

“...YOU CAN'T PUT A PRICE ON PEACE OF MIND.”



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## Weather ANY Storm

with the #1 Brand  
in Home Backup Power



Peace of Mind from

**GENERAC**<sup>®</sup>

Priceless.

Get Started Today!  
with your

FREE IN-HOME  
ASSESSMENT  
1-800-864-7415

GeneracHomeGenerators.com

Your guide to protecting your home  
from power outages.

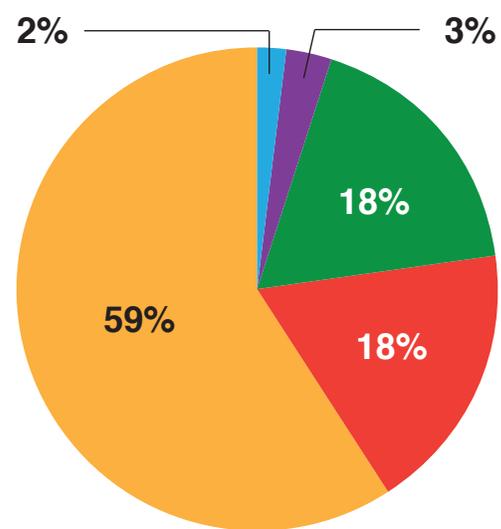


**GENERAC**<sup>®</sup>

# Power Outages can strike any time, any place...

We're all aware of catastrophic storms that can knock out power to millions. But, while hurricanes and tornadoes grab the headlines, the fact remains that nearly 60% of all weather-related power outages are caused by thunderstorms that can occur almost anywhere.

Of course, if you happen to live in an area frequented by hurricanes, tornadoes, or even ice storms, a home backup generator should be a given. But even if you live outside these severe-weather areas, you are very likely to face as many—possibly even more—power outages due to thunderstorms.



Weather Related Power Outages (1)

- Thunderstorms
- Extreme Heat and Wildfires
- Tornadoes
- Hurricanes and Tropical Storms
- Cold and Ice Storms

**78%**

Percentage of U.S. power outages that are weather-related. (2)

**\$19 Billion**

Yearly cost of U.S. power outages. (3)

**500,000**

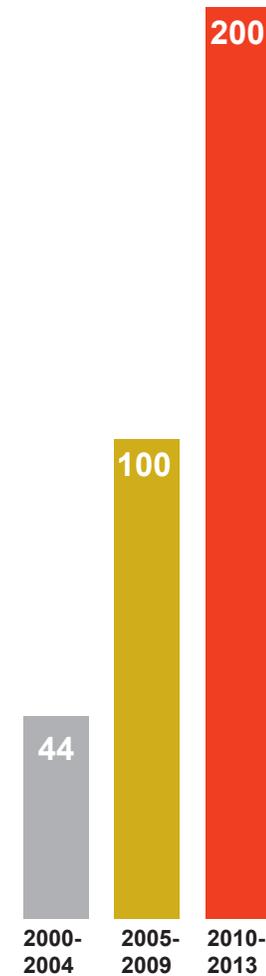
Average number of people affected daily by U.S. power outages. (4)

(1) Blackout: Extreme Weather, Climate Change and Power Outages, Alyson Kenward, PhD, and Urooj Raja, Climate Central

(2) Evan Mills, Extreme Grid Disruptions and Extreme Weather, Lawrence Berkeley National Laboratory, U.S. Disaster Reanalysis Workshop

(3) Univ. of Minnesota, Transmission & Distribution World

(4) U.S. Department of Energy, Energy Information Administration



Average number of grid outages per year\*

**454%**  
INCREASE  
FROM 2000-2003

\*Power Outages on the Rise Across the U.S." InsideEnergy.org

## ...and the damage can be costly.



A power outage is not merely inconvenient. It can be costly, stressful, even dangerous. Some of the more common effects—

- food spoils
- basements flood
- pipes freeze
- people whose health depends on medical devices are put at special risk

Typical cost of flood damage in a 2000sf home:

