



BRIGGS & STRATTON
CORPORATION

**SNAPPER LIVE READ RADIO
SCRIPTS (2018)**

LENGTH: 60 seconds

TITLE: Snapper Walk-Mowers

ANNCR: Summertime is all about easy living and relaxation, right? Well, it's supposed to be anyway. But if your family's like mine, our summers get busier every year. Your friends at (DEALER NAME) want to help you take it easy this summer with a high-quality walk-behind mower from Snapper. These durable models feature easy-to-start Briggs & Stratton® or Honda® engines and 21" cutting widths, for a precision cut each and every time.

Don't forget to check out Snapper's HI VAC® and NINJA® mower decks. The HI VAC® deck creates vacuum-like suction to pick up grass clippings from your lawn, while the NINJA® Deck finely mulches grass clippings and blows them back into your yard. With their shift-on-the-go infinite speed control and smooth turn differential, these mowers offer the tried and true features you've come to expect from Snapper.

So stop in and see (DEALER NAME) to check out the full line of Snapper HI VAC and Ninja walk-behind mowers today.

Snapper. Easy-to-Use, Easy to Own.



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SNAPPER LIVE READ RADIO SCRIPTS (2018)

LENGTH: 60 seconds

TITLE: Snapper Zero Turns

ANNCR: Yard care professionals know that zero-turn mowers are the most efficient way to cut grass, especially when there's a lot of trees and plantings to negotiate. Your friends at [DEALER NAME] have a full line of Snapper zero turn mowers that bring that professional performance to the homeowner.

These mowers literally turn on a dime so you can mow around trees, tight corners and plantings without stopping. You may not even have to use a trim mower. You'll not only save time, but they're fun to drive!

There are three series to choose from, the 360Z, 400Z or the 560Z. From the 360Z's cargo bed and commercially-inspired features to the 560Z's heavy-duty frame and the same rugged drive system you'll find on professional models, Snapper gives you all of the options you need. Plus, these zero turn mowers are specifically designed for homeowners, so they're durable and easy-to-use, like all Snapper products.

So, stop by [DEALER NAME] today. They are outdoor power equipment professionals who would love to show you their full line of Snapper zero turn mowers.

Snapper. Easy-to-Use, Easy to Own.

LENGTH: :30 seconds

TITLE: Snapper Zero Turns

ANNCR: Yard care professionals know that zero turn mowers are the most efficient way to cut grass, and your friends at [DEALER NAME] carry a full line of Snapper zero turn mowers they'd love to show you.

Zero turn mowers can mow around trees, tight corners and plantings without stopping or using a trim mower. Snapper zero turns bring professional performance to the homeowner.

So, stop by [DEALER NAME] today. Their lawn care professionals who would love to show you the full line of Snapper zero turn mowers.

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SNAPPER LIVE READ RADIO SCRIPTS (2018)

LENGTH: 60 seconds

TITLE: Snapper Rear Engine Riders

ANNCR: In 1962, John F. Kennedy was president, our first astronaut orbited the earth and the Snapper rear engine riding mower was born. That's right, America's favorite rear engine riding mower is now over 50 years old and continues to stand the test of time.

Adjusting the design with today's consumer in mind, the Snapper rear engine riders are easier-to-use, more comfortable to ride and perform better than ever. And that's saying a lot! With their easy-to-use controls, compact design, legendary HI VAC[®] mowing decks and reliable Briggs & Stratton engines, these rear engine riders are sure to be America's favorite for the *next* 50 years.

So visit the outdoor power equipment experts at [DEALER NAME] to see the exciting line-up of Snapper rear engine riding mowers today.

Snapper. Easy-to-Use, Easy to Own.

LENGTH: :30 seconds

TITLE: Snapper Rear Engine Riders

ANNCR: The Snapper rear engine riding mower is over 50 years old and continues to stand the test of time.

Designed with the consumer in mind, today's Snapper rear engine riders are easier-to-use, more comfortable to ride and perform better than ever.

