

DEALER OVERVIEW

for Residential and Light Commercial Generators



KOHLER[®]
IN POWER. SINCE 1920.

JOIN THE KOHLER FAMILY AND BECOME PART OF SOMETHING BIGGER.

In 1920 we set out to change the world by providing reliable electricity to rural homes without utility power. And then something happened—our dream got bigger. We expanded our generator offering to boats, businesses, hospitals and governments around the world. But we didn't stop there.

For the last century, our reliable engines and generators have powered historic expeditions to the South Pole, the Allied Forces during WWII, huge Hollywood movie productions and more. But through it all, our mission has remained constant: **to make our customers more powerful.**

KOHLER CO.

A GLOBAL ICON NEARLY 150 YEARS IN THE MAKING

It all began in 1873, when John Michael Kohler purchased a foundry in Wisconsin to produce farm tools. Ten years later, Kohler took a product in his line, heated it to 1700°F and sprinkled it with enamel powder. Placing a picture of it in the center of his one-page catalog, he called it “a horse trough/hog scalding . . . when furnished with four legs will serve as a bathtub.” Kohler was in the plumbing business.

From those humble beginnings, Kohler Co. has grown into a four-division global brand with more than 33,000 associates worldwide.

Engines and Generators

Kitchen and Bath

Golf and Resort Destinations

Decorative Products

For four generations, Kohler Co. has been owned and operated by the Kohler family, remaining a private company. The family invests 90 percent of earnings back into the company for continuous improvement and unparalleled innovation.

OUR MISSION

The corporation and each associate have the mission of contributing to a higher level of gracious living for those who are touched by our products and services. Gracious living is marked by qualities of charm, good taste and generosity of spirit. It is further characterized by self-fulfillment and the enhancement of nature.



KOHLER® POWER OVERVIEW

FROM ENGINES TO GENERATORS,
WE GIVE THE WORLD POWER

From Chicago to Shanghai and everywhere in between, our products empower people all over the world. Below is a brief snapshot of our global businesses.



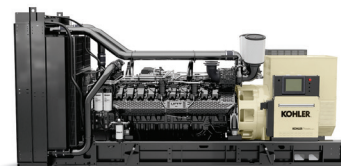
RESIDENTIAL AND LIGHT COMMERCIAL GENERATORS

6- to 150-kW residential and light commercial automatic standby generators keep homes and small businesses powered and protected throughout the outage.



PORTABLE GENERATORS AND PUMPS

1.8- to 12.3-kW inverters, generators and pumps provide power wherever and whenever for job sites, home and play.



INDUSTRIAL GENERATORS

10- to 4000-kW complete power solutions worldwide—including emergency, prime power and energy management—for applications ranging from universities and water treatment plants to data centers, airports and hospitals.



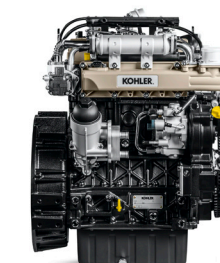
MARINE GENERATORS

4- to 200-kW gas and diesel marine generators provide reliable power for commercial and pleasure craft.



MOBILE GENERATORS

20- to 500-kW mobile generators ensure dependable power wherever it's needed, from remote construction sites to public events to storm recovery sites.



ENGINES

Battle-tested and built to last, KOHLER gasoline, propane and diesel engines are always ready for action. Whether you're running lawn mowers, ZTRs, welders, excavators or skid steers.

WHY KOHLER®?

RESIDENTIAL AND LIGHT COMMERCIAL GENERATORS



COMPETITIVE PRODUCT ADVANTAGES

LEGENDARY RELIABILITY

During our design process, every KOHLER® generator is meticulously quality-tested through hundreds of performance trials. Once the design passes inspection, it's ready for production. But before it leaves our factory, we test it one more time. Bottom line: It's all about reliability.

That's why homes, businesses, hospitals, construction sites, nuclear power plants, even the National Weather Service, trust hard-working, long-lasting KOHLER generators.

COMMERCIAL-GRADE ENGINES

Inside every KOHLER generator is a heavy-duty engine built to withstand extreme workloads over many years. These engines are tested and proven in punishing environments, such as industrial construction, that far exceed the demands of standby power.

