noise is sometimes more important. As these specialized areas of attention progress, the customer's expectations and demands rise. Last year's standards becomes next year's minimums. Noise technology is better understood today than ten years ago, and will contribute to quieter running products as industry progresses. RELIABLE - DURABLE

The turf industry in general is becoming more aware and more demanding for quality, reliability and durability. The competitive aspects of the market bring a greater focus on this subject and the end users will have a greater choice of products in a quality range. One category that demonstrates this upward trend in quality is the mid-sized rotaries, 32" to 52" walk behind units. These products today have become very sophisticated, including fingertip steering. A significant upgrade in the power plants on these products makes them very durable, performing jobs as well as products that are several thousand dollars higher in cost. The trend will continue to upgrade the life hour length of engines and machines. CONTINUED IN MAY ISSUE

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