





## Corporate **MISSION** Statement.

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Our number one priority is to exceed our customers' needs with a superior quality product at an excellent value.

By satisfying our customers, we continue to prosper and grow, building a more secure future for our people.

We work hard to maintain our well-earned reputation as an innovative leader in the design and manufacture of high quality products.

# Peace of mind from GENERAC.

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Peace of mind from Generac comes in many forms, from manufacturing reliable power products that meet exacting standards to providing world-class service and support.

For over 50 years our main focus has been power generation and providing dependable backup power solutions that keep life and business going when the power goes out. We never stop evolving and adding new products that bring peace of mind to our customers.



## Leading with innovation and manufacturing **EXCELLENCE.**



Because we control the design, engineering and production within our vertically integrated manufacturing processes, and do it all at our world-class manufacturing facilities, we consistently deliver quality products. Strict attention is given to market trends, leading to continual new product development and improvements of existing products. Generac's rigorous self-testing guidelines always meet or exceed UL and CARB guidelines, setting the quality standard for the entire industry.

This dedication to innovation and manufacturing excellence is why the world's largest retailers turn to Generac more than anyone else for residential and commercial generators, and why our industrial power solutions are trusted by mission critical markets everywhere. It's the reason our products have been awarded hundreds of patents over the years, and have been recognized by prestigious consumer organizations, national media outlets and international trade publications.

But most important, our continued dedication to these ideals ensures we are there when our customers need us most.



### The Good Housekeeping Seal

Generac's Guardian Series and QuietSource Series (8-60 kW) standby generators and portable and inverters generators have earned the Good Housekeeping Seal after review by the Good Housekeeping Research Institute.



### 2011 Builder Brand Leader

For two years in a row, builders have used Generac home standby generators more than any other brand, according to Builder Magazine's 2011 Builder Brand Study.



### Popular Mechanics Editor's Choice Awards

Both the CorePower™ 7 kW and the XP Series of portable generators have been awarded the prestigious Popular Mechanic's Editor's Choice Award.





## From rural Wisconsin...

Founded in 1959, Generac has grown from its modest beginnings in a rural Wisconsin garage to become an industry leader serving industrial, commercial and residential markets throughout the world, with over one million square feet of manufacturing and warehouse space.

Generac quickly earned a reputation for innovative engineering by developing the first affordable generators for home and business, something once considered cost prohibitive. Today, our team continues that focus on revolutionary thinking with an unwavering dedication to customer satisfaction.

## ...to WALL STREET.

This rich history has played a major part in the journey to a successful public offering, bringing prestige to Generac among our stakeholders and the financial community. A testament to Generac's continued success, it paves the way for future growth initiatives and continued product innovation.

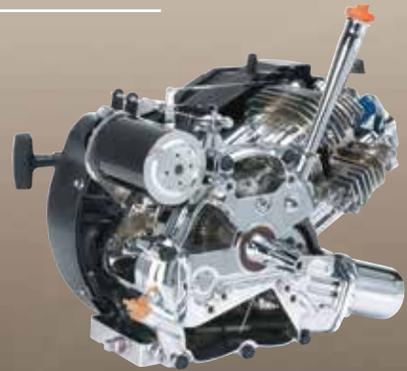


## Our Engines are built for generator use.

We understand the rigors of generator usage, whether running for hours on end at the job site or days or even weeks during a power outage. We have developed robust engine solutions to ensure our generators provide the reliability necessary to power through these situations.

Generac's OHVI® engine is the only engine designed specifically for generator use. It utilizes the same type of pressurized oil lubrication used to give automobile engines long and trouble free lives for a significantly longer life than many competitive engines. It's the power behind the majority of Generac's residential and portable generators.

The same thinking is applied to the globally sourced engines that power our industrial generators. We choose only engines that have already been proven in heavy-duty industrial applications under adverse conditions. Each prospective engine must pass a series of tests according to regulatory agencies and Generac's own set of standards to be approved as a Generac Certified Industrial Engine.



## Providing outstanding SERVICE & SUPPORT.



Generac is committed to providing our customers with unsurpassed service and support. We have the industry's largest dealer network, ensuring our customers have access to quality service. Generac dealers have factory-trained technicians on staff and maintain large inventories of Generac parts, components and accessories.