Over half the residential generator lineup features KOHLER engines that are engineered and tested using our stringent quality criteria. We build them to keep homes comfortable, no matter how long the power is out.

TOTAL-SOLUTIONS PROVIDER

KOHLER dealers can ensure every customer has affordable and reliable power when he or she needs it most by selling both automatic standby and portable generators. With a manual transfer switch, KOHLER portable generators are a home backup power solution for areas where outages are rare or for customers unable to invest in a standby generator. Differentiate yourself as a total-solutions provider, and offer portable and standby power solutions ranging from 1.8 to 150 kW.

TRUSTED WORLDWIDE FOR A CENTURY

We built the first modern-day generator in 1920. Originally created to power KOHLER plumbing products in rural America, the KOHLER Automatic Power & Light generator (powered by a KOHLER engine) provided instant electricity to homes, boats and businesses around the world.

Nine years later, KOHLER generators joined Admiral Richard Byrd and his courageous crew during their historic South Pole expedition. At the bottom of the world, thousands of miles from assistance, the generators provided the expedition's sole source of power—in subzero temperatures. When the mission was over, Admiral Byrd left the generators behind. Four years later, when he dug out and refueled the original 1929 generators from beneath snow and ice, they started on the first attempt. Since then, we've had one simple goal: Build the best generators in the world.

CLEAN-POWER QUALITY

KOHLER generators maintain a rated voltage and frequency regulation less than 1.0% total variation, even as power demand changes, to protect valuable electronics from electrical variations.



WHY KOHLER? CONTINUED

BENEFITS OF PARTNERING WITH KOHLER

You can find comfort knowing that Kohler has trained professionals that are in place to provide technical support in the field, address product-related questions and ensure you have the tools to succeed, all at a local level.

- We partner with a reliable, dedicated dealer network that aligns with our values and strategic objectives. As part of that network, we support your reputation as you support ours.
- Our goal is to help our dealers succeed in growing their business and the KOHLER® brand at a local level. Each dealer is hand-selected, and this process is strategically mapped out to avoid oversaturating a specific area with too many KOHLER dealers.
- Every dealership is provided with the resources and contacts to become a successful KOHLER generator dealer through marketing consultations and educational programs.
- Our dealer development team was created specifically to support your success. The team helps build the dealer network internally by offering business-building training programs and resources as well as advocating for our dealers' needs. As dealers progress through their partnership with Kohler, this team will spend time with the dealerships to ensure they have the tools necessary to continue to grow their business.

FIRST-RATE WARRANTIES

Every standby generator comes standard with a limited five-year, 2,000-hour protection guarantee. We also offer an optional five-year comprehensive limited extended warranty to cover all labor and parts. Portable generators feature a three-year limited warranty.



FAST RESPONSE AND IMPRESSIVE MOTOR STARTING

In just 10 seconds,* KOHLER generators can automatically power your entire home with the help of PowerBoost[™] technology. We're talking heat, AC, fridge, freezer, sump pump, security system—you name it—without dropping power!†

For example, our 10-kW generator packs powerful performance in a very compact footprint and can start a five-ton air conditioner unit with a 5000-watt preload. The 20-kW air-cooled generator has a motor starting of 41 kVA, which translates to 170 starting amps.

HYDRAULIC VALVE LIFTERS

Unlike mechanical valve lifters, hydraulic valve lifters deliver quieter operation and eliminate the need for periodic adjustments, which means you can count on full-power output for the life of the engine. All KOHLER standby generators above 12 kW feature hydraulic valve lifters to ensure the best quality and engine life.

LOAD MANAGEMENT

The Power Relay Module (PRM) allows an entire home to be connected to generator power but will cycle circuits on and off to prevent overloading. This allows smaller

generators to power an entire home, prioritizing the circuits to balance a higher electrical load. With built-in logic and capacity reading, the PRM takes stress off the generator and ensures clean power, no matter the load. It allows you to add up to four additional loads.

ONCUE[®] PLUS GENERATOR MANAGEMENT SYSTEM

OnCue is a remote monitoring solution that offers customers remote control and status updates by text or email.

