



NEWS INFORMATION

For Immediate Release
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CONSUMERS TEST DRIVING SKILLS AT LAWN TRACTOR RACE; Tuff Torq Increases Consumer Awareness By Hosting Special Event



MORRISTOWN, TN – It was no ordinary April Fool’s Day last Saturday, as Morristown residents traded the fast-paced excitement of NASCAR for the thrill of racing a John Deere or Husqvarna lawn tractor during the “Mower Power 2 Ya” Lawn Tractor Obstacle Course Race and Safety Campaign. Tuff Torq Corporation, a world-class manufacturer of hydrostatic transmissions, and Lee Tractor Company, local distributor of John Deere outdoor power equipment, hosted the event. The event was held at **Lowe’s** on Andrew Johnson Highway, and it was free to the public.

Neither thunderstorms nor heavy winds dampened the festivities as approximately 500 enthusiastic local residents gathered to race lawn tractors or to cheer for their favorite driver. About 70 TTC employee volunteers created a 1,500-square-foot racetrack on **Lowe’s** front parking lot. The racecourse was marked off by blue tape, and the entire perimeter was outlined with 200 bales of straw, colorful spring flowers, and black and white checkered race flags.

“The track was certainly a show-stopper,” explains Frank Freeman, TTC marketing and sales manager whose department was responsible for planning and managing the event. “The track was complete with tire hazards, sand traps, gravel pits and ramps.”

Using sections of aluminum truss from TTC’s tradeshow display booth, a 10-foot-tall gate was created to mark the start and finish line for the race. The truss was decorated with black and white race pennants; red, white and blue balloons; and black and white checkered flags that added the racetrack flavor. A 20’x20’ tent was used for registration; it also provided a display area for the educational materials. Under a separate smaller tent TTC played their Corporate video and displayed a cut-away Hydrostatic Transmission. A table was also placed there displaying **Lowe’s** credit applications. A host of John Deere lawn tractors surrounded the area.

The four-hour event included 80 individual lawn tractor races and children’s activities. Educational displays about TTC and brochures containing safety information provided by the Outdoor Power Equipment Institute were made available to visitors.

Children raced toy tractors, as adults learned about the safety issues of operating outdoor power equipment. Boy Scout Troop 91 helped set up the event and judge the competition. A local youth group prepared a variety of foods for guests to enjoy throughout the day.

The fastest time recorded was 1:11 seconds by driver Bobby Williams, who received \$150 **Lowe’s** Gift card for his effort. A total of \$500 in gift cards were distributed to both race winners and door prize winners.

“We were thrilled to be part of the event,” says Josh Rhoten, manager of the Morristown **Lowe’s** store. “Plus we sold about 15 John Deere tractors during the race, and I am sure more sales will come as a result of the effort during the coming week.”

Steve Ensminger, **Lowe’s** lawn captain for the East Tennessee region said that “Mower Power 2 Ya” surpassed all expectations.

“In addition to the excitement in the marketplace, we are most proud of the relationship that Tuff Torq has developed with **Lowe’s**,” adds Ensminger. “From the sales training that TTC provided to hosting the lawn tractor race, we know how committed Tuff Torq is to our community and to the outdoor power equipment industry.”

“It’s all part of our consumer brand awareness campaign,” states Freeman. “This is a local test campaign for the Morristown, Tennessee region, but we hope other retailers will follow **Lowe’s** lead and host similar events around the United States.”