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Cover:

“WE WILL PROVIDE POWER FOR ALL PEOPLE”

Briggs & Stratton, the world’s largest producer of air cooled gasoline engines for outdoor power equipment, is committed to the mission of “Providing Power for All People.” Whether it is engines for the lawn and garden market, performance utility engines for consumer and professional segments, or engines for international markets, Briggs & Stratton is dedicated to creating superior value for its customers.

Mission Statement



We will create superior value by developing mutually beneficial relationships with our customers, suppliers, employees and communities. We will enhance 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 people worldwide to develop their economies and improve the quality of their lives and, in so doing, add value to our shareholders’ investment.