As a benefit to you, this becomes a diagnostic and proactive service tool for your technicians. Check the status and history, and clear common faults prior to on-site servicing to reduce unnecessary trips to the home. This makes it easier for you to sell service contracts and more affordable to service them. Paired with OnCue Plus, the Programmable Interface Module (PIM) allows customers to turn their generator into a remote control for their home to monitor and control items in their home while they are away.

The six outputs can remotely activate security systems, heating and cooling systems, automated storm shutters, etc. Two inputs can be used to monitor and alert for changes in items such as motion sensors or water-level alarms.

*Based on generator and load size.

†PowerBoost is included in our 8- to 20-kW units.

AUTHORIZED DEALER PROGRAMS

ALL THE TOOLS TO HELP YOU SELL

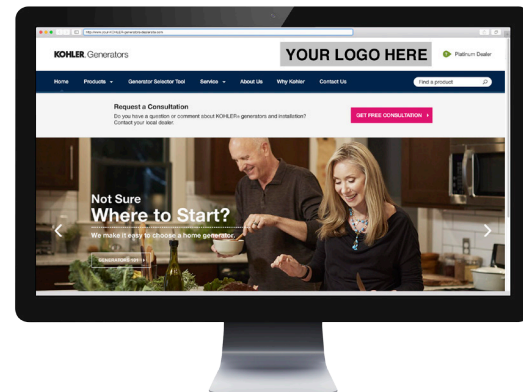


CONSUMER FINANCING

Consumer financing can mean the difference between a sale or no sale for many potential customers. Our dealers can enroll in the Consumer Financing program to help close those sales.

We have partnered with one of the fastest-growing and highest-rated home improvement loan providers, known for ease of use, paperless processing and attractive payment plans. Your customers can finance up to \$55,000*, which can include materials and installation costs. This line of credit can also be applied to other home-improvement projects, such as adding a central air conditioning system to a home. Dealers are provided with benefits such as personalized sell sheets and digital ads with their company's information to promote financing options.

*Subject to qualifying credit approval.



BRANDED DEALER WEBSITES

You can focus on growing your business without worrying about building and maintaining websites. Kohler offers custom-branded dealer websites that will be linked from KohlerGenerators.com.

The website is a freestanding, fully featured website that can act as a supplement to your company's current website or stand on its own if you don't have a website. Best of all, we keep it up to date for you.

Benefits include leads from KOHLER advertising initiatives, an automatically updated product catalog, a sizing calculator, and customizable "About Us" and "Maintenance and Service" features.

The web pages are search engine optimized to appear high in organic local search results to help you gain more local leads. They are also built with responsive design to perform equally well on mobile, tablet and desktop devices.



MARKETING ASSISTANCE

We provide you with access to professionally produced, proven effective marketing and advertising materials that will drive business to your door and help you close the sale.

Kohler dealers have access to a library of advertising assets that can be customized to include their specific logo, contact information and offers. These templates include traditional forms of advertising such as direct mail pieces, radio scripts and print ads as well as online display formats that will help reach your digital audience.

Our marketing team is readily available to make advertising-plan recommendations based on your geography and what has proven to produce the best return on investment for your business model.



FLOOR PLANNING

We have partnered with a commercial distribution company that provides innovative financing solutions, designed to help businesses maximize their cash flow, manage credit lines and maintain inventory levels that keep their customers coming back. Through this program, qualifying customers are able to stock their inventory now, and pay later.*

BECOME A KOHLER DEALER

Ready to boost your bottom line and become part of the KOHLER family? Contact us today. We can't wait to help your business.

Call 800-544-2444
Visit [KohlerGenerators.com/Dealer](https://www.kohlergenerators.com/Dealer)

*Subject to qualification, change in program terms and credit approval. Interest subsidized by manufacturer for up to 180 days or such other period offered by manufacturer. Financing provided by GE Commercial Distribution Finance Corporation. Nothing contained herein is, or shall be relied upon, as a promise, representation or commitment to provide financing.

KOHLER[®]
IN POWER. SINCE 1920.

North America
800 544 2444

KOHLERPOWER.COM

PRINTED IN U.S.A 3/17 G12-481 © 2017 BY KOHLER CO.