U.S. POSTAGE
PAID
ROCHESTER, NY
PERMIT 491

Longname,
find out why the
industry's largest cutters
are switching to
Snapper Pro.

Eliminate down time.
Impact your bottom line.



SNAPPER PROTM *Value you can depend on*TM

Nobody understands the needs of today's lawn care industry like Snapper Pro. As a leader in commercial lawn mowers for over 25 years, we understand what it takes to keep businesses like yours thriving.

That's why we created the Cutter Plus program — a complete, customized solution designed to meet the needs of (ABC Lawncare).

SNAPPER PRO'S CUTTER PLUS PROGRAM

Best VALUE on the market

- **Wholesale pricing on purchases from a trusted Snapper Pro dealer.** Purchase a mower through your local dealer and save thousands of dollars compared to similar equipment.
- **Equipment designed for professionals, that's built by professionals.** Our engineers have over 25 years of experience in the commercial mowing industry. All Snapper Pro mowers are built to hold-up to the rigors of daily professional use.
- **Exclusive "machine down" freight policy reduces your down time.** If a warranted mower in your fleet goes down and your local servicing dealer does not have the necessary part(s) in stock, Snapper Pro will ship the replacement part(s) to your dealer overnight — at absolutely no charge.
- **Year-end volume rebates on fleet purchases can save you even more and help reduce overhead costs.**

Best RELATIONSHIPS in the business

- **Dedicated Snapper Pro sales and support teams** are committed to meeting the needs of your business.
- **Work directly with a knowledgeable, local dealer** who knows the products, features and specifications of your equipment.
- **Snapper Pro mowers are engineered and manufactured at the Briggs and Stratton Products Group Plant located in Munsville, NY.** Briggs & Stratton, a leader in outdoor power equipment for over 100 years, is committed to the success of the Snapper Pro brand and its customers.

Let us customize a Cutter Plus program for (ABC Lawncare).

Visit
YOUROWNPERSOALIZEDURL.COM
now for details!

Plus, get a FREE \$500 PARTS VOUCHER!

If you join by 4/1/11

\$150xt models as low as \$5,199*



Find Out Why Leading Lawn Service Companies Choose SNAPPER PRO.

"Snapper Pro offers competitive pricing, in-field performance, operator comfort and easy maintenance. Combined with their warranty and dealer network to support operators, Snapper Pro offers an overall ability to meet TruGreen's needs for flexibility and innovation. This has helped Snapper Pro earn our preferred vendor status."

*-Ed Schultheis
Mid Atlantic Region Manager,
TruGreen Land Care in Knightsdale, NC*

*Customer must meet specified Cutter Plus program requirements to qualify for stated pricing. Pricing shown for 20hp Kawasaki / 48" model.



SNAPPER PRO helps professional cutters GROW their business.

DETACH ALONG PERFORATION BEFORE MAILING

PLEASE COMPLETE AND RETURN THE CARD BELOW OR VISIT YOURPERSONALIZEDURL.COM FOR DETAILS.

Please update contact information if necessary.

Mrs. First Name Last Name _____
 1234 Recipient Address Street _____
 Secondary Address _____
 Long City Name, ST 12345-6789 _____

Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ ZIP: _____

Phone Number: _____
 E-mail: _____

Check here if you would like to receive email updates from Snapper Pro

Do you make purchasing decisions? YES NO
 Number of mowers currently in fleet? less than 8 8-10 10-15 20+
 How soon before purchase? 1-3 months 4-6 months sometime this year