



Register your product by mailing  
in this card or register online at  
**www.generac.com.**

**Register for a chance to win a maintenance kit.**

In exchange for your valuable feedback, you will be registered for a chance to win a free maintenance kit. One winner per month!

Please note that your original warranty is valid with proof of purchase.

Store/Dealer  
where purchased: \_\_\_\_\_

Purchase date: \_\_\_\_\_

Mr. Mrs. Ms. Miss

Owner's Name: \_\_\_\_\_

Address \_\_\_\_\_

City, St, Zip \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**1. THE PRODUCT WAS PURCHASED:**

- A.  For a new home
- B.  For an existing home
- C.  For a business
- D.  For a multi-family home
- E.  As a replacement
- F.  Other \_\_\_\_\_

**2. THIS PRODUCT WAS INSTALLED IN A:**

- A.  Primary Residence
- B.  Secondary Residence
- C.  Other \_\_\_\_\_

**3. WHAT IS THE APPROXIMATE VALUE OF YOUR HOME?**

- A.  Under \$100,000
- B.  \$100,000 - \$199,000
- C.  \$200,000 - \$299,999
- D.  \$300,000 - \$399,999
- E.  \$500,000 - \$599,000
- F.  \$750,000 - \$999,999
- G.  \$1,000,000 - \$1,499,999
- H.  Over \$1,150,000

**4. WHAT IS THE APPROXIMATE SQUARE FOOTAGE OF YOUR HOME?**

- A.  Under 1,499
- B.  1,500 - 1,999
- C.  2,000 - 2,499
- D.  2,500 - 2,999
- E.  3,000 - 3,499
- F.  3,500 - 3,999
- G.  4,000 - 4,999
- H.  Over 5,000

**5. HOW DID YOU FIRST LEARN OF THIS PRODUCT: (select one)**

- A.  Magazine Ad
- B.  Newspaper
- C.  Radio
- D.  TV
- E.  Store Display
- F.  Contractor
- G.  Trade Show
- H.  Direct Mail
- I.  From Friend/Relative/Neighbor
- J.  Catalog
- K.  Internet
- L.  Other \_\_\_\_\_

**6. WHERE DID YOU RESEARCH YOUR PURCHASE: (select all that apply)**

- A.  Magazine
- B.  Newspaper
- C.  Radio
- D.  Catalog
- E.  Internet
- F.  Trade Show
- G.  Direct Mail
- H.  TV
- I.  Store
- J.  Other \_\_\_\_\_

**7. PLEASE SELECT YOUR PRIMARY CONCERN(S) WHEN LOSING POWER?**

- A.  Overall Comfort
- B.  Refrigerator/Freezer
- C.  Air Conditioner
- D.  Furnace
- E.  Security system
- F.  Well/water pump
- G.  Sump Pump
- H.  Lights
- I.  Television/Radio
- J.  Medical Equipment
- K.  Business Equipment/Computers

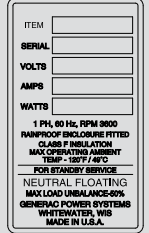
**GENERATOR DATA PLATE INFORMATION**

MODEL# \_\_\_\_\_

SERIAL# \_\_\_\_\_

*This above information is found on the unit's data decal.  
Refer to the Owner's Manual for decal location. Sample to the right.*

*PLEASE NOTE: Your generator cannot be registered without model  
& serial numbers.*



**8. WHAT FACTORS MOST PERSUADED YOU TO PURCHASE THIS PRODUCT?**

- A.  Price
- B.  Style/Appearance
- C.  Brand
- D.  Sound level
- E.  Reliability
- F.  Performance
- G.  Overall product quality
- H.  Color
- I.  Reputation
- J.  Other \_\_\_\_\_

**9. WHAT BRANDS DID YOU CONSIDER WHEN PURCHASING YOUR GENERATOR?**

- A.  Baldor
- B.  Briggs & Stratton
- C.  Centurion
- D.  Cummins/Onan
- D.  Generac
- D.  KatoLite
- D.  Magnum
- E.  Winco
- F.  Watchdog
- G.  Gillette
- H.  Kohler
- H.  Guardian
- H.  Cutler Hammer
- H.  Other \_\_\_\_\_

**10. WHO INSTALLED THIS PRODUCT?**

- A.  Installed myself
- B.  Installed myself with some help
- E.  Installed by contractor
- F.  Installed by friend/relative

**11. PLEASE RATE YOUR SATISFACTION LEVEL WITH THE FOLLOWING:**

	5	4	3	2	1
Buying Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price Paid for Product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Installation Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Installation Process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Style/appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Warranty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance Options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise Level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12. PLEASE PROVIDE US WITH THE**

TOTAL INSTALLED PRICE OF YOUR GENERATOR \$ \_\_\_\_\_

**13. IF AVAILABLE, WHAT PRICE**

DID YOU PAY FOR INSTALLATION? \$ \_\_\_\_\_

**13. IF AVAILABLE, WHAT PRICE**

DID YOU PAY FOR YOUR GENERATOR? \$ \_\_\_\_\_

**15. OWNER AGE GROUP:**

- A.  20 - 29
- B.  30 - 39
- C.  40 - 49
- D.  50 - 59
- E.  60 - 69
- F.  69+

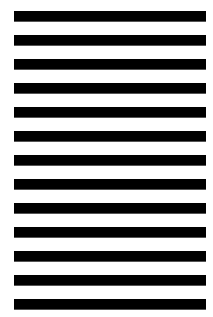
**16. WHICH GROUP BEST DESCRIBES YOUR FAMILY INCOME:**

- A.  Under \$30,000
- B.  \$30,999-\$50,000
- C.  \$50,999-\$70,000
- D.  \$70,999-\$90,000
- E.  \$90,999-\$120,000
- F.  \$120,999-\$140,000
- G.  \$140,999-\$160,000
- H.  \$160,999-\$200,000
- I.  \$200,999-\$250,000
- J.  Over \$250,000

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NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 2201 WHITEWATER, WI

POSTAGE WILL BE PAID BY ADDRESSEE

ATTENTION WARRANTY DEPARTMENT  
GENERAC POWER SYSTEMS INC  
PO BOX 297  
WHITEWATER WI 53190-9913



**AUTOMATIC HOME STANDBY GENERATORS**  
*#1 Selling Home Standby Generator*