



August 3-4, 2009

Pasadena Convention Center

Pasadena, California



JH Partners

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- **#1-Selling Brand of Battery-Powered Mower**
- **#1 in co-sponsored exchange events**
- **Over 53,000,000 lbs. of CO2 emissions prevented**
- **In California, over 30,000 gas mowers retired through the Neuton Air Quality Initiative (AQI)**



Battery-powered mowers will grow as a category.

They tie in with three powerful demographic trends:



Active Seniors: 73 million Baby Boomers in the U.S. interested in **ease of use**.



Eco-Aware Suburban Families: 65% of Neuton buyers purchased out of **environmental concern**.



Decision-Making Women: **37% of Neuton buyers are women** – twice the rate at which women purchase traditional gas power equipment.



Growth limited by pricing and options

GASOLINE MOWERS

\$149	\$169
\$179	\$197
\$199	\$219
\$239	\$259
\$269	\$279
\$279	\$289
\$299	\$299
\$299	\$319
\$319	\$349
\$349	\$369
\$389	\$399
\$399	\$399
\$499	\$629
\$749	\$849

BATTERY MOWERS

\$329
\$399
\$469



“GREENER GARDENS Bill” Senate Bill S.929

- **25% federal tax credit for battery-powered lawn & garden equipment**
- **Up to \$1000 off**
- **Supported by Neuton, OPEI, Audubon, American Lung Association, Black & Decker, LEHR**



- Sen. Dianne Feinstein (202) 224-3841
- Sen. Barbara Boxer (202) 224-3553

“Hello, my name is _____. I live in _____, CA. I am calling today to ask the Senator to co-sponsor S.929, The Greener Gardens Bill.

“Gasoline-powered lawn mowers are some of the worst polluters when it comes to ozone emissions and greenhouse gasses. The Greener Gardens Bill – S.929 – will allow a 25% federal tax credit for the purchase of much cleaner battery-powered lawn mowers.

“Thank you very much.”