Our state-of-the-art training center ensures that Generac service technicians are always up to date on new product innovations and improvements. Technicians receive comprehensive technical training and extensive hands-on experience in the installation, repair and maintenance of Generac products.

Our national industrial dealer network's factory-certified technicians have trusted expertise in system design, sizing, installation, commissioning, diagnostics and repairs. They offer 24/7 emergency response, warranty service and scheduled preventative maintenance programs.

Generac's commitment to service includes scheduled maintenance programs, warranty assistance and emergency service to ensure that Generac customers are never left powerless.



Relia

Generac's industrial generator sets utilize an integrated approach to building the optimum system for each application. We match the best engine, alternator, control panel, enclosure, base tank and software for the most effective solution up to 9 MW.

Consider the mission critical businesses that require automatic standby power. Hospitals, data centers, 911 call centers. Generac's range of industrial solutions has been proven dependable in the most severe power outage situations. Businesses that can't afford to be without power for even a second depend on Generac for reliable, redundant automatic standby power.

# Reliability. Redundancy. INDUSTRIAL.

## **Gaseous and Diesel Single Gensets**

For many businesses, power failure is not an option. The first 2009 EPA certified units in the industry, Generac industrial gaseous and diesel gensets are custom configured to meet the specific requirements of each application. Heavy duty engines have proven their performance and reliability in a variety of industrial applications.

## **Modular Power Systems™ (MPS)**

With its Modular Power Systems, Generac has perfected the process of paralleling generators through the use of our proprietary integrated control technology. MPS provides the advantages of redundancy, flexibility and scalability, offering customers up to 99.9999% reliability for critical loads.

## **Gemini™**

A variation of Modular Power Systems, Generac's Gemini Twin Pack is the ideal choice when space is at a premium and reliability is critical. Two generators are paralleled within a single sound attenuated enclosure, providing redundancy and more power within less footprint.

## **Bi-Fuel™**

Generac took an existing concept and manufactured it with consistent components and testing procedures, creating the only bi-fuel product that's EPA factory-certified and warranted. By starting on diesel and adding natural gas as load is applied, run time is dramatically extended, and fuel costs and emissions are reduced, all while maintaining reliability.



Clean

Generac's commercial generators are designed to run quietly, stand up to severe weather conditions and offer cleaner burning fuel solutions than diesel. All commercial models include the powerful Nexus™ Controller, the most comprehensive controller on the market.

The potential loss a business faces from power failure can be devastating. From losing customers and data to spoiled refrigerated inventories, the costs are often substantial. Traditionally, only expensive, diesel-configured systems were powerful enough to provide automatic backup power for a commercial business. Generac changed that by bringing a broad range of commercial options to the marketplace, making backup power a reality for thousands of businesses. Today, Generac's commercial product line features affordable generators readily available in choices of LP or natural gas, providing both single and three phase power. There's no longer a reason for a business to operate unprotected from the costly effects of a power failure.

## and quiet power. **COMMERCIAL.**

### **Guardian® Series 25 - 60 kW**

Generac's Guardian® Series of commercial generators provides the uninterrupted power you need to run your business during an outage. Our liquid-cooled engines pack more power into a smaller footprint than competitive models and are available in continuous fuel choices of either LP or natural gas.

### **QuietSource™ Series 22 - 48 kW**

Premium features are standard on the QuietSource Series. The engine operates at low speed for reduced sound, helping you to be a good neighbor when buildings or homes are closely situated. All units come standard with an aluminum all-weather enclosure for additional corrosion resistance and are ideal for salt-air coastal areas.

### **Custom Solutions 22 - 150 kW**

The alternative to expensive configured systems, Generac offers commercial generators up to 150 kW that can be customized to your unique requirements. Available in both single and three phase options, they are upgradable with additional features such as advanced controls for instant monitoring.



The #1 c

It's been almost two decades since Generac created the residential generator market. Prior to that, smaller standby units were generally too costly and impractical for residential use.

With the development of Generac's revolutionary OHVI® engine, the number one selling home standby generator was born and automatic standby power became both an accessible and affordable option for homeowners.

For homes both large and small, Generac offers the broadest product line in the industry.

Life depends on power. It's that simple. From daily essentials like cooking and laundry to necessities like heating, cooling and lighting, a power outage isn't just a nuisance, but potentially dangerous. When it comes to protecting homes, Generac remains the undisputed leader in the residential market. For 24/7 protection, every second of every day, more people choose a Generac automatic home standby generator than all of our competitors combined.

