

2015 Power Equipment Manufacturer Report Card

Outdoor power equipment dealers subscribed to *Green Industry Pros* magazine recently graded their top manufacturers on a variety of criteria encompassing finished product, parts, service, training, marketing, margins, and overall efforts to support independent dealers.

Through an online survey, dealers were asked to grade up to seven equipment and/or engine manufacturers. A rating scale of 1 (unsatisfactory), 2 (somewhat unsatisfactory), 3 (average), 4 (satisfactory) and 5 (awesome) was used for each criterion.

Dealers were also asked to provide an Overall Rating for up to seven of their primary manufacturers.

A total of 35 leading outdoor power equipment manufacturers were included on the survey for dealers to choose from.

Tough crowd

According to the survey results, dealers say their manufacturer partners are doing an overall "average to satisfactory" job, which is about as flattering a nod as you'll get from the typical battle-hardened dealer. Just two companies—a couple of family-owned lawnmower manufacturers—creep into the "satisfactory to awesome" range with an average rating greater than 4 on the scale of 1-5.

Most manufacturers score pretty decently when it comes to the product they provide to dealers. In fact, 12 out of 35 companies score in the "satisfactory to awesome" range with respect to product quality, while just five companies score in the "somewhat unsatisfactory to average" range.

Similarly, with respect to parts quality, 10 companies score well, while just three score poorly.

As you delve into the rest of the survey responses, you can start to see where the average dealer's battle-hardened posture comes from. For instance, with respect to product margins, no companies score above "satisfactory" while 10 score poorly. None score above satisfactory with respect to parts margins while 13 score poorly. And with respect to parts return policies, none score above satisfactory while 20 score poorly.

Here are some other notable statistics from the survey:

- Warranty Reimbursements – 15 companies score poorly, none above satisfactory
- Dealer Training – 17 score poorly, one above satisfactory
- Co-op Advertising – 23 score poorly, none above satisfactory
- Brand Awareness – 19 score poorly, two above satisfactory

Overall Rating

Walker	4.33	Cub Cadet	3.29
Grasshopper	4.25	Briggs & Stratton	3.28
Scag	4.00	Maruyama	3.20
Shindaiwa	4.00	Worldlawn	3.17
Gravely	4.00	Wright	3.13
Kubota	4.00	RedMax	3.09
Country Clipper	4.00	Snapper Pro	3.07
Stihl	3.89	Husqvarna	3.03
Ferris	3.87	Kawasaki	3.00
Exmark	3.86	Bad Boy	3.00
BigDog	3.83	Dolmar	3.00
Land Pride	3.80	Tanaka	3.00
BOB-CAT	3.71	Encore	3.00
Toro	3.54	Hustler	2.94
John Deere	3.54	Jonsered	2.71
Kohler	3.44	Dixie Chopper	2.50
Echo	3.37	efco	2.33
Honda	3.33		

- Granting Dealer Adequate Territory – 16 score poorly, one above satisfactory
- Listens to Dealer Needs – 20 score poorly, one above satisfactory

You can see how the manufacturers rated in each area by viewing the tables on pages 35-39. ▶

10 MOST POPULAR MANUFACTURERS

1. Briggs & Stratton
2. Stihl
3. Kohler
4. Echo
5. Kawasaki
6. Toro
7. Honda
8. Husqvarna
9. Exmark
10. Cub Cadet

* Based on number of dealers that ranked the given company

▶ Most dealers represent several equipment lines and several additional engine brands.



Product Quality

Walker	4.61
Kubota	4.42
Stihl	4.42
Echo	4.31
Grasshopper	4.30
Honda	4.29
BOB-CAT	4.22
Shindaiwa	4.22
Kohler	4.17
Exmark	4.07
Scag	4.06
Toro	4.02
Land Pride	4.00
Maruyama	4.00
RedMax	4.00
Kawasaki	3.91
Gravely	3.86
Dolmar	3.82
Ferris	3.82
Hustler	3.73
Snapper Pro	3.70
Wright	3.56
Briggs & Stratton	3.47
Cub Cadet	3.45
John Deere	3.42
Jonsered	3.38
Tanaka	3.30
Encore	3.20
Wright	3.08
Ferris	3.06
BigDog	3.11
efco	3.00
Bad Boy	2.95
Husqvarna	2.93
Worldlawn	2.90
Country Clipper	2.70
Bad Boy	2.68
Dixie Chopper	2.63
efco	2.60

