



## NEWS INFORMATION

For Immediate Release  
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### **LAWN TRACTORS POWERED BY TRANSMISSIONS MADE IN MORRISTOWN ARE FEATURED AT HOMEFEST**

**Morristown, TN--**Visit Tuff Torq's booth at HomeFest on March 17, 18, and 19 in the College Square Mall and learn how the company is educating the public concerning the advantages of hydrostatic transmissions manufactured in Morristown. The company is also participating in a lawn mower safety information campaign developed by the Outdoor Power Equipment Institute Education and Research Foundation. The consumer campaign is called "No Kids on Mowers," and materials include free brochures in both English and Spanish.

"Riding mower safety is no accident," states Koji Irikura, president of Tuff Torq. "One of the first rules is no kids on mowers. Giving a child a ride on a mower, even with the blades off, sends the message that the mower is a fun ride, not a machine with rotating blades that can harm."

Tuff Torq has begun an effort to educate retail stores that sell lawn and garden products containing their products as to the advantages of Hydrostatic vs. Gear transmissions. Providing retail sales associates with accurate information allows them to sell consumers the mower that is most appropriate for their needs. Tuff Torq's campaign also includes consumer education as well. "We want the consumer to understand the differences between Hydrostatic and Gear transmissions which will allow them to make informed buying decisions," states Frank Freeman, Manager of Sales and Marketing for Tuff Torq.

Beginning for the first time this spring, Tuff Torq transmissions can be found in Craftsman, Husqvarna and Poulan lawn tractors available locally at Sears in the College Square Mall. In addition to John Deere, other lawn tractor brands containing Tuff Torq products include Snapper, Simplicity, Agco, Toro, and many European brands.

"We are very excited that Tuff Torq products are now available in an even wider variety of consumer lawn tractors with the introduction of Craftsman, Poulan and Husqvarna," says Irikura. "For the past 16 years, Tuff Torq has manufactured hydrostatic (automatic) transmissions for John Deere, and we are grateful that this relationship continues today. Even though consumers may not recognize our name, they have been relying on the quality and reliability of Tuff Torq products to drive their vehicles for many years."

Tuff Torq's research and development department is constantly creating new and challenging applications to convert market trends and scientific ideas into successful innovations for consumers. Just a few months ago at the International Lawn, Garden and Power Equipment Expo in Louisville, KY, Tuff Torq introduced a new four-wheel drive system that will be available in consumer mowers in the near future.

“Flexibility” is the way Tuff Torq Corporation describes its new four-wheel drive system, which will accommodate articulated and rigid-frame vehicles and comes with a broad spectrum of options including variable speed. “We believe this new four-wheel drive system further demonstrates Tuff Torq’s desire to bring world-class design and engineering capabilities to our customers,” states Irikura.

Advantages of Tuff Torq’s patented system include on-demand (automatic) four-wheel drive, and there’s no need to shift from two-wheel to four-wheel drive, so you can save power when doing light duty work. In addition, the system offers better traction without ground scuffing, greater stability and higher lift capability. Freeman says that this four-wheel drive system was recently introduced in Europe, and it received great response from customers.

“Many powertrain manufacturers operate under a one-size-fits-all concept, but Tuff Torq provides precisely designed solutions that consider the torque, wheel-size, vehicle weight and engine speed,” adds Freeman. “Our company has been recognized for its high quality products that allow consumers to have lawn and garden tractors that work better, last longer, offer more advantages and deliver a more satisfying mowing experience. Plus, the company has been ISO 9001:2000 certified since 2001. ”

By June 2006, Tuff Torq will have produced approximately four million transmissions from its Morristown plant, with plans to cross the five million mark by early 2008. The company employs about 260 full-time and seasonal workers.

Tuff Torq produces products for outdoor power equipment, off-highway vehicles and marine applications. For more information about the complete line of Tuff Torq products, contact the sales and marketing office at 423-585-1980, or go to our website [www.tufftorq.com](http://www.tufftorq.com).

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