



# Toro TimeCutter

vs. Raptor

(Toro is still the best Z in the market!)

# TimeCutter vs. Raptor by the Numbers

	42" TimeCutter		Raptor	50" TimeCutter		Raptor
	SS4235	SS4260	42"	SS5000	SS5060	52"
Promo Price	\$2,599	\$2,999	\$2,799	\$2,999	\$3,399	\$2,999
GM% on Sale	15%	18%	17%	15%	18%	17%
Growth Rebate (2%)	2%	2%	0%	2%	2%	0%
Off Invoice (1-4%)	2%	2%	0%	2%	2%	0%
Stock Qty Disc (1-4%)	0%	0%	2%	0%	0%	2%
Reorder Disc	0%	0%	2%	0%	0%	2%
Truckload Disc	1%	1%	0%	1%	1%	0%
<b>Total GM%</b>	<b>19.3%</b>	<b>22.1%</b>	<b>18.7%</b>	<b>19.3%</b>	<b>22.1%</b>	<b>18.7%</b>
<b>Total GM\$</b>	<b>\$500.31</b>	<b>\$662.78</b>	<b>\$522.29</b>	<b>\$577.31</b>	<b>\$751.18</b>	<b>\$559.61</b>

- Toro puts as much or more money in your pocket depending on model
- Raptor Quantity discount only valid on initial stocking order (1% for 6; 2% for 12; 3% for 18; 4% for 33)
- Raptor Reorder discount is capped at the Quantity discount level, regardless of order size
- Raptor orders exceeding 3 machines must be in multiples of 3 (i.e. 3, 6, 9, 12)

# Raptor Claims Need Examination



Hustler Turf Equipment Raptor™ 42/52

## RAPTOR™

**Features and Benefits**

- Heavy Duty fabricated/welded steel decks, not stamped.
- Kawasaki V Twin engines
- Heaviest duty steel frame in its class
- SmoothTrak steering
- Patented integrated park brake system, built into levers
- Heaviest duty front caster forks and large bearings
- 18" drive tires
- 11" front tires
- 3 gal. fuel capacity
- 7 mph
- Limited 3 year warranty\*



**LIMITED WARRANTY**  
**3 YEAR NO HOUR LIMIT**  
**RESIDENTIAL**

\* See your local Hustler dealer for complete warranty details

[hustlerturf.com](http://hustlerturf.com)

**HUSTLER**   
Cutting Grass Not Corners

## Features and Benefits

- ~~Heavy Duty Fabricated/welded steel decks, not stamped.~~
- Kawasaki V Twin engines
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- Patented integrated park brake system, built into levers
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- 3 gal. fuel capacity
- ~~7 mph~~
- ~~Limited 3 year warranty\*~~

Let's look closer at these claims...

# Stamped vs. Fabricated Decks

- Stamping allows for flanges and ribs to be formed into the deck = **STRENGTH**
- Fabricated decks require reinforcing features for strength *in addition to* heavier gauge steel – no reinforcements on Raptor deck
- 12-gauge 0.1046" +/-0.008" and 11-gauge 0.1196" +/-0.008" = statistically the same
- Rolled lip of the Toro protects the entire deck vs. the strip of steel on one part of the Hustler



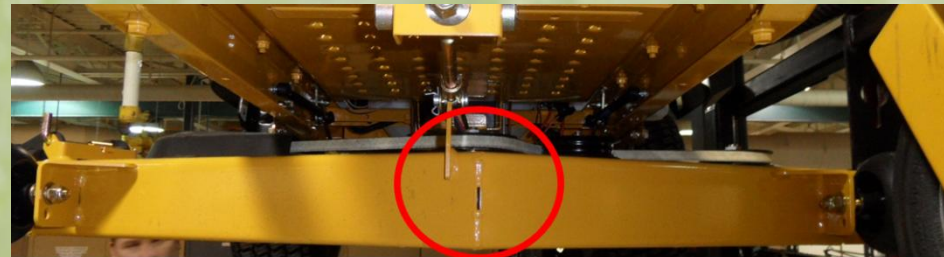
# Stamped vs. Fabricated Decks

- Toro's smooth 4" deep deck allows for processing of grass
- Toro's "tunnel" allows for better flow of grass and helps avoid clumping
- Wide rolled lip offers more strength than bent edge
- Blowout baffle welded along the front edge significantly increases strength



