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Generac® Power Systems Now Offers Best Value In Residential Standby Power

Waukesha, Wis. – October 14, 2010 – In response to the demand for an economical, cost-effective automatic standby power solution, Generac Power Systems, Inc. has introduced its new CorePower™ System, making the choice to install an automatic standby generator an easy one for homeowners. Compact in design with an all-weather composite enclosure, the new CorePower System is an ideal solution for homeowners who want reliable backup power at an affordable price.

“At such a competitive price – starting at only \$1,799 – Generac has made it much easier and economical for homeowners to install an automatic standby generator in their home,” says Jake Thomas, product manager, Generac. “We know homeowners want the security of standby power and, as the industry leader, we will continue to monitor consumer trends to provide the best options to our customers.”

The [American Red Cross](#) suggests that during power outages, permanently installed stationary generators are better suited for providing backup power to the home than portable generators. An automatic standby generator senses an outage and responds immediately. There are no extension cords to plug in, gas tanks to fill or switches to flip. Alternatively, the misuse of portable generators can cause hazards such as carbon monoxide poisoning from toxic engine exhaust, electric shock or fire.

Now, according to Thomas, with the new CorePower System, Generac makes it easy for homeowners to choose an automatic standby power solution at nearly the same price as a portable generator. “The new seven kilowatt (kW) CorePower System consists of a generator and transfer switch conveniently packaged together at a price point significantly less than any other automatic standby generator and switch combination on the market. Its compact design is engineered for easy maintenance and serviceability and is ideal when space is at a premium,” says Thomas.

Installing a standby power solution in the home should be a priority for builders and homeowners alike. With no warning, homeowners can be without lights, heating or cooling. When a home loses power, the food in the refrigerator spoils, the security system and sump pump becomes disabled, potentially causing more serious damage to the home. Losing power for days, weeks or even longer can be costly, inconvenient and dangerous. By installing a standby power generator, homeowners can rest assured their homes and families are automatically protected – whether they are home or away – anytime a power outage occurs.

Additional features of the new Generac CorePower System include:

- 7 kW output
- Three of the four sides slide off completely for full serviceability access; no tools needed
- Easy roof removal
- Digital controller with LED light status and fault indicators
- All-weather composite enclosure – eliminating any rusting concerns, especially in coastal areas

CorePower Transfer Switch features:

- 50 Amp transfer switch
- Eight circuit load center with breakers
- Four inch depth to enable flush mounting
- Lightweight for easy mounting

Automatic standby generators operate on natural gas or liquid propane vapor, so there are none of the fuel storage, spillage, spoilage or odor concerns that are common with gasoline or diesel models. Because of their favorable emissions profile, gaseous-fueled generators, like the new Generac CorePower System, are becoming increasingly popular as an environmentally conscious solution for backup power needs.

Generac introduced the first gaseous-fueled automatic home standby system in 1989 and has been the leading brand ever since. Generac is a proud supporter of the [Home Safety Council](#) and has earned the [Good Housekeeping Seal](#) after evaluation by the *Good Housekeeping* Research Institute. For more information on Generac residential and commercial products, visit www.Generac.com or call 888-GENERAC.

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About Generac (NYSE: GNRC)

Since 1959, Generac has been a leading manufacturer of backup power generation products serving residential, light commercial and industrial markets. Generac's power systems range in output from 800 watts to 9 megawatts and are available through a broad network of independent dealers, retailers and wholesalers. The company is a proud supporter of the Home Safety Council. Generac is committed to developing a long-term vision that promotes environmentally responsible products, processes and partnerships and strives to be a positive contributor of sustainable growth in the backup power generation industry. For more information on Generac and its extensive line of both portable and automatic generators, visit www.GENERAC.com.

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