

Whether you're talking about a person or their power equipment, the engine inside is what gets the job done. Briggs & Stratton believes in empowering the human can-do spirit and supports self-initiative and putting one's know-how to good use.

Supporting the power within each of us is our brand promise. It's why nearly 6,700 people contribute to building engines and outdoor power equipment in our facilities each year. And it's the reason why consumers look for the Briggs & Stratton brand when they shop for power equipment.

Our promise to you is to create superior value by developing mutually beneficial relationships with our customers, suppliers, employees and communities. We will embrace our brand equity and leadership position by developing, manufacturing at low cost, marketing and servicing high value power for a broad range of power products.

In pursuing this mission, we will provide power for all people worldwide to develop their economies and improve the quality of their lives and, in so doing, add value to your investment.



**THE POWER WITHIN™**



down to earth

A Briggs & Stratton Commitment

Briggs & Stratton's legacy of corporate social responsibility and community involvement is reflected in its longstanding commitment to environmental stewardship. This has meant a continuous drive to improve operating efficiency, integrating environmentally friendly technology into our products, and reducing our environmental footprint globally.

Consider this:

- We were one of the first companies in the United States to treat and recycle wastewater from plating operations.
- Emissions from our engine painting process have been reduced by more than 85 percent since 1990.
- We have eliminated cyanide and the heavy metals chromium and nickel in our piston plating operations, replacing the metals with iron. These changes created a superior piston, manufactured in a way that has significantly reduced environmental impacts.
- We currently recycle 100 percent of our aluminum scrap, and all of the cast iron components used in our products come from recycled materials.
- Annually, we recycle approximately 25,000 lbs of computer and electronic devices.

These are only a few of the many actions that demonstrate our commitment to environmental stewardship. An engaged workforce, committed leadership and dedicated internal resources have made such advances possible. These same factors have helped us reduce the emissions produced by our engines by up to 75 percent since 1995. And by 2012, Briggs & Stratton will lower engine emissions by at least 35 percent. From the world's largest producer of small 4-cycle engines, that's no small commitment. However, it is just one indication of Briggs & Stratton's dedication to building on and expanding its environmental achievements for another 100 years.



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