# choice of homeowners. RESIDENTIAL.

## **Guardian® Series 8 - 60 kW**

It's obvious why Generac's Guardian Series is the number one selling solution for home standby power. Engineered with residential applications in mind, the Guardian Series is built for reliability and long life, with an engine designed specifically for generator use. These units are equipped with the powerful Nexus® controller, providing the most comprehensive set of features and alarms on the market. Peace of mind is continuously fueled by clean burning choices of LP or natural gas that connect directly to your home's existing fuel supply.

With sizes ranging from 8 to 60 kW, there's a generator system solution for everyone, whether it's a smaller generator for essential circuit protection, load shedding or whole-house coverage.

## **CorePower™ System 7 kW**

The CorePower System is a cost effective way to automatically protect your home's essential circuits. Prepackaged with a transfer switch, it's the most affordable home standby available, competitively priced against portable generators without the hassles of gas cans and extension cords. It's compact design features a composite enclosure ideal for coastal areas. If all you need are the basics protected, the CorePower System is the automatic answer.

## **QuietSource Series 22 - 48 kW**

For larger residences requiring a more powerful generator, homeowners will benefit from the ultra-quiet power of the premium QuietSource Series.



Generac began in the standby power industry by manufacturing portable generators. Today, we offer more choices in portable power than any other manufacturer and we continue to grow our product offerings. From the newest technology in inverter generator power to the largest portable available, there's an option for applications from tailgating to construction sites.

Generac's portables can be found in every major retail outlet, from hardware stores and big box retailers to Generac outdoor power equipment and residential dealer networks.

Over fifty years ago, Generac introduced the first affordable portable generator, and it's still the name to turn to when you need power on the go. From construction sites and outdoor events to camping and tailgating, Generac's extensive product line offers the flexibility to choose as much power as needed for any application.

# Power where you need it. **PORTABLE.**

## **iX Series 800 – 2000 Watts**

When you're camping or tailgating you want a quiet, lightweight portable generator. Generac's iX Series of inverter generators provides clean, stable power that is safe enough for your personal electronics. The full enclosure design keeps it campground friendly, yet it's still up to 40% lighter than a standard portable generator.

## **GP Series 1800 – 17500 Watts**

Power the fun or cover an emergency using Generac's affordable, general purpose portable generator. Along with the widest power range in the industry, the GP Series features hardened-steel tubing, low-oil and overload protection, and a low-tone muffler for added noise reduction. A favorite for home use, camping, job sites or outdoor events.

## **XP Series 4000 – 8000 Watts**

The undisputed workhorse of the portable market, these professional-grade units are engineered for the rigors of the job site. All models are powered by the OHVI® engine for longer engine life than competitive models. Noticeably more substantial than most portable generators, they sport impact-resistant corners and oversized full-wrap frame tubing all around.

## **XG Series 4000 – 10000 Watts**

The premium in portable generators comes loaded with features and is ideal for home, event and job site use. Comprehensive, illuminated, and accessible controls are user-friendly, and all models are powered by the Generac OHVI® engine. They also feature Generac's exclusive PowerBar™ to easily monitor available power at-a-glance.



Makes hard



In the early 1990s, Generac applied its knowledge of air-cooled engines and portable product design to power washers; it was a natural evolution. And for the first time power washers were readily available to consumers at a price they could afford. Along the way, we were granted several patents that have since changed the industry. Now we bring you an entirely redesigned family of power washers, created specifically to meet the needs of consumers and professionals alike. Each one powered by rugged Generac OHV horizontal shaft engines.

At home or at work, whether you're just washing the driveway or prepping for a painting job, Generac power washers give you cleaning power, reliability, and above all ease of use—everything our customers told us they needed in a power washer. In compact, affordable designs for both residential and commercial applications.

# tasks easy. POWER WASHERS.

## **Residential Series: 2500 - 3000 PSI**

Get cleaning power, reliability and—above all—ease of use in an affordable, compact power washer you can use to clean everything from patio furniture to driveways and decks. The easy-access axial cam pumps mean no more kneeling on the ground to make hose connections. Ergonomic Generac spray guns with a soft grip and easy-to-pull trigger ensure you can clean comfortably for as long as necessary. And the integrated spray gun holder keeps the spray gun secure during transport and storage.

