

## Cutting edge

There's no need to wait for the future of commercial mower engines.

**Most of Colten Wright's landscaping customers "can barely remember a time when their car or truck didn't have electronic fuel injection."**

Wright, who owns the Tool Shack, an outdoor power equipment dealership in Gulf Breeze, Fla., tells his customers that a similar evolution is happening with commercial mower engines.

"What I explain to our end users is that EFI [electronic fuel injection] represents the future of small engines," Wright says. "And there's certainly no reason to resist the technology. In the long run, it'll be beneficial for everybody."

Landscape contractors don't have to wait, though. A number of Wright's customers are already enjoying the improved fuel economy and ease of use delivered by KOHLER Engines' EFI technology.

"My customers have seen firsthand that these engines can add money to their bottom line," Wright says. Using lawn mowers powered by KOHLER's closed-loop EFI engines can help cut gasoline costs by up to 25 percent compared with similar-size KOHLER carbureted engines under comparable loads and duty cycles.

### EASY TO MAINTAIN

In addition to the money-saving benefits delivered through the fuel efficiency of KOHLER's closed-loop EFI technology, the easy-to-maintain design of the engines also helps landscapers to minimize downtime.



Equipment dealer Colten Wright says his customers save money and fuel with EFI mower engines.

In the event that a KOHLER EFI engine experiences an issue, the company's proprietary diagnostic software helps the Tool Shack to respond quickly and accurately. The software is able to pinpoint areas of concern and identify them with the same codes used by automotive mechanics—all with the simple point-and-click functionality of a PC.

Wright is quick to mention that KOHLER has even provided several training sessions on the troubleshooting software and other unique aspects of its closed-loop EFI technology.

"KOHLER has been great in supporting the product and getting the word out to dealers about how closed-loop EFI works and how dealers can provide support to the end user," Wright says.

### EASY TO CONVEY

Although EFI technology is relatively new to outdoor power equipment, most people have been enjoying the benefits of EFI in their cars and trucks for several decades. That's made it easier for Wright to convey the benefits of KOHLER's EFI engines to his customers.

"In the 1960s and 1970s, if your car had 50,000 miles on it, you'd better keep a toolbox around," Wright says. "In our modern automobiles, it's not even a thought until a car has well over 100,000 miles on it. If a person does proper care and maintenance on an EFI engine, they'll see a significant increase in the life expectancy of the engine, much like we've seen in our automobiles."