**\$21,000** 2" of water

**\$39,150** 6" of water

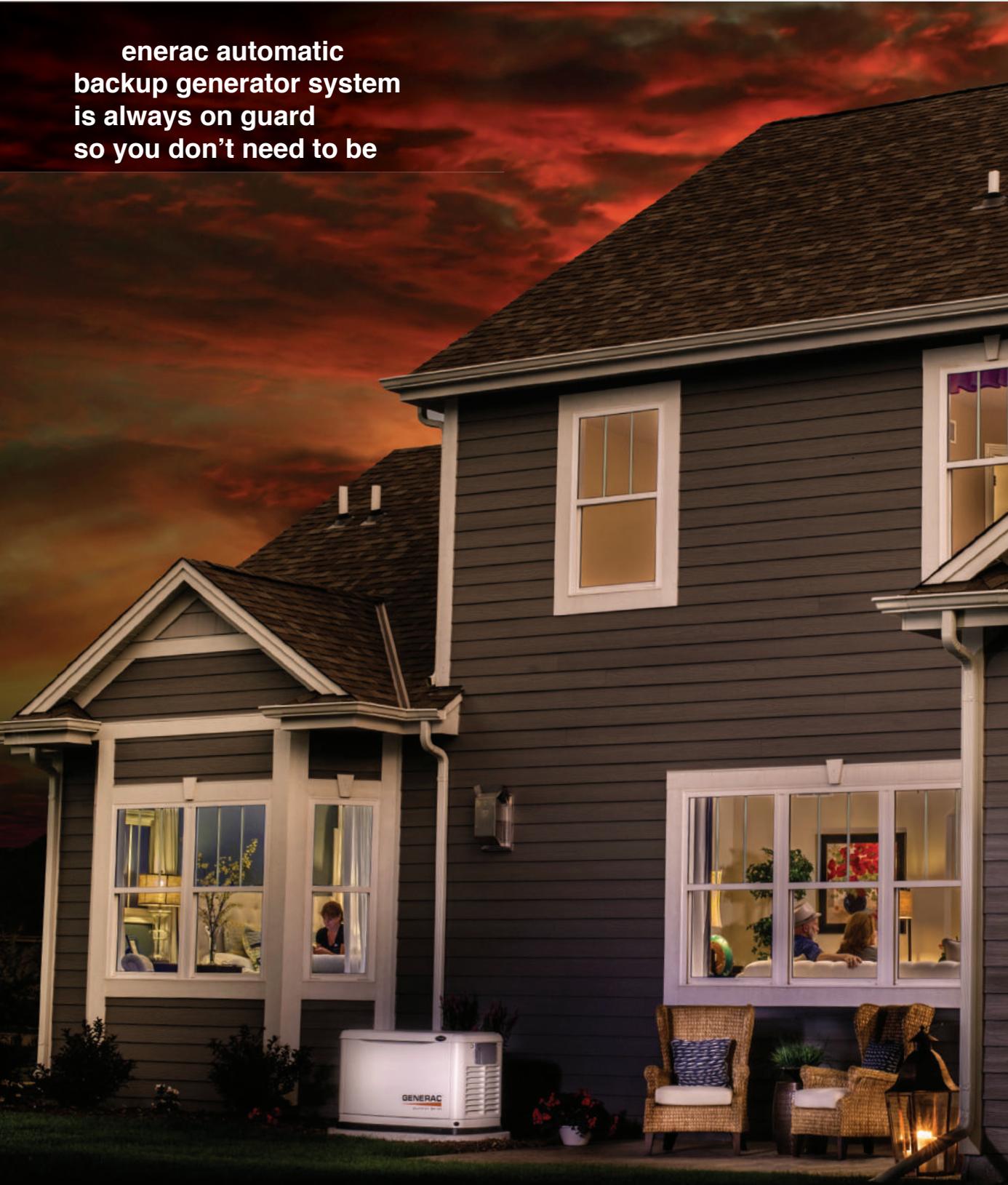
**WATER DAMAGE** adds up quickly. Beyond the huge cleanup job even a modest flood leaves behind, it can harm electrical and plumbing systems, appliances, cabinets, furniture, and more. Just 2" of water is enough to cause an average of \$21,000 in repairs. Take it up to 6" and the toll nearly doubles.\*