# Toro Decks Have More Features

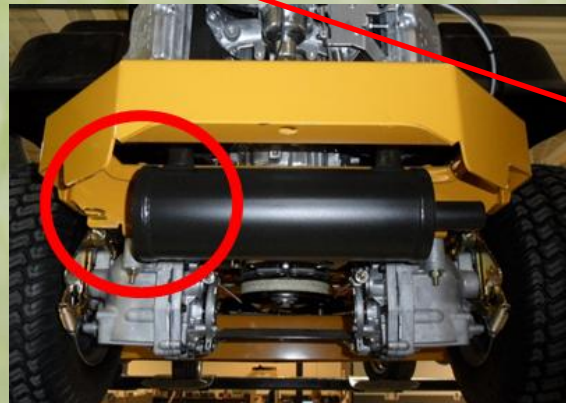
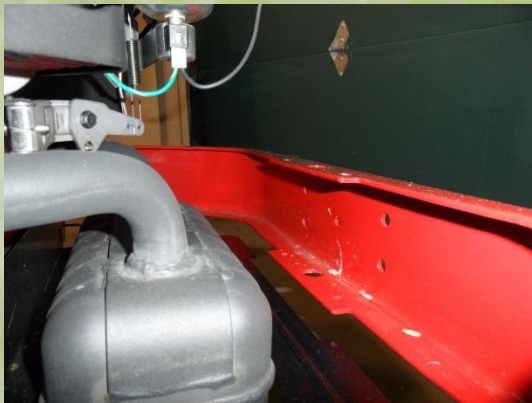
- Stamping creates a *smooth* surface for better airflow and a better quality of cut
- Washout ports keep the deck clean for optimum airflow to maintain quality of cut
- Tool-less deck removal for easier installation of Recycling kits, new blades, etc.
- Center anti-scalp roller avoids scalping of bumps that fit between the edge wheels



# Heaviest Duty Frame in its Class? NO WAY!

## Frame

- Toro's frame is 0.1345" vs. Hustler 0.12" – heavier steel is stronger in this application!
- Hustler's bolted assembly is **WEAKER** than a Toro riveted frame
- Toro's rear bumper is a continuous c-channel part vs. Hustler's stamped and folded bumper...*unfinished seams?*



# Heaviest Caster Forks???



## Toro has...

- Heavier caster forks with reinforced and welded corners
- Steel ball bearings
- Larger caster wheels
- Heavier front axle for strength and durability



\*Comparison between 50" TimeCutter and 52" Raptor



# Unique TimeCutter Features

## Smart Speed

- Eliminates the intimidation factor for new Z buyers
- Allows consumers to confidently mow closer to obstacles to reduce trimming and save time



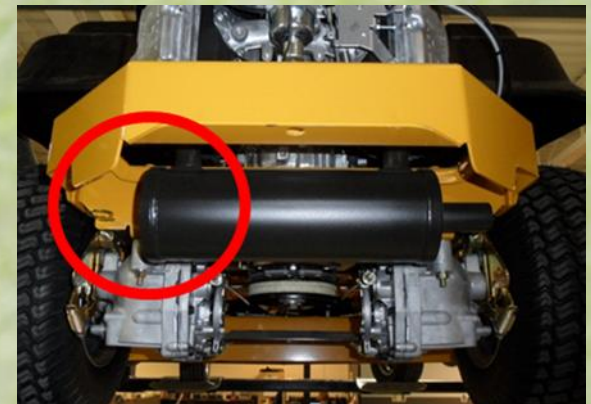
## ZT-2100 vs. ZT-2200

- Only difference is  $\frac{3}{4}$ " axle vs. 1" axle - ***NO EFFECT ON PERFORMANCE***
- **Toro has up to 17% higher ground speed (7 mph vs. 6 mph) to save you time**
- Both have a 10cc pump and 10cc motor with a 7" cooling fan
- **Watch Out! Exposed hydro controls!**



# Unique TimeCutter Features

- 18" seats for back support and greater comfort when mowing for longer periods of time
- Foot Assist Height of Cut for easy deck adjustment
- Anti-Vibration floor mat for added comfort
- Hour Meter to track usage and maintenance intervals
- Armrests for comfort
- Shielded muffler to prevent turf browning



# Warranty: A Critical Part of the Equation

A red Toro riding lawn mower is positioned in the upper center of the frame, partially obscured by the tall, green grass. The mower's deck and rear wheels are visible, and the word "TORO" is printed on the back. The background is a soft-focus field of grass under natural light.

## Warranty

- Inspires consumer confidence in the brand
- Toro 3-Year Limited vs. Hustler 2-Year Limited and 3<sup>rd</sup> year PARTS ONLY
- Toro is widely recognized to have the best warranty in the business – for dealers and consumers!
- Parts fill rates and parts margins keeps your customers mowing and your business growing

