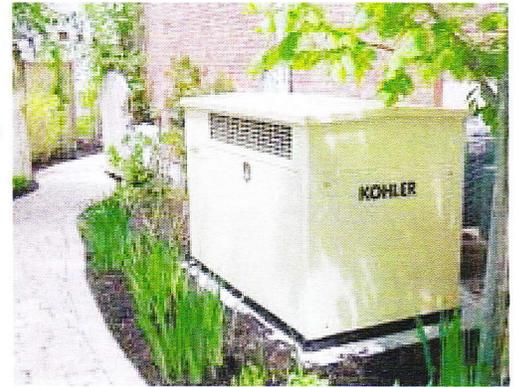


Increasing Need for Residential Back-Up Power



- Recent weather events and major power grid issues have increased awareness of the need for backup power.
- Power outages in the United States that have a duration of 24 hours or more have tripled since 1978.
- Power demands will increase about 19% over the next 10 years. Utilities have contracts with new power plants for only about 1/3 of the needed capacity. *(North American Electric Reliability Council annual report, 10/06)*

Trend in New Construction

- Many homeowners find that building a new home is an especially opportune time to think about including a standby generator.
 - Installation is more economical during new construction
 - The generator cost can be included in the mortgage with very little impact on monthly payments.
 - Standby power is becoming the latest trend in desired features for new homes.

***Kohler Residential Generators
have been recognized in
Builder Magazine's
Top 100
Most Requested Products***

KOHLER®

What is Standby Power?

- Automatic power system permanently installed outdoors.
- System includes generator, automatic transfer switch and battery charger.
- Automatically monitors utility power for interruption.
- Electrical load runs off generator until utility power is restored.
- Transfer switch returns electrical load to utility power automatically once it's restored
- Systems may be sized to provide power for the entire house or just selected key appliances.

Portable vs. Standby



Portable Generators:

- Require manual start-up
- Require extension cords
- Need to be continually filled with gasoline. Requires gasoline storage or reliance on gas station supply.
- The homeowner must be present to start the generator when the power goes out.

Standby Generators:

- Automatic start-up during power outages
- Wired into your home's electrical panel - no extension cords run from generator to appliances
- No need for refueling - runs on your home's existing fuel source: either natural or LP gas.
- Automatically transfers power to the generator when utility power goes out — whether you are home or not.
- When utility power resumes, the generator shuts down and resumes monitoring — **always standing guard over your home.**