



BRIGGS & STRATTON
CORPORATION

FERRIS LIVE READ RADIO SCRIPTS - 2023

LENGTH: 60 seconds

TITLE: Ferris Suspension

ANNCR:

You wouldn't drive a car without suspension, so why would you mow without it? At Ferris, our commercial mowers set the bar as the first and only manufacturer to integrate suspension into our mowers. With racing-inspired, patented full suspension and integrated cutting decks, you can go faster, cut better, and not get beat up.

Ferris holds 16 patents just around suspension technology. Our ForeFront Suspension is the industry's most advanced independent suspension system. Four steel control rods work with coil-over shocks to create a smooth ride and straight mowing lines – even at full speed.

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. Others have tried, but there's a difference you can feel only on a Ferris. True suspension changes everything. So visit [DEALER NAME/Ferrismowers.com] today to [set up a test drive and feel the Ferris difference/find your nearest Ferris dealer]. Ferris. Experience suspension.

LENGTH: 30 seconds

TITLE: Ferris Suspension

ANNCR:

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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. Visit [DEALER NAME/Ferrismowers.com] today to [set up a test drive and feel the Ferris difference/find your nearest Ferris dealer]. Ferris. Experience suspension.



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LENGTH: 30 seconds
TITLE: Special Finance

ANNCR: There's never been a better time to buy the commercial mower (turf care equipment) that has 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 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. Ferris. Experience Suspension.

LENGTH: 30 seconds
TITLE: Open House

ANNCR: Ferris commercial mowers set the bar as the first and only manufacturer to integrate suspension into their mowers. With racing-inspired, patented full suspension and integrated cutting decks, you can go faster, cut better, and not get beat up. Experience that Ferris difference today at [DEALER NAME] during Ferris Days, [DATES]. Take advantage of the best financing and prices of the year. There will be [INSERT EVENTS AND FREE ITEMS]. Ferris. Experience suspension.

LENGTH: 30 seconds
TITLE: New Dealer

ANNCR: Ferris commercial mowers set the bar as the first and only manufacturer to integrate suspension into their mowers. [DEALER NAME] in [CITY] is now carrying the innovative line of Ferris mowers (blowers, and ride-on spreader sprayers). Featuring multi-patented suspension technology, Ferris mowers (blowers, and ride-on spreader sprayers) provide comfort and speed so you can go faster, cut better, and not get beat up. Visit [DEALER NAME] today and you too can feel the Ferris difference. Ferris. Experience suspension.

LENGTH: 30 seconds
TITLE: Ferris Professional

ANNCR: With racing-inspired, automotive-style suspension and integrated cutting decks Ferris commercial mowers are engineered to deliver a quality cut, faster, allowing professional landscapers to earn more profit and bragging rights. Ferris suspension is



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not just a feature or a marketing gimmick, it is a game changer that simply has to be experienced. True suspension changes everything. Visit [DEALER NAME/Ferrismowers.com] today to [set up a test drive and feel the Ferris difference/find your nearest Ferris dealer]. Ferris. Experience suspension.

LENGTH: 30 seconds

TITLE: Stand-on

ANNCR: With their patented, adjustable, operator platform and suspension technology, Ferris stand-on commercial mowers deliver the kind of heightened productivity that has become synonymous with the Ferris brand. Precision-engineered for superior maneuverability and traction, the SRS Z1, Z2, and Z3X mowers are loaded with innovative features that live up to Ferris' unwavering commitment to helping you work faster, take on more jobs, and finish the day feeling good. Visit [DEALER NAME/Ferrismowers.com] [for a test ride today/to find your nearest Ferris dealer]! Ferris. Experience suspension.

LENGTH: 60 seconds

TITLE: Ferris ISX 3300 with Oil Guard

ANNCR:

Ferris commercial mowers set the bar as the first and only manufacturer to integrate suspension into our mowers. Our line-up of premium mowers, including the ISX 3300 is available at [DEALER NAME]. The Ferris ISX 3300 commercial mower features the turf industry's most advanced independent suspension system - ForeFront™ suspension. 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/Ferrismowers.com] today, to see how the Ferris ISX 3300 has your back. Ferris. Experience suspension.

LENGTH: 30 seconds

TITLE: ISX 800

ANNCR: When you're looking for the ultimate in comfort and control from your



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commercial mower – the Ferris ISX 800 is the answer. Equipped with the industry's leading, patented, 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. Experience suspension.

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 and blowers 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/Ferrismowers.com] [for a test ride today/to find your nearest Ferris dealer]! Ferris. Experience suspension.



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