



2016-2017 Briggs & Stratton® Snowthrower Radio Scripts

LENGTH: 30 Seconds

TITLE: SnowShredder™ Shredder Auger

ANNCR: Tough, compacted snow left-behind by the snow plow has met its match with SnowShredder™ Serrated Auger Technology, available on Briggs & Stratton® Single-Stage Snowthrowers at (DEALER NAME).

Multiple serrated surfaces provide advanced ice chopping and snow clearing power. Plus, the self-propelled auger drive system clears down to the pavement, making this snowthrower the best of both worlds... dual-stage power, single-stage handling.

Get your Briggs & Stratton Snowthrower with a SnowShredder™ Serrated Auger at (DEALER NAME) today.

LENGTH: 30 Seconds

TITLE: Briggs & Stratton® Snowthrowers

ANNCR: Don't spend another winter shoveling snow or trying to get that old snowthrower started. (DEALER NAME) has a wide selection of Briggs & Stratton® Snowthrowers for you to choose from.

Powered by a reliable and powerful Briggs & Stratton Engine specifically designed for cold winter conditions, combined with heavy-duty components and easy-to-use controls, a Briggs & Stratton Snowthrower has what it takes to help you tackle whatever Mother Nature has in store this winter.

It's time to conquer the snow and get out of the cold. Visit (DEALER TAG) today!

LENGTH: 60 Seconds

TITLE: Briggs & Stratton® Snowthrowers

ANNCR: Don't spend another winter shoveling wet, heavy snow or trying to get that dinosaur of a snowthrower sitting in your garage to start. With a large selection of Briggs & Stratton® Snowthrowers for you to choose from, (DEALER NAME) will make sure you're ready for that next winter snowfall.

A powerful Briggs & Stratton Engine that was specifically designed for harsh winter conditions, as well as proven features such as convenient push button starting, easy-to-use chute controls and heavy-duty components help you take on snow and ice with ease.

To make the cold, winter chore even easier, Briggs & Stratton Snowthrowers even have options with Free Hand™ Control, which offers one-handed operation of the snowthrower for easy chute or speed adjustments, and dual-trigger steering to help you make tight turns on driveways or walkways.

Leave it to the brand you know and trust to help you tackle whatever Mother Nature has in store this winter. Visit (DEALER TAG) today to find the perfect Briggs & Stratton Snowthrower for you.