



**BRIGGS & STRATTON**  
CORPORATION

## **FERRIS LIVE READ RADIO SCRIPTS - 2020**

**LENGTH: 60 seconds**

**TITLE: Ferris Suspension**

**ANNCR:** There's no glory in getting beat up on the job. Aches and pains aren't trophies – they're just barriers keeping pros like you from getting the work done. You know better than anyone that landscaping can be back-breaking, but that's all the more reason to partner with someone who has your back. Ferris commercial mowers help you finish strong, and feel good doing it. Ferris patented suspension technology reduces the effects of uneven terrain, virtually eliminating shock to the chassis and your body. This allows you to mow faster and get more done, knowing that you'll feel good for tomorrow.

Whether you're a professional cutter or a homeowner that wants to mow like a pro, Ferris is there with commercial-grade mowers to keep you going strong. So visit [DEALER NAME] today for a test drive and feel the Ferris difference. Ferris. Work Hard. Feel Good.

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**LENGTH: 30 seconds**

**TITLE: Ferris Suspension**

**ANNCR:** There's no glory in getting beat up on the job. Aches and pains aren't trophies – they're just barriers keeping pros like you from getting work done. But Ferris commercial mowers help you finish strong, and feel good doing it with patented suspension technology. Technology that reduces the effects of uneven terrain, virtually eliminating shock to the chassis and your body. Letting you mow faster and get more done.

Visit [DEALER NAME] today for a test drive. Ferris. Work Hard. Feel Good.

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**LENGTH: 30 seconds**

**TITLE: Special Finance**

**ANNCR:** There's never been a better time to buy the commercial mowers (turf care equipment) that have your back. Ferris. For a limited time, your Ferris dealer, [DEALER NAME] has the best financing offers of the year. Choose the offer that works best for you... 36 months... 60 months... There are even options to skip payments when work is



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slow! It's never been easier to buy a Ferris. So visit [DEALER NAME] today. All loans subject to credit approval. See your authorized dealer for details.

**LENGTH: 30 seconds**

**TITLE: Open House**

**ANNCR:** The 2020 Ferris mowers (blowers, and ride-on spreader sprayers) are ready to help you finish strong and feel good doing it. Join [DEALER NAME] for an open house event to feel the Ferris difference. Come celebrate Ferris Days [DATES] and take advantage of the best financing and prices of the year on Ferris commercial mowers (blowers, and ride-on spreader sprayers). There will be [INSERT EVENTS AND FREE ITEMS]. Ferris makes equipment that has your back and [DEALER NAME] will keep you up and running. Ferris. Work Hard. Feel Good.

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**LENGTH: 30 seconds**

**TITLE: New Dealer**

**ANNCR:** Ferris commercial mowers (blowers, and ride-on spreader sprayers) help you finish strong and feel good doing it. [DEALER NAME] in [CITY] is now carrying the innovative line of Ferris mowers (blowers, and ride-on spreader sprayers). Featuring patented suspension technology, Ferris mowers (blowers, and ride-on spreader sprayers) provide comfort and speed so you can get more done. No job is too big or too small. Visit [DEALER NAME] today and you too can feel the Ferris difference. Ferris. Work Hard. Feel Good.

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**LENGTH: 30 seconds**

**TITLE: Ferris Professional**

**ANNCR:** Aches and pains aren't trophies – they're just barriers keeping pros like you from getting the work done. You know better than anyone that this business can be back breaking, but that's all the more reason to partner with someone who has your back. Ferris is about helping you finish strong and feel good doing it. Ferris commercial-grade mowers feature patented suspension technology that allows you to mow faster and get more done, while keeping you comfortable so you can feel good tomorrow. Ferris. Work Hard. Feel Good.



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**LENGTH: 30 seconds**

**TITLE: Stand-on**

**ANNCR:** Ferris allows you to experience turf care on a whole new level with Soft-Ride Stand-On Mowers. With their patent-pending adjustable operator platform and suspension technology, these premium stand-on mowers from Ferris let you work faster, take on more jobs and finish the day feeling good. Step up to a new level of comfort and productivity with the SRS Stand-on Series. Ferris. Work Hard. Feel Good.

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**LENGTH: 60 seconds**

**TITLE: Ferris ISX 3300 with Oil Guard**

**ANNCR:** There's no need to get beat up on the job. Available at [DEALER NAME] the all-new Ferris ISX 3300 commercial mower features the industry's most advanced independent suspension system - Forefront™. Four steel control rods ensure the caster tires follow the terrain and remain vertical for reduced caster chatter. This allows you to mow faster and get more done – while staying comfortable so you can finish the day feeling good. Productivity doesn't end there. The Vanguard Oil Guard system provides less maintenance and more performance by extending oil change intervals to 500 hours. The Oil Guard system provides extended engine life and over 60% oil service savings per unit, per season. So, stop by [DEALER NAME] today, to see how the Ferris ISX 3300 has your back. Ferris. Work Hard. Feel Good.

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**LENGTH: 30 seconds**

**TITLE: ISX 800**

**ANNCR:** When you're looking for the ultimate in comfort and control from your commercial mower – the all-new Ferris ISX 800 is the answer. Equipped with the all-new patent pending ForeFront Suspension System, the ISX 800 provides a smoother ride, more precise tracing of the terrain, and an improved cut. Visit [DEALER NAME] to experience the next generation of Ferris suspension technology and test ride the ISX 800. Ferris. Work Hard. Feel Good.



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**LENGTH: 30 seconds**

**TITLE: Turf Care**

**ANNCR:** Ferris takes care of you so you can take care of your customers. The Ferris line of ride-on spreader sprayers is available at [DEALER NAME] and allows you to provide a personalized treatment for each of your clients. With stainless steel frames and granular and liquid application options, Ferris spreader sprayers let you do away with one size fits all application. Visit [DEALER NAME] for a test ride today! Ferris. Work Hard. Feel Good.