Product Availability

Stihl	4.43
Echo	4.35
Shindaiwa	4.32
Scag	4.21
Walker	4.20
Honda	4.19
BOB-CAT	4.07
Grasshopper	4.00
Exmark	3.90
Kohler	3.87
Tanaka	3.78
Briggs & Stratton	3.73
Kubota	3.67
Toro	3.60
RedMax	3.57
Worldlawn	3.54
Dolmar	3.50
RedMax	3.43
Land Pride	3.40
Maruyama	3.40
John Deere	3.37
Country Clipper	3.17
Tanaka	3.17
Hustler	3.16
Scag	3.13
Kawasaki	3.11
Ferris	3.06
Honda	3.03
BigDog	3.00
Encore	3.00
Maruyama	3.00
Briggs & Stratton	2.92
Cub Cadet	2.92
RedMax	2.92
BOB-CAT	2.90
Echo	2.80
efco	2.75
Bad Boy	2.50
Jonsered	2.50
Wright	2.44
Dixie Chopper	2.20

Product Margin

Gravely	3.92
Walker	3.86
Grasshopper	3.56
Land Pride	3.50
Stihl	3.49
Dolmar	3.41
Kubota	3.38
Kohler	3.32
Shindaiwa	3.31
Worldlawn	3.30
Snapper Pro	3.29
Toro	3.27
Husqvarna	3.21
Exmark	3.19
John Deere	3.19
Country Clipper	3.17
Tanaka	3.17
Hustler	3.16
Scag	3.13
Kawasaki	3.11
Ferris	3.06
Honda	3.03
BigDog	3.00
Encore	3.00
Maruyama	3.00
Briggs & Stratton	2.92
Cub Cadet	2.92
RedMax	2.92
BOB-CAT	2.90
Echo	2.80
efco	2.75
Bad Boy	2.50
Jonsered	2.50
Wright	2.44
Dixie Chopper	2.20



- With a few exceptions, most dealers are pretty happy with their manufacturers when it comes to getting quality replacement parts when they need them. That said, many dealers wish the profit margins and inventory return policies were a little bit better.

Parts Fulfillment

Stihl	4.40
John Deere	4.27
Toro	4.17
Echo	4.14
Scag	4.13
Exmark	4.12
Grasshopper	4.00
Kohler	4.00
Walker	4.00
Briggs & Stratton	3.96
Shindaiwa	3.93
Kubota	3.89
Cub Cadet	3.81
Gravely	3.79
Ferris	3.75
Honda	3.74
Land Pride	3.71
Kawasaki	3.63
BOB-CAT	3.50
Country Clipper	3.50
Dolmar	3.44
Hustler	3.42
RedMax	3.31
Snapper Pro	3.20
Maruyama	3.14
Worldlawn	3.13
BigDog	3.00
Encore	3.00
Wright	3.00
Husqvarna	2.94
Bad Boy	2.82
Dixie Chopper	2.71
Jonsered	2.71
Tanaka	2.57
efco	2.00

Parts Quality

Gravely	4.27
Stihl	4.26
Toro	4.24
Walker	4.20
Scag	4.19
Ferris	4.17
Honda	4.16
Shindaiwa	4.15
Echo	4.14
Kohler	4.13
Country Clipper	4.00
Exmark	4.00
Kubota	4.00
Cub Cadet	4.00
Land Pride	4.00
Gravely	4.00
Ferris	4.00
Husqvarna	3.98
Honda	3.98
Land Pride	3.98
Exmark	3.98
Kubota	3.98
Cub Cadet	3.98
Country Clipper	3.98
Gravely	3.98
Ferris	3.98
Husqvarna	3.98
Honda	3.98
Land Pride	3.98
Exmark	3.98
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Cub Cadet	3.98
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Country Clipper	3.98
Gravely	3.98
Ferris	3.98
Husqvarna	3.98
Honda	3.98
Land Pride	3.98
Exmark	3.98
Kubota	3.98
Cub Cadet	3.98
Country Clipper	3.98
Gravely	3.98
Ferris	3.98
Husqvarna	

› Kubota scores quite well when it comes to marketing-related support.



› Dealers said high-end mower maker Walker Mfg. is the best at listening to their needs.



