



## NEWS INFORMATION

For Immediate Release  
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### **LOCAL SEARS PREPARES TO SELL MORE LAWN TRACTORS WITH AUTOMATIC TRANSMISSIONS: Tuff Torq Supplies Ammunition to Aid Retail Sales Team**



MORRISTOWN, TN – March 11, 2006 – On a recent Saturday, Tuff Torq made a major step forward in increasing consumer brand awareness as the **Sears** retail store in Morristown, Tenn. introduced lawn tractors equipped with hydrostatic transmissions manufactured in Hamblen County. Members of TTC’s marketing team, led by Frank Freeman, marketing and sales manager, conducted a one-hour training session for all **Sears** sales associates responsible for selling Craftsman and Husqvarna lawn tractors.

“The more the **Sears** sales team understands the advantages of operating a lawn tractor with a hydrostatic transmission, the easier selling it to the customer becomes,” says Freeman. “This way they can knowledgably sell the customer the product that best meets their requirements and frequently receive more commission from the sale. The consumer gets a better product when the sales associate is prepared with the facts.”

According to TTC design engineers, hydrostatic transmissions perform better; provide more maneuverability and power vs. gear transmissions. These facts, along with nine other easy-to-understand advantages, are displayed on point-of-sale posters that are located near the Craftsman and Husqvarna mowers at the store. Educational brochures are also available for customers to get more information. All of the materials contain the Tuff Torq trademark clearly displayed for consumers to see.

The training presentation included a PowerPoint presentation showing the product and a video of the manufacturing plant. A cut-away transmission was also used to illustrate the complexity and quality of design of the transmission included in the tractors sold at the store. **Sears** sales associates also received a “kit” containing information they can use to remind them of the selling advantages of hydrostatics.

In addition to **Sears**, other local retail stores such as **Home Depot** and **Lowe’s** will be including consumer education information emphasizing hydrostatic vs. gear transmissions sponsored by Tuff Torq. Point-of-sale displays, consumer brochure distribution and sales training provided by Tuff Torq’s transmission experts are planned as part of the program. Future plans call for rolling out similar retail marketing activities on a regional and national basis.

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