



CELEBRATING OUR FIRST 100 YEARS – 1908 | 2008

Letter to Shareholders

Notice of 2008 Annual Meeting of Shareholders

Proxy Statement

2008 Annual Report to Shareholders on Form 10-K

BRIGGS & STRATTON CORPORATION
ANNUAL REPORT.



Briggs & Stratton Co.
Wauwatosa, Wisconsin





SIMPLE.

HUMAN.

CONFIDENT.

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 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
- The power of self-reliance
- Keeping basic things basic
- 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.

THE POWER WITHIN™