

FOR IMMEDIATE RELEASE
April 2011

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TUFF TORQ REACHES COMMUNITY THROUGH OBSTACLE COURSE EXHIBIT, BUY COMPETITION AND LOCAL SCHOOL CAREER DAY

MORRISTOWN, TN – Tuff Torq Corporation, a world leader in hydrostatic drive systems for outdoor power equipment, utilizes special community events to raise awareness for its products and to promote special causes such as Japan's Tsunami Relief Effort. From a lawn tractor obstacle event to career day at a local elementary school, Tuff Torq's corporate message of quality, innovation and durability continues to be communicated.

Teaming up with regional Lowe's Home Improvement Stores, the company participated in the Summer Fun EXPO, produced by Kingsport Times News and the Fort Henry Mall in Tri Cities, Tennessee from March 31 thru April 3, 2011. Tuff Torq and Lowe's created a 1,500-square-foot obstacle course used for demonstrating John Deere and Husqvarna lawn and garden tractors sold at Lowe's.



For three days, consumers were able to drive these lawn tractors through a rough obstacle course that contained about every hazard that one could encounter while mowing the lawn. Obstacles such as sand traps, gravel pits, rough terrain with lots of curves and starts and stops made the course challenging to anyone who was brave enough to try.



According to Frank Freeman, sales and marketing manager for Tuff Torq, the obstacle course was a way to demonstrate the power and maneuverability of these machines, and it provided first-hand experience to many people who have never owned a riding tractor.

"Tuff Torq was able to explain the role of the hydrostatic transmission and how it powers the tractors," adds Freeman. "By being better educated about the importance of having the best drive system, consumers can make better choices when shopping for a lawn and garden tractor."



While at the Summer Fun EXPO, Tuff Torq also displayed commemorative tsunami t-shirts and accepted donations for Japan's Earthquake and Tsunami Relief Fund. Through a combination of employee efforts and corporate participation, Tuff Torq raised over \$18,000 to help support this worthy cause. In addition to the funds, Tuff Torq employees signed a commemorative poster that was sent to Japan showing their support.

On April 15th and 16th, Tuff Torq sponsored the 11th Annual BUV Competition (Basic Utility Vehicle) in Indianapolis, Indiana in conjunction with the non-profit charity, the Institute for Affordable Transportation. Each BUV Competition tries to address an immediate transportation need in developing nations, and this year's objective was hauling fresh drinking water through rough terrain.



“The BUV Competition gives young engineering students a chance to apply their technical and creative skills to design and build BUV prototype vehicles that can be easily and economically produced in third-world countries such as Africa,” explains Freeman. “The vehicles have to be designed for endurance and dependability in order to survive the challenges of the competition. Students learn how important it is to have the best engine powered by the best transmission – that’s Yanmar and Tuff Torq.”

“Being part of the BUV Competition is a great opportunity for our companies to expand the knowledge of our products to young engineers,” Freeman continues. “Currently Tuff Torq has about 70% share-of-market in hydrostatics in the lawn and garden industry, and we are expanding more into utility-type vehicles. The BUV Competition is a chance for our drive systems and Yanmar engines to be incorporated into the BUV designs. It will allow students and professors to experience the performance and quality of our products first hand.”

Each team was ranked based upon 60% design and 40% performance during field tests including real-world conditions such as mud crossings, load pulls and obstacles on the course. Professional judges also reviewed documentation from each team, as well as questioned the students during oral presentations.

In addition to the lawn tractor obstacle course exhibits and the BUV Competitions, Tuff Torq is active in the local community by participating in career days at local schools. Just last week, representatives of the company’s marketing and engineering departments visited Whitesburg Elementary School in Whitesburg, Tennessee, to introduce students to lawn mower safety and to learn about the products manufactured by Tuff Torq. Several lawn and garden tractors equipped with Tuff Torq drive systems were on display for students to explore.



“Lawn mower safety was emphasized as the students asked questions about operating the machines, including the popular zero-turn mower,” says Freeman. “All of the students and teachers were excited to learn more about Tuff Torq, and perhaps the event sparked an interest in a future engineer. Only time will tell.”

For more information about Tuff Torq Corporation, go to the company’s website: www.tufftorq.com or contact us at 423/585-1980.

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