



COMPETITIVE ADVANTAGES

PRODUCT INNOVATION

- Generac was at the forefront of the transition to digital controllers.
- Generac was the first to certify the full product line to UL2200.
- Developed the Modular Power System (MPS) for larger KW requirements. This provides a well thought out alternative to single large engine solutions. The benefits include higher reliability to critical loads, redundancy, and scalability, ease of installation, ease of maintenance, single source responsibility and ability to take single units off-line for maintenance during extended power failures and maintain emergency power to critical loads.
- Designed Bi-Fuel engine to operate on a combination of Natural Gas and Diesel fuel.
- Designed and became the undisputed leader in the residential standby generator market.
- Designs and manufactures much of the internal components of their units. This provides a high degree of vertical integration compared to competitive units reducing supplier supply issues and reducing cost.
- Developed the QT line of standby generator solutions for the light commercial market. All the right features at an attractive price point.

CLIFFORD POWER SYSTEMS, INC.

BELIEVES GENERAC INDUSTRIAL POWER MANUFACTURES THE BEST DESIGNED, MOST RELIABLE AND HIGHEST QUALITY GENERATOR SYSTEMS CURRENTLY ON THE MARKET.

Clifford Power Systems, Inc. desires to be a leader in our industry. We have chosen a business partner that shares this belief.

BECAUSE QUALITY COUNTS, GENERAC HAS FOCUSED ON IMPROVING EVERY COMPONENT:

Controls

- Technically advanced controllers
- Integration of several systems into a single controller
- Surface mount component technology minimizes effects of vibration
- Sealed in an aluminum case for environmental and electrical protection
- Sealed Plug Connections for a positive, reliable and moisture proof connection
- 4- 20 mA sensor inputs, noise immunity
- Advanced diagnostics
- Data Logging and Trending
- Predictive Maintenance
- Programmable PLC Logic
- Communications Capable with configurable ports

Alternators

- Designed and manufactured to exceed industry standards
- Machine Wound, Machine Inserted, Machine Varnished (very consistent manufacturing process)
- Ability to easily upsize alternators for increased motor starting and use with high harmonic loads

Fuel Choices

- Natural Gas, Liquid Propane and Diesel are available
- Generac builds the only Bi-Fuel (Natural Gas and Diesel) generator available in the market. This allows the use of on-site natural gas to supplement engine fuel requirements reducing the need for diesel fuel storage requirements by up to 80% for the desired run time
- Large Natural Gas fueled standby generator requirements can be solved utilizing Generac's MPS system. This will translate to significant cost saving in the 300 KW and larger natural gas generator size range

Base Frames and Fuel Tanks

- Rigid Base Frames built to withstand high torque transient conditions and eliminate vibration. Fully welded battery trays and heavy duty lifting eyes
- UL-142 Base Tanks available in 8 to 96 hour run times. Tank tops are designed to shed water. Options are available for local certification
- Base Tanks and Base Frames are finished and baked with RhinoCoat Powder Paint finish. This insures a durable finish and lasting bond against the most punishing environments

GENERAC

FACTS

American Growth - FY ended June 30, 2009; net sales of \$627.7 million.

American Jobs - FY June 2009, 1,504 employees.

American Stability - Founded in 1959.

American Technology - Over 100 engineers focused on product development and enhancements.

Financial Leadership - Holds strong positions in the light-commercial and industrial markets with a significant overall market share in the USA and Canada.

Market Leader - Household power supplier to 70% of the residential standby generator market.

Power Innovation - Combined ownership of over 50 U.S. and international patents, patent applications, trademark registrations and applications.

Quality Control - Rigorous standards of performance using manufacturing methods that measure individuals, departments and plant metrics. Measures daily, weekly and monthly in five key areas: **quality, productivity, delivery, materials management and safety.**

Quality Focus - Implemented lean manufacturing initiatives and designed our production facilities to quickly adapt to customer demand and to the development of new product offerings.

State-of-the-art Facilities - Three manufacturing plants, a training facility and one distribution facility totaling approximately 1,000,000 square feet.

Superior Power Range - Designs, engineers & manufactures generators with an output of between 800W and 9mW of power.

Training Commitment - Rigorous product training of over 10,000 technicians in the last three years.

Enclosures

- Heavy duty, industrial enclosures with RhinoCoat powder coat paint system for durable bonding that will stand up to severe environments
- Hurricane level wind ratings with optional certification
- Most units include a vertical hot air discharge hood with critical muffler installed in air discharge area providing the following benefits:
 - Aesthetically pleasing
 - Significant reduces the possibility of the recirculation of hot air
 - Removes unsightly muffler from on top of the enclosure or a hot muffler installed inside the enclosure
 - Protects radiator core from dust and debris
 - Protection from prevailing winds
- Superior fit and finish, heavy duty construction
- Stainless steel latches
- Die stamped louvers for accurate control of air flow while preventing water ingress
- Drip free, maintenance free, gasket free interconnected roof panel joints
- Corrosion resistant fasteners utilized throughout enclosure. Plastic washers protect painted surfaces
- Large, removable access doors for easy access to engine, alternator and controls. Door swing is 180 degrees. Jambes are gasketed around 100% of the door to prevent rattle noise and water ingress
- Optional Aluminum available on each model
- Alternate paint color options available

Engines

- Leads industry in safely taking advantage of engine design parameters for higher horsepower output through the use of gear reduction to 1800 RPM. With automotive natural gas or LP fueled engines this should reflect in much higher engine life than competitive units that develop additional horsepower through the use of turbocharging and aftercooling, placing high stress on main bearings and connecting rods. Gear reduction components are warranted for 10 years
- Not confined to captive engines. Best engine technology is utilized for each power band

Transfer Switches

- Delayed Transition Capable Transfer Switches are standard on industrial transfer switches. This is an option for other manufacturers and cannot be added without transfer switch replacement
- In Phase Monitoring is standard

Training

- Continuing Education Credits and training for consulting engineers. Ten training modules developed in association with The Milwaukee School of Engineering
- Technician training. Three to four thousand technicians are certified each year
- Clifford Power Systems, Inc. provides training and certification
- Single Source Responsibility
- Every component, transfer switch, switchgear and engine supplied by Generac is supported by Clifford Power Systems, Inc
- Trouble shooting and repair of Generac paralleling solutions will be performed by Clifford Power Systems, Inc. Other suppliers of switchgear lineups may require outside or factory support for startup or repair issues

Customer Tools

- One of the best, most comprehensive Sizing and Specification Software solutions available. Free download can be found at: <http://www.generac.com/powerdesignpro/>
- Genlink Remote Monitoring allows an owner to remotely monitor multiple systems from a single PC. It also allows service technicians to remotely diagnose a single generator or an MPS system