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Generac® Industrial Power Unveils Newly Redesigned *Experience the Power* Demo Trailer

Waukesha, Wis. – May 10, 2010 – [Generac® Industrial Power, Inc.](http://www.GENERAC.com), Waukesha, Wis., a global manufacturer of portable, residential, commercial and industrial generators is pleased to announce that the new and improved *Experience the Power* Demo Trailer will be hitting the road this spring to educate the industry about Generac Industrial Power's line of innovative power solutions.



“Generac Industrial Power has recently redesigned and re-engineered its product line to better meet customer needs, with improvements including new engines and enclosures, several ergonomic enhancements and aesthetic changes,” said Noreen Brooker,

industrial senior channel manager, Generac. “We thought it was important to bring the product to our customers and provide them with an opportunity to experience Generac’s technology first-hand.”



Designed to travel the country and provide live demonstrations and educational seminars for engineers, project managers and contractors that work with standby power generation, the Demo Trailer is a 53-foot tractor-trailer that profiles Generac’s Modular Power System (MPS) technology, a flexible and expandable back up power solution for commercial and industrial applications that provides redundant power for critical loads.

(more)

“We are very proud of our new ‘Experience the Power’ demo trailer,” said Clement Feng, senior vice president, marketing, Generac. “Our internal team of graphic designers, industrial designers, engineers and metal and wood craftsmen collaborated over the past few months to give our sales force and dealers a mobile stage to exhibit our products and educate our customers on Generac’s industrial product line.”

The new and improved truck is large enough to hold demonstrations and will showcase several new products, including two new diesel generators in order to fully demonstrate the MPS technology and a three-dimensional generator featuring the Bi-Fuel™ System, part of Generac’s MPS technology that combines diesel fuel with natural gas in a compression ignition engine to provide redundancy and extended run time capabilities. The truck will also feature the Power Design Pro™ software, a complete generator sizing and system design tool supporting both electrical and mechanical design and GENlink software, both compatible with Generac Industrial Power products.



The Power Demo Trailer’s route will take the mobile educational presentation through the plains states, Texas and the Southwest this spring, through the west, Canada and Great Lakes regions throughout the summer and will finish up on the east coast in the fall. To find out when the Power Demo Trailer will be stopping at a location near you, please contact your local [Generac Industrial Power dealer](#).

For more information on Generac Industrial Power, please visit www.Generac.com

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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 power systems range in output from 800 watts to 9 megawatts and are available through a broad network of independent and industrial dealers, retailers and wholesalers. For industrial requirements, Generac offers the Generac Modular Power System (MPS) for exceptional reliability and scalability; the Bi-Fuel system for dramatic fuel cost savings; and the Gemini Twin Pack system for serious space-saving requirements. For more information on Generac and its extensive line of both portable and automatic generators, visit www.GENERAC.com.