

# A letter to all commercial mowing professionals, dealers, distributors and manufacturers.

Dear Commercial Mowing Industry Professionals,

Over the last few years, there has been an undeniable trend in the commercial mowing industry toward stand-on products. I'd like to take this opportunity to share my insight regarding the recent growth of the stand-on market and encourage our continued mutual success.

As our industry grows, all of our businesses grow and vice versa. Our individual efforts to improve our businesses through our respective areas of expertise result in greater success for all of us. The stand-on trend is a perfect example of this phenomenon.

**First off, I congratulate and commend each of you who have embraced the stand-on as the most productive mower category today.** There are currently about six brands of stand-on mowers. If you've researched stand-on mowers, you certainly understand their productivity and profitability. For those of you who have not looked into them, I encourage you to do so this winter.

In my career, I've witnessed similar trends three consecutive times in the following three categories of mowers:

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1. The rise, plateau and decline of commercial intermediate **walk-behind** from the early '80s to the early '00s.
2. The rise, plateau and decline of commercial zero-radius-turning, **mid-mount riders** beginning in the late '90s and losing momentum over the past two or three years.
3. The growth of the **stand-on** market, which began around 2000 and has dramatically accelerated over the last few years in spite of industry-wide commercial mower declines.

Incremental advances in technology and the resulting productivity gains have driven this evolution of the commercial mower market. As a leader in the stand-on category, we at Wright are naturally grateful that the industry has begun to embrace standing as superior way to mow. Just as our company, partners and users have profited from this trend, I believe the entire industry will profit as more of you make the shift to stand-on mowers.

Again, I congratulate and give a hearty welcome to the newer participants in the stand-on category. I hope all is well with your businesses and families these days and that you have the finest season ever in 2009!

Sincerely,



William R. Wright, CEO  
Wright Manufacturing, Inc.



In 1981, Bill Wright started with a lawn maintenance business, Lawn-Wright, which grew to mow about 500 lawns per week. In 1983, he also founded a separate manufacturing division, which led to the development of stand-on mowers. In 1993, he formed Wright Manufacturing, Inc. for the purpose of manufacturing stand-on mowers and Wright shipped their first Stander® in October 1997.

THE WRIGHT WAY TO MOW

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