

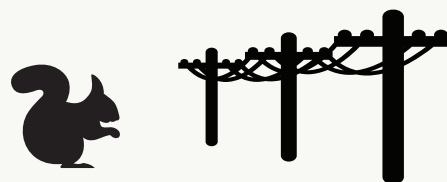
POWER OUTAGE FACT SHEET

POWER OUTAGES ARE MORE THAN A CONSEQUENCE OF JUST BAD WEATHER

While 70% of power outages in the U.S. are weather related, other causes include vehicle accidents, utility equipment failure, animals, and low utility power supply.



Source: The Edison Electric Institute



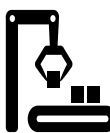
According to the American Public Power Association, squirrels caused almost 3,500 outages in the U.S. in 2016. Nearly 194,000 customers lost power from squirrel damage that year.

THE EFFECTS OF A POWER OUTAGE



Decreased Productivity

When the power goes out, productivity goes down. Employees rely on electricity and may not be able to complete assignments during an outage. After power has been restored, it may take overtime to resolve issues and recover lost data. Employee productivity decreases with every minute of power lost, affecting your business' bottom line.



Disturbance of Operations

Power outages can cause downtime and it can delay manufacturing efforts as well as your ability to sell inventory when customers need it the most.



Lost Customers

If power outages impact website access for your customers, a one-time outage could hurt your company perception. A damaged reputation could play a long term role on revenue and gaining these customers back may require significant and costly strategies.



Damaged Equipment

A loss in power can cause long-term damage to your equipment. One of the largest sources of damage is the electrical surge that happens when the power returns. The cost to repair equipment damaged by not having a proper backup power supply or not using surge protection is unanticipated and can set a company back financially.



Increased Liability

Increased liability risks are a threat when the power goes out. Employees and customers are at a higher risk of injury during an outage.



Stored Computer Data Lost

Computers and other operating systems need to shut down properly and an outage can cause these devices to shut down unexpectedly. Files that you were working on could be lost or corrupted. If outages are frequent enough, your hard drive could be damaged and its lifespan shortened.

98%

OF ORGANIZATIONS SAY
ONE HOUR OF DOWNTIME
COSTS OVER \$100,000

Source: ITIC*

In the past year,
50% of
companies
experienced an
outage lasting
longer than

1 HOUR

Source: S&C**

Momentary outages
cost the U.S. economy

52 BILLION ANNUALLY

Source: Lawrence Berkeley National Laboratory

**37
MILLION**
ARE AFFECTED BY
OUTAGE EVENTS
EACH YEAR

Source: Eaton

* Information Technology Intelligence Consulting

** S&C's 2018 State of Commercial & Industrial
Power Reliability Report

BE PREPARED



1. Meet Your Local Partner

Generac has a broad network of Industrial Power Distributors worldwide there to support and service your entire backup power system. There is a distributor in your area with extensive knowledge of the market's regulatory climate and has relationships with utility companies and local contractors.



2. Develop a Business Continuity Plan

Partnering with an authorized local Generac dealer, we'll ensure you have the best plan in place to keep business running in the event of a power outage. This plan will make sure that personnel are protected and assets function properly.



3. Review Fuel Options and the Benefits of Each

Knowing all of your options is extremely important when it comes to your backup power source. Noting your infrastructure and code compliance, we'll ensure you have the products that work best for your business, industry, and location.



4. Find a Generator That is Sized to Meet Your Power Needs

The most powerful electrical and mechanical design and sizing tool on the market, Generac Industrial Power's Power Design Pro™ generating software is a one-stop solution center for the consulting engineer. In addition to state of the art generator sizing and analysis, it includes spec sheets, installation drawings, emission information and an exhaust sizer. This will help you become a power pro.



5. Learn about all Related Equipment Available

In your power generation planning process, it is important to consider more than just the generator, but all of the equipment necessary to provide power to your business. At Generac, you will find diverse generator options, high-tech mobile products as well as cutting-edge transfer switches, controllers and accessories complementing a distinguished product catalog.



6. Know the Installation Process

Generac's team of engineers and technicians have worked in the field for decades, so there isn't much we have not seen when it comes to designing, configuring and installing gen-sets. From narrow streets that make it difficult to move units into place, to unique local installation codes, to complex retrofits that need to meet tight space requirements as well as updated NFPA and NEC standards, we have got you covered.



7. Understand Generator Maintenance

Without proper maintenance, your generator could experience severe damage. Your local Generac dealer is there to support and service your gen-sets throughout the life of the product.

Your Single Source Solution. We are here to help.



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www.generac.com/industrial