\*FloodSmart.gov

# GENERAC® Automatic Home Backup Generators

## protect your home 24/7...whether you are there or not!

Generac automatic backup generator system is always on guard so you don't need to be



Here's how it works—



**Utility power is lost** Perhaps it's a storm. Maybe it's a grid failure. In any case, the electricity you depend on is suddenly gone.



**Your System detects the problem** Within seconds, your generator prepares to restore your home's power.



**Your generator turns on** Whether you're home or away, within a few seconds, it is up to speed and generating electricity.



**Your power is restored** The automatic transfer switch sends generator power to your home. And it will continue until utility power returns.

### PORTABLE vs. AUTOMATIC HOME BACKUP

You may be considering a portable generator for use during power outages. We sell a lot of portables, and they can certainly be used to provide backup power, but there are some key differences you need to be aware of:

	Portable Generators	Automatic Home Backup Generators
<b>Uses</b>	Portability makes them ideal for job sites, tailgating, camps, or other remote locations.	They are hard-wired to your home so that's the only place you will use them.
<b>Starting</b>	You must be home when the power goes out to start and connect almost all portables.	Starts up automatically when utility power is lost—whether you're home or away.
<b>Connecting</b>	Must be manually connected via a transfer switch or with extension cords.	Permanently connected to your home's electrical system so there is nothing you need to do when power is lost.
<b>Refueling</b>	Must be refueled every 6-12 hours, depending on loads and size of fuel tank.	No refueling if connected to your natural gas line. We also offer propane and diesel options with long run times.
<b>Capacity</b>	Typically powers only some key appliances.	Can power your entire home or selected circuits.
<b>Monitoring</b>	You must monitor operation in person.	With Mobile Link™ you can monitor your generator from your smartphone, tablet or PC.

HERE'S WHY

# 7 Out of 10 Customers Choose

# GENERAC®

# FOR HOME BACKUP POWER—

## Our Business is Power

Founded in 1959, Generac invented the home backup power category. Today our U.S. manufacturing facilities are state of the art, and our products lead the industry in quality, breadth of offering, and innovation.



Corporate headquarters, Waukeesha WI (above)  
Whitewater WI manufacturing facility (right)



## We Offer the Widest Selection

Generac manufactures the widest range of power products in the marketplace including portable, residential, commercial, industrial and mobile generators. We are also the leading designer and manufacturer of manual and fully automatic transfer switches and accessories for backup power applications up to 150 kW.

## Flexible Fuel Options

Whether you live in the suburbs, the country or off the grid, we have a home backup solution that can be tailored to your home and property, *and* the type of fuel service that is available to you.

### natural gas

The preferred fuel, when it's available. It burns clean, is inexpensive, and can supply a generator indefinitely. Line pressure will be checked by the installer to ensure it's sufficient.

### propane

This clean-burning fuel is stored in a pressurized outdoor tank that needs periodic refills. Commonly used when natural gas is not available.

### diesel

Although it's not flammable and its tank isn't pressurized, it doesn't burn as cleanly as NG or LP. If using diesel make sure the fuel is stabilized to keep it fresh.



## Most extensive service network

Our product lines are supported by a 5,000-plus nationwide dealer network that provides sales assistance, installation, service and parts. While your installer is often your first recourse for product support, we know that power outages do not always occur during normal working hours — that is why we have a 24/7-365 customer care call center right here in Wisconsin. That means we are standing by every minute of every day to answer your calls.

## The Generac Promise



Generac invented the home standby generator category in 1977, and we still engineer and build them right here in Wisconsin. With over a million square feet of vertically integrated manufacturing and distributing space we are able to meet the needs of our customers.



Power outages do not always occur during normal working hours- that is why we have implemented a 24/7-365 customer care call center right here in Wisconsin. That means we are standing by 24/7, every minute of every day to answer your calls.