So visit the outdoor power equipment experts at [DEALER NAME] to see the exciting Snapper rear engine riding mower today.

Snapper. Easy-to-Use, Easy to Own.



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SNAPPER LIVE READ RADIO SCRIPTS (2018)

LENGTH: 30 seconds

TITLE: Snapper SPX Series Tractor

ANNCR: Beauty is in the eye of the beholder, right? We couldn't agree more!

Turn heads with the SPX[®] Lawn Tractor from Snapper, powered by a dependable Briggs & Stratton Professional Series[™] V-Twin engine; it'll have your neighbors stopping in their tracks.

The beefy 12-gauge steel frame and 42" or 48" fabricated mower deck options will give you ultimate durability.

Plus, with a 14" turning radius, you'll be able to maneuver easily around landscaping obstacles, leaving your yard pristine.

Stop by your local Snapper dealer (name) today to see schedule a test drive.

Snapper. Easy-to-Use, Easy to Own.



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SNAPPER LIVE READ RADIO SCRIPTS (2018)

LENGTH: 55 seconds

TITLE: Snapper 360Z

ANNCR: If you've ever used a zero-turn mower, you know that they're fast, fun and super maneuverable. But as popular as they are, Zero-turn mowers have traditionally only been used to cut grass.

Until now. With its multi-functional integrated cargo-bed, the Snapper® 360Z is a dirt-hauling, tool-toting, mulch-moving, debris-collecting, flower-delivering, and, of course, grass-cutting zero-turn. In fact, this Snapper mower is so handy it'll become your yard's new best friend.

It's designed to be a residential mower, but it's loaded with commercially inspired features. Like a fully welded commercial-style frame and three fabricated mower deck options that are so rugged they come with a limited lifetime warranty.

You have to see the cargo hauling 360Z mower to believe it. So check it out at (DEALER NAME) to see for yourself what the excitement is all about.

Snapper. Easy-to-Use, Easy to Own.

(Disclaimer to be read fast at end) Cargo bed has a 50 pound capacity, do not overload; do not carry passengers. See dealer for details.

LENGTH: 30 seconds

TITLE: Snapper 360Z

ANNCR: Zero-turn mowers are fast, fun and maneuverable. Snapper has taken the zero-turn mower to the next level with the 360Z.

With its integrated cargo-bed, the Snapper® 360Z is a flower-hauling, tool-toting, mulch-moving, and, of course, grass-cutting zero-turn.

So check out the 360Z at (DEALER NAME) soon to see for yourself what the excitement is all about.

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SNAPPER LIVE READ RADIO SCRIPTS (2018)

LENGTH: 60 seconds

TITLE: Snapper 560z

ANNCR: Snapper mowers have a reputation for being tough, and the new 560z is Snapper's toughest zero turn yet. That's why your friends at (DEALER NAME) can't wait to show this commercially-inspired Snapper mower.

It's powered by a Briggs & Stratton Commercial Series or Kawasaki V-twin engine that's paired with high-speed transaxles, which means you can mow up to 9 miles per hour. Plus, it has a fabricated mowing deck made of heavy 10-gauge steel that's easily adjusted to different cutting heights with a foot-assisted deck lift.

And if that's not enough, the 560z even has an optional cargo bed that can carry up to 100 pounds of tools, mulch, flowers... whatever needs hauling around your property.

So, stop by (DEALER NAME) and test drive the exciting new Snapper 560z zero turn mower today.

Snapper. Easy-to-Use, Easy to Own.

(Disclaimer to be read fast at end) Cargo bed has a 100 pound capacity, do not overload; do not carry passengers. See dealer for details.

LENGTH: 30 seconds

TITLE: Snapper 560z

ANNCR: The new 560z is Snapper's toughest zero turn yet, and your friends at (DEALER NAME) can't wait to show it to you.

With its powerful engine and high-speed transaxles, you can mow up to 9 miles per hour. And it has an optional cargo bed so you can carry flowers, tools, mulch, and more.