## **Commercial Series: 3000 - 4000 PSI**

Durable, easy to use and built to last, Generac's rugged commercial power washers are perfect for use at home, at work, or on the farm. The professional-grade triplex pumps with ceramic coated pistons are built for extended use. Durable, welded roll-cage style frames protect both the engine and pump. A pressure control valve provides complete control of water pressure for every application. And the professional Generac spray guns have an adjustable side handle for precise control.



Generac RV generators come in a wide range of sizes and fuel types to power any adventure. Our commitment to innovative design shows in greater noise reduction through advanced piston and gear technologies, an all steel enclosure with our exclusive RhinoCoat™ finish for added durability, and single-side serviceability for easy access to all maintenance items. The air-conditioner, stove-top and lights stay on while your relax and enjoy your RV lifestyle.

Because we've been engineering standby power for recreational vehicles for over 35 years, we understand the need for reliable power on the road. That's why Generac's RV generators utilize the same OHVI® industrial grade engine technology that has made our home standby generators so dependable. Tested and manufactured specifically for the unique needs and situations of recreational vehicles, our RV generators perform in all altitudes, under all conditions. For every RV adventure, there's a Generac RV generator solution.

## Value and innovation for the long haul. **RV.**

### **QuietPact™ Series 4000 - 8500 Watts**

Class A and C motor homes, fifth wheels, travel trailers, sport utility trailers and fire & rescue vehicles benefit from the premium features of the QuietPact Series. Gasoline units offer superior noise reduction, many with One-Touch Start™ to automatically prime and start up the generator. They are evap-compliant, meeting the most up-to-date CARB standards. The LP units feature Generac's OHVI® V-twin engine, the largest RV engine in air-cooled RV power generation. The diesel option operates at a constant low engine speed with exceptional air flow for cooling and produces more power and torque without annoying speed changes.

### **PrimePact Series 5000 Watt**

A reliable value in an LP or propane powered RV generator, PrimePact units are a cost-effective solution when an enclosure isn't necessary, giving the greatest power output per dollar. Multiple muffler configurations allows for easy adaptability for virtually any installation. RVIA, EPA and CARB emissions compliant, they are ideal for fire and rescue vehicles.



# SWIT

Recognizing that the transfer switch and controller are the heart of the generator system, Generac continues to introduce new transfer switch technology with the intent of making generator ownership and operation as simple as possible. We make it possible to configure the perfect backup power system, from the smallest house to hospitals and cell phone towers.



By manufacturing our own transfer switches and controllers, we ensure the generator system components work seamlessly together. These integrated products allow home and business owners to customize the best solution for their needs without sacrificing circuit coverage or investing more capital investment than absolutely necessary.

# CHES and CONTROLLERS.

## Residential and Commercial Applications

The advanced Nexus Smart Switch™ family brings the smartest transfer switch to residential and commercial applications, with the ability to manage large loads at no additional cost. Additional switch options include the GenReady™ Load Center, ideal for new home building, the pre-wired EZ Switch™ for the easiest installation available and the Nexus™ LTS for superior load management. Generac also offers the most service rated switches of any manufacturer, including the only CSA approved options on the market.

Nexus™ controllers are the most comprehensive available, with a simple user interface for complete management of generator functions and protective alarms. Wireless remote monitoring options complete the expanded functionality of the controller system, providing instant status updates without having to leave the comfort of your home or business during an outage.

## Industrial Applications

Generac's industrial transfer switches are available with analog or digital controls. Our broad product line includes open and closed transition, service entrance rated, and bypass isolation models. Features include a programmable exerciser and in-phase and time-delay-neutral transfer modes. Generac transfer switches meet rating requirements of UL1008 and all OSHA safety requirements.

Our HTS switches communicate digitally with our PowerManager H-100 controller to constantly monitor utility voltage. GTS switches are compatible with any generator controller, and operate seamlessly with either single or paralleled generator applications.

Commercial and industrial units can also benefit from GenLink, Generac's remote monitoring software that allows for remote service diagnosis and operation.

A strong sense of **COMMUNITY.**



Knowing we provide a product that makes a difference in our customers' lives has created a strong sense of community at Generac. We spread this sense of community by giving back through charitable organizations providing disaster relief, volunteerism, and educational programs. It's our way of bringing peace of mind to those who may not experience it otherwise.





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