# TimeCutter vs. Raptor – Spec Comparison

2013 TimeCutter SS & MX									
	Hustler 42"	SS4235	SS4260	MX4260	Hustler 52"	SS5000	SS5060	MX5060	
Model	931741	74633	74626	74640	931899	74631	74632	74641	
Promo Retail	\$2,799	\$2,599	\$2,999	\$3,599	\$2,999	\$2,999	\$3,399	\$3,999	
Engine	21.5hp Kawasaki V-Twin engine	22hp Kohler V-Twin engine	21.5hp Kawasaki V-Twin engine	+ 23hp Kawasaki V-Twin engine	23hp Kawasaki V-Twin engine	23hp Kawasaki V-Twin engine	23hp Kawasaki V-Twin engine	23hp Kawasaki V-Twin engine	
Engine Guard	No	Optional	+ Standard	+ Standard	No	Optional	+ Standard	+ Standard	
Hourmeter	Optional	Optional	+ Standard	+ Standard	Optional	Optional	+ Standard	+ Standard	
PTO	Electric	Electric	Electric	Electric	Electric	Electric	Electric	Electric	
Fuel Capacity	3 Gal.	3 Gal.	3 Gal.	3 Gal.	3 Gal.	3 Gal.	3 Gal.	3 Gal.	
Mowing Deck	42" 11ga.	42" 13ga.	42" 13ga.	+ 42" 10 ga.	52" 11 ga.	50" 12ga.	50" 12ga.	50" 10 ga.	
HOC	1.5" to 4.5"	1.5" to 4.5"	1.5" to 4.5"	1.5" to 4.5"	1.5" to 4.5"	1.5" to 4.5"	1.5" to 4.5"	1.5" to 4.5"	
Foot Assist HOC	No	Optional	+ Standard	+ Standard	No	Optional	+ Standard	+ Standard	
Frame	11 ga. C-Channel	10 ga. C-Channel	10 ga. C-Channel	10 ga. C-Channel	11 ga. C-Channel	10 ga. C-Channel	10 ga. C-Channel	10 ga. C-Channel	
Anti-Vibration Mat	No	Optional	+ Standard	+ Standard	No	Optional	+ Standard	+ Standard	
SMART SPEED	No	+ Standard	+ Standard	+ Standard	No	+ Standard	+ Standard	+ Standard	
Transmissions	HG-ZT2200	HG-ZT2100	HG-ZT2100	HG-ZT2200	HG-ZT2200	HG-ZT2200	HG-ZT2200	+ HG-ZT2800	
Ground Speed	6 mph	+ 7 mph/3 mph	+ 7 mph/3 mph	+ 7 mph/3 mph	6 mph	+ 7 mph/3 mph	+ 7 mph/3 mph	+ 7 mph/3 mph	
Tires Rear	18 x 8.5	18 x 7.5	18 x 7.5	18 x 7.5	18 x 8.5	+ 18 x 9.5	+ 18 x 9.5	+ 20 x 10	
Tires Front	11 x 4 Ribbed	10 x 4 Smooth	10 x 4 Smooth	10 x 4 Smooth	11 x 4 Ribbed	+ 13 x 5 Ribbed	+ 13 x 5 Ribbed	+ 13 x 5 Ribbed	
Seat	15" High Back	15" High Back	+ 18" Extra-tall	+ 18" Extra-tall	15" High Back	+ 18" Extra Tall	+ 18" Extra-tall	+ 18" Extra-tall	
Armrests	No	No	+ Optional	+ Standard	No	Optional	+ Contoured Standard	+ Contoured Standard	
Residential Warranty	2 + 1 limited	3-year limited	3-year limited	3-year limited	2 + 1 limited	3-year limited	3-year limited	3-year limited	
Commercial Warranty		90 days	90 days	90 days		90 days	90 days	90 days	

+ = Step-up Features

**TimeCutter is the clear winner when you consider total specs and available options!**

A red Toro riding lawn mower is shown from a rear-quarter perspective, positioned in a field of tall, green grass. The mower's deck and rear wheels are visible, and the word "TORO" is printed in white on a red background on the rear panel. The background is slightly blurred, emphasizing the mower and the grass.

# Toro Works Hard for You!

## **Best Warranty in the Business**

- Easier claims
- High customer satisfaction

## **Best Parts Supplier in the Business**

- Make more money
- Faster turn-around times
- More machines through your service department

## **Strongest Brand in the Business**

- Toro brand is easily recognized
- Your co-op dollars work harder for your business
- Costs less to drive the awareness you need

A red Toro riding lawn mower is shown from a rear-quarter perspective, positioned in a field of tall, green grass. The mower's deck and rear wheels are visible, and the word "TORO" is printed in white on a red background on the rear panel. The background is slightly blurred, emphasizing the mower and the grass.

# Toro Works Hard for You!

## **Sales support**

- Local reps working directly with dealers
- POS kits, open house support, business consulting, tool kit
- Innovative new product introductions
- Stability – 99 years of industry knowledge

## **Most Complete Line-up**

- Toro is in multiple product categories (Snow, WPM, RPG, PP)
- Year-round sales opportunities
- One supplier to take care of many customers

## **Leverage all products for margin and efficiency**

- Earn discounts to grow your margin
- Off Invoice, Growth Rebate, Truckload rebate, etc.

**Think about doing all of your business with someone else...**

**Every parts order...Every warranty claim...Every co-op dollar...**



*Who would you rather do business with for the next 10 years?*