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Briggs & Stratton Corporation Launches Aggressive Energy Saving Efforts
- Milwaukee manufacturer saves \$677,000 in annual energy costs -

Madison, Wis. (May 3, 2010) – With a 100-year legacy of environmental stewardship, Briggs & Stratton Corporation of Milwaukee has prided itself on its community involvement; long-standing commitment to finding smart, eco-friendly business solutions; and aggressive energy saving efforts.

Since 2008, the small engine and outdoor power equipment manufacturer has built on its knowledge and experience to become a leader in energy efficiency and has saved more than 8.5 million kilowatt-hours of electricity and 10,000 therms of natural gas annually – enough energy to power 870 homes for a year. The manufacturer will also benefit from \$677,000 in savings on its energy bills each year.

With the help of Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, in partnership with WE Energies, Briggs & Stratton received \$538,000 in financial incentives since 2008 to help move energy efficiency projects forward. Some of the projects include:

- Upgrading more than 5,500 light fixtures to high-efficiency models
- Installing over 4,000 occupancy sensors to control the lighting
- Adding variable-speed drives on ventilation fans
- Purchasing ENERGY STAR[®] food service equipment
- Completing ongoing tune-ups on the compressed-air system
- Sending staff members to advanced energy efficiency courses to find more ways to save

“Saving energy is not only good for the environment, it’s good for the bottom line,” said Todd Teske, president and CEO of Briggs & Stratton Corporation. “As an organization, we are very committed to the principles of sustainability and this is a great example of that dedication.”

Not only have these upgrades saved Briggs & Stratton money, but they have also had positive environmental impact. The annual environmental benefits are equivalent to offsetting 17,000 barrels of

oil from being burned – eliminating 14.6 million pounds of carbon dioxide (CO₂) from being released into the atmosphere.

And the savings do not stop here. Briggs & Stratton continues to investigate new technologies to find more ways to save energy throughout the business. This year Briggs & Stratton will receive an additional \$203,000 from Focus on Energy to install an innovative power regenerating system that will capture some of the lost power generated during engine and generator endurance testing. By recovering this “waste” energy, the project will save/generate more than 1.2 million kilowatt-hours of electricity annually – enough energy to power 128 homes for a year and save more than \$104,000 on annual energy costs.

“Briggs & Stratton has made energy efficiency a top priority in its business plan and is going above and beyond to adopt sustainable practices,” said Ken Williams, Focus on Energy’s business programs director. “I applaud their persistence and dedication to keep energy savings on the forefront and constantly find new solutions.”

Focus on Energy can help businesses and residents across the state identify and evaluate energy-saving opportunities, provide specific recommendations, develop energy management plans, arrange technical training opportunities about energy conservation, and offer financial incentives.

For more information, call (800) 762-7077 or visit focusonenergy.com.

About Briggs & Stratton Corporation

Briggs & Stratton Corporation, headquartered in Milwaukee, Wisconsin, is the world’s largest producer of gasoline engines for outdoor power equipment. Its wholly owned subsidiary Briggs & Stratton Power Products Group LLC is North America’s number one manufacturer of portable generators and pressure washers, and is a leading designer, manufacturer and marketer of lawn and garden and turf care through its Simplicity[®], Snapper[®], Ferris[®] and Murray[®] brands. Briggs & Stratton products are designed, manufactured, marketed and serviced in over 100 countries on six continents.

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources, and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state’s growing demand for electricity and natural gas. For more information, call 800.762.7077 or visit focusonenergy.com.

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