We are proud of our innovative product design, high quality and first-class reliability so that is why we stand behind them with a strong 5-year limited warranty.



We promise to listen to our customer's needs and continue to innovate with new solutions, like our new Mobile Link™ cellular monitoring system, so you'll always know the status of your generator, no matter where you are.

Are you ready to experience the **GENERAC** difference?



Get Started Today!  
with your

**FREE IN-HOME ASSESSMENT**  
**1-800-864-7415**

GeneracHomeGenerators.com

# HERE'S AN INSIDE LOOK AT THE FEATURES THAT MAKE GENERAC® the Industry Leader in Home Backup Power!

## Smart Technology that Makes it Easy to Use.



**Mobile Link™** connects you to your generator allowing you to access information such as the current operating status, maintenance schedule, and more directly from your smartphone, tablet, or computer.



**Smart Management Modules** save you money by allowing you to purchase a lower kilowatt generator. SMM supplies backup power to your most essential circuits first, and only pushes surplus power to less-essential circuits, as it becomes available.



**Quiet Test™ Technology** lets your generator run its weekly self-test at a lower RPM so as to be as non-disruptive as possible.

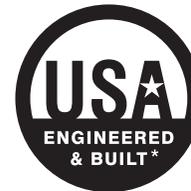


**True Power™ Technology** Best-in-class power with less than 5% total harmonic distortion means clean, smooth operation of your sensitive electronics and appliances.

## We Build Our Own OHVI Engines Specifically for Generator Use.



Our engines are purpose-built to withstand the long runtimes you need for supplying backup power. A generator may have to run for days on end during extremes in both hot and cold weather. This is why we design and build our own overhead valves engines with industrial-duty features —



\*Built in the USA using domestic and foreign parts.



**Aluminum Filled Cooling and Plate Coated Cast Iron Cylinders** — promote heat dissipation and decrease oil consumption for longer engine life.

**Advanced Oil Pressure Protection** — automatically shuts down the engine if the oil level runs too low, or overheats. Far superior to other systems that only sense oil level.

**Qualiment Air Filter** — protects the engine from dirt and extends service intervals.

**Resurized Lubrication System** — pumps oil directly to every critical engine bearing from start-up to shutdown.

**Automotive grade Spin on Oil Filter** — Removes dirt and carbon solids that cause premature engine wear.

Ready to power up with GENERAC?



Get Started Today!

with your

**FREE IN-HOME ASSESSMENT**

**1-800-864-7415**

GeneracHomeGenerators.com

\*Some features are exclusive to certain models.

# GENERAC Trusted Everywhere!



“**IT’S ONE OF THE BEST INVESTMENTS I’VE EVER MADE IN THIS HOUSE.**”

-David Panzarella

## In their own words...



“We purchased our Generac several years ago. It has always started right up when the power goes out but that is NOT the amazing part. This summer after a significant flooding rainstorm, our generator collapsed into a giant sinkhole filled with 1000 gallons of water. Our dealer pulled it out and we had the sinkhole filled in. After letting our Generac dry out, the dealer changed the oil and the air filter and it started up on the first try. Now that is amazing!”

—Wendy  
Upstate New York



# Peace of Mind



“I have peace of mind having had this Guardian Series Generac whole house generator installed. Thank you!”

—Bruce  
Pennsylvania



“It means everything to me, living alone and a senior, to have the peace of mind from this unit. It is worth every penny to never have to live without power and water again.”

—Skipper47  
Pennsylvania



“I know if my family is there, they will have power necessary for their safety and comfort. That gives us all a peace of mind.”

—RaybJ  
Texas



“I can't tell you how much this means to my wife when I am not at home. She has nothing to worry about...if I am not at home there is peace of mind that everything is ok. If I had it to do over again the only thing I would change would be to have the generator installed years earlier.”

—Stubby  
Missouri



“Our Generac emergency generator is by far the single most important investment we have ever made in our home. Best insurance you can have... you can't put a price on peace of mind.”