So, stop by (DEALER NAME) and test drive the Snapper 560z today.

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SNAPPER LIVE READ RADIO SCRIPTS (2018)

LENGTH: 50 seconds

TITLE: Snapper Spring Sale

ANNCR: Warm weather is on the way and you know what that means... another summer of yard care. Yes, it's a big job, but your Snapper dealer, (DEALER NAME) can help. Snapper's having a big spring sale, with rebates on select models and special financing plans with approved credit. Ask your dealer for details.

Heavy-duty construction and easy-to-use features have made Snapper products legendary. In fact, Snapper offers one of the largest selections of outdoor power equipment in the industry. So let the professionals at (DEALER NAME) show you how to make yard care easy. And if you act now, you'll get the lowest prices of the season.

The big spring sale is underway, so visit (DEALER NAME) today to check out the exciting Snapper line-up.

Snapper. Easy-to-Use, Easy to Own.

LENGTH: :30 seconds

TITLE: Snapper Spring Sale

ANNCR: Your favorite Snapper dealer is kicking off the yard care season with a big spring sale! Get some of the best deals of the season on Snapper lawn tractors, zero turn mowers, walk-behind mowers, and rear-engine riders.

Rebates are available on select models and special financing plans are available with approved credit. But hurry, rebate offers expire soon. Ask your dealer for details.

The spring sale is underway now, so visit (DEALER NAME) today to check out the complete line-up of Snapper products.

Snapper. Easy-to-Use, Easy to Own.



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SNAPPER LIVE READ RADIO SCRIPTS (2018)

LENGTH: 60 seconds

TITLE: Snapper Dealer

ANNCR: You know the expression “Jack of all trades, master of none”? Think of that the next time you are shopping for a lawn mower, riding mower, or a zero turn. Can you expect a larger retail store that sells everything to be an expert in lawn and garden equipment? Of course not, so if you want to know about cutting grass, ask the lawn care professionals at (DEALER NAME).

Snapper dealerships are owned and operated by experts who are dedicated to the lawn care business. Their livelihood is based on customer loyalty and they work hard to earn that loyalty every day. But, it’s not really fair to compare a Snapper dealer to mega chains... Snapper dealers can offer what others can’t – like test drives, a variety of financing plans, service technicians, trade-ins, set-up and delivery, and, of course, Snapper’s full line of easy-to-use quality mowers.

So whether you’re thinking about buying a walk-behind mower, rider or a lawn tractor, stop by (DEALER NAME) for a Snapper that’s perfect for your lawn.

Snapper. Easy-to-Use, Easy to Own.

LENGTH: 30 seconds

TITLE: Snapper Dealer

ANNCR: Can you expect a huge retail store to be an expert in lawn and garden equipment? Of course not. If you want to know about cutting grass, ask the lawn care professionals at (DEALER NAME). Snapper dealerships are owned and operated by dedicated lawn care experts who can offer what the others can’t – like test drives, a variety of financing plans, service technicians, trade-ins, set-up and delivery, and, of course, Snapper’s full-line of easy-to-use mowers.

So whether you’re looking for a Snapper walk-behind mower, rider or a lawn tractor stop by (DEALER NAME) today.

Snapper. Easy-to-Use, Easy to Own.



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SNAPPER LIVE READ RADIO SCRIPTS (2018)

LENGTH: 60 seconds

TITLE: Snapper SPX

ANNCR: As the saying goes, “Life is tough, wear a helmet.” But not today. Because today you’re mowing your lawn for the first time with your new Snapper SPX Lawn Tractor. And life just got a whole lot easier. So put on a baseball cap or visor and enjoy the ride. The SPX features easy-to-use height-of-cut adjustments for changing grass conditions. And the world-class endurance and power of Briggs & Stratton engines. The new SPX lawn tractors from Snapper. Easy to use. Easy to own. Snapper. Easy-to-Use, Easy to Own.

(:05) Dealer Tag