



BRIGGS & STRATTON CORPORATION
ANNUAL
2007 REPORT



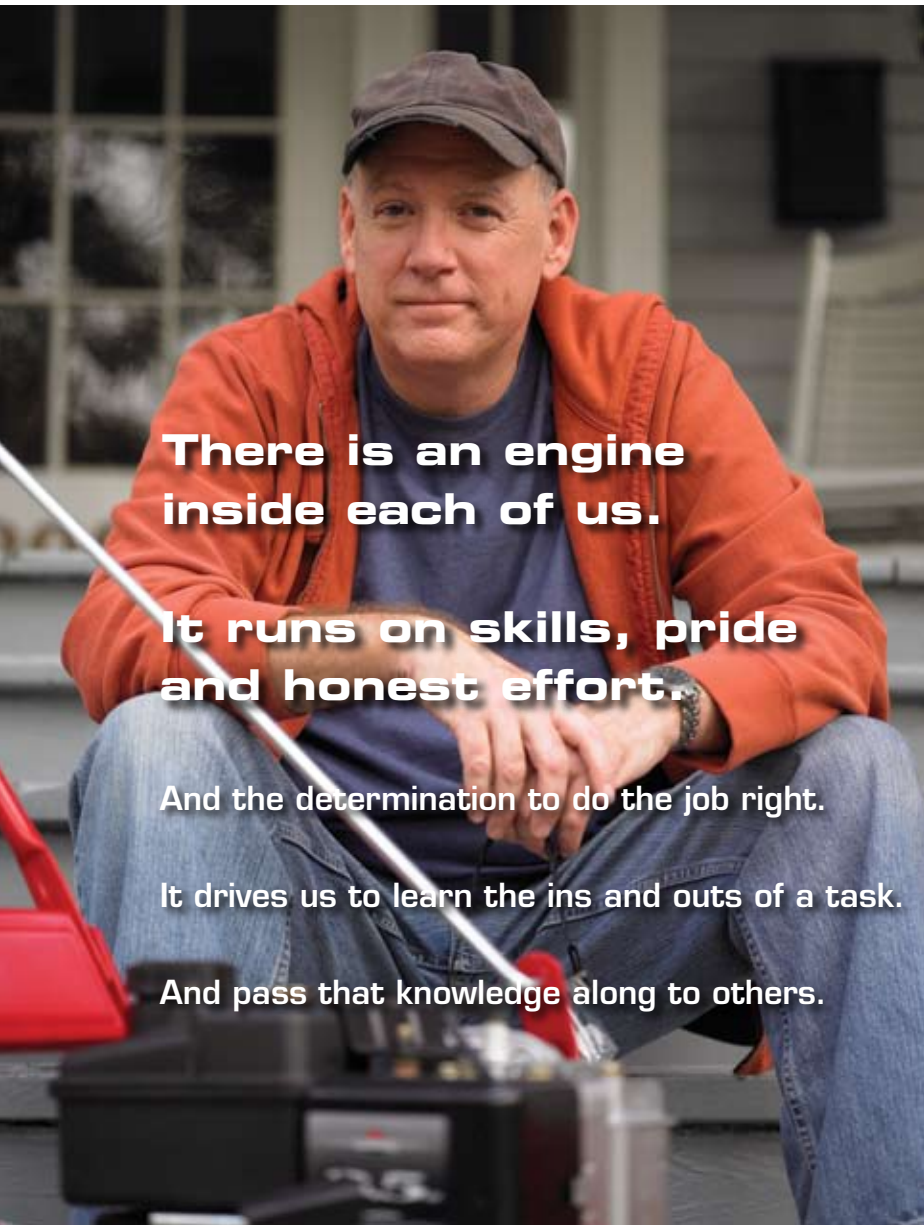
THE POWER WITHIN™

Letter to Shareholders

Notice of 2007 Annual Meeting of Shareholders

Proxy Statement

2007 Annual Report to Shareholders on Form 10-K



**There is an engine
inside each of us.**

**It runs on skills, pride
and honest effort.**

And the determination to do the job right.

It drives us to learn the ins and outs of a task.

And pass that knowledge along to others.

THE POWER WITHIN™

It matters what's inside. 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 in people everywhere. We're a company that supports self-initiative and putting one's know-how to good use. For almost 100 years we've been building the engines that power the equipment people use every day to get the job done.

As a result, we've developed a strong bond with our consumers based on shared beliefs like:

- Pride in our own work
- Keeping basic things basic
- The power of self-reliance
- Finishing a job right

Supporting The Power Within each of us is our brand promise. And it's the reason consumers look for the Briggs & Stratton brand when they shop for power equipment.