—ET290  
Iowa



“This gives such peace of mind and runs so quietly compared to portable ones.”

—Sue13  
Michigan

Isn't it time  
for your own  
Peace of Mind?



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GeneracHomeGenerators.com

GENERAC® also provides backup power on a commercial scale . . . so you can be confident that your home is in good hands.



SCHOOLS



DATA CENTERS



HOSPITALS

# The World's Most Complete Selection of Home Backup Generators

LP and Natural Gas

Diesel-Powered

Off-the-Grid Systems

Ultra-Quiet Choices

Liquid and Air-Cooled

Partial to Full-Home Sizes

Get Started Today!

with your

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GeneracHomeGenerators.com

## HOW MUCH POWER do I need (and what will it cost)?

For most of us our homes are the largest investment we make in our lifetimes. Protecting this investment, as well as our families, during power outages can be priceless. Here are three examples of how surprisingly little it can cost to protect yourself from power outages:

### Power just the basics...

If you prefer a simple, economical approach, our affordable PowerPact™ line provides automatic backup protection for essential circuits such as your well pump, refrigerator, furnace, and sump pump.

**PowerPact™**  
Watt Model  
Starting at \$\*



### Smart power where you need it...

Our Smart Module Management (SMM) system allows you to get whole-house protection, without paying for a larger generator. All of your home's circuits can be protected by cycling power on and off as needed for different appliances — and you decide what gets priority.

**Guardian®**  
Watt Model  
Starting at \$\*\*



### Power it all all the time...

Many homeowners want the peace of mind that comes with whole-house coverage. Whenever there's an outage, you don't have to worry because the power stays on at all times throughout your entire home.

**Guardian®**  
Watt Model  
Starting at \$\*



\*Prices do not include installation, which will vary depending on your situation. Please see the next page for what is involved in installation, and how to get an installation cost.

\*\*SMM system not included in MSRP.

# INSTALLATION

Generac expert team You can have your home backup generator installed — Usually in 1 day

As experts in home standby power, we are in the best possible position to install your Generac system quickly, professionally, and cost effectively.

We strongly encourage you to take advantage of our free in-home assessment, to make sure you get the correct size generator for your needs, not just for the size of your house. You will be provided with a no-obligation quote, including all parts and labor. If you decide to go ahead, installation is fast and easy. Here's what is involved\*—

\*Please consult a HSB manual for more details.



*“Everything went so smooth on the install. Everyone was here at the same time and got the job done fast.”*

—Sue13  
Michigan



## 1 Choosing a site

When considering the location for your generator, you will want to find a stable area that is well-drained and does not flood. Keep in mind that the generator can be no closer than 3 feet to utility meters, air conditioning units, combustibles or anything serviceable. And the closer the site is to the electric meter and the natural gas supply line, the more you'll save on installation. Once the site is chosen, your installer will take care of any required local permits.

## 3 Connecting Fuel and Electrical

With the generator itself in place, a transfer switch will be installed next to your main breaker box (in some cases it may replace the breaker box entirely). Wiring is then run, in conduit, between the generator and the breaker box. Then the fuel line gets installed.



## How much does Installation cost?

Installation cost is highly dependent on the particulars of your home and property, and requires an in-home assessment to estimate accurately. In some cases there are preliminary preparations you can take care of to reduce the cost. An in-home assessment will take you through the fast, no-hassle installation process, and answer all your questions!



## 2 Installing a Generator

Prior to placing the generator, the site needs to be prepared. Usually this is achieved by putting down a bed of pea gravel or pouring a cement slab. Your installer will make sure the placement allows for all the right clearances (18" from the house, 60" from doors, windows and fresh air intakes, 36" in front to allow for a technician to perform any future checkups or maintenance).

## 4 Simulating an Outage

Once installation is complete, your dealer will simulate an outage to make sure your new generator and transfer switch work exactly as they should in the event of a power outage. The final step is setting up your generator's "exercise," a weekly test run to ensure that everything is in good working order and ready for a power outage.

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