Training

John Deere	4.30
Stihl	4.09
Exmark	3.90
Walker	3.71
Echo	3.67
Shindaiwa	3.64
Scag	3.62
Grasshopper	3.60
Kubota	3.60
Country Clipper	3.57
Kohler	3.54
Land Pride	3.40
Briggs & Stratton	3.31
Toro	3.15
Cub Cadet	3.14
Gravely	3.11
Encore	3.00
Ferris	3.00
Kawasaki	2.98
BOB-CAT	2.88
Honda	2.85
Husqvarna	2.72
Dolmar	2.67
Bad Boy	2.62
Dixie Chopper	2.50
Hustler	2.47
RedMax	2.44
Snapper Pro	2.42
BigDog	2.33
Worldlawn	2.33
Wright	2.29
Maruyama	2.25
Jonsered	2.17
efco	2.00
Tanaka	2.00
Bad Boy	2.00

Co-op Advertising

Exmark	3.45
Kubota	3.44
Country Clipper	3.33
Gravely	3.33
Grasshopper	3.25
Stihl	3.18
Scag	3.08
Grasshopper	3.08
Walker	3.07
Toro	3.03
Husqvarna	3.00
Land Pride	3.00
BigDog	2.88
Shindaiwa	2.77
Hustler	2.76
Ferris	2.75
Jonsered	2.75
Dixie Chopper	2.67
Kawasaki	2.61
Worldlawn	2.57
BOB-CAT	2.56
Honda	2.44
Wright	2.38
Dolmar	2.33
Briggs & Stratton	2.31
Kohler	2.31
Cub Cadet	2.30
Kawasaki	2.23
RedMax	2.22
Snapper Pro	2.13
efco	2.00
Encore	2.00
Maruyama	2.00
Tanaka	2.00
Bad Boy	1.83

Brand Awareness

John Deere	4.73
Stihl	4.20
Bad Boy	4.00
Kubota	4.00
Exmark	3.86
Toro	3.81
Cub Cadet	3.76
Honda	3.56
Dixie Chopper	3.50
Grasshopper	3.44
Echo	3.41
Walker	3.40
Husqvarna	3.36
Gravely	3.30
Land Pride	3.17
Scag	3.07
Kohler	2.90
Briggs & Stratton	2.89
Jonsered	2.83
Shindaiwa	2.78
Country Clipper	2.75
Kawasaki	2.74
BOB-CAT	2.70
Ferris	2.60
Encore	2.50
Wright	2.50
Hustler	2.47
Maruyama	2.33
BigDog	2.29
Snapper Pro	2.21
Worldlawn	2.20
RedMax	2.09
Dolmar	1.83
Cub Cadet	1.68
Tanaka	1.67
Dixie Chopper	1.50
John Deere	1.45
efco	1.45

Honors Dealer Independence

Country Clipper	4.00
Exmark	4.00
Grasshopper	4.00
Land Pride	4.00
Scag	4.00
Walker	4.00
Gravely	3.80
Shindaiwa	3.54
Ferris	3.53
Kubota	3.50
Stihl	3.48
BigDog	3.43
Hustler	3.39
Maruyama	3.33
RedMax	3.30
Bad Boy	3.23
Wright	3.22
Snapper Pro	3.21
Jonsered	3.14
Honda	3.12
Husqvarna	3.10
Toro	3.10
Kohler	3.09
Dolmar	3.00
Encore	3.00
Scag	3.00
Jonsered	2.91
Husqvarna	2.90
Kubota	2.89
Cub Cadet	2.88
Kawasaki	2.83
RedMax	2.67
Hustler	2.76
Maruyama	2.75
Briggs & Stratton	2.69
RedMax	2.60
Toro	2.60
Stihl	2.58
Echo	2.54
Wright	2.50
Jonsered	2.33
Tanaka	2.25
efco	2.00

Grants Territory

Walker	4.91
Country Clipper	4.00
Grasshopper	4.00
Gravely	3.67
Exmark	3.52
Dixie Chopper	3.50
Land Pride	3.50
Ferris	3.33
John Deere	3.33
BigDog	3.29
Shindaiwa	3.23
Gravely	3.10
BOB-CAT	3.00
Ferris	3.00
Kohler	3.00
Shindaiwa	3.00
Hustler	2.95
Bad Boy	2.92
John Deere	2.89
Snapper Pro	2.88
Toro	2.85
BigDog	2.83
Echo	2.78
Husqvarna	2.69
RedMax	2.67
Briggs & Stratton	2.66
Wright	2.63
Cub Cadet	2.62
Honda	2.55
Worldlawn	2.50
Kawasaki	2.42
Maruyama	2.33
Dolmar	2.18
Dixie Chopper	2.00
efco	2.00
Tanaka	2.00

Listens to Dealer Needs

Walker	4.07
Exmark	3.76
Land Pride	3.67
Grasshopper	3.63
Kubota	3.63
Country Clipper	3.60
Scag	3.43
Encore	3.33
Stihl	3.27
Jonsered	3.14
Gravely	3.10
BOB-CAT	3.00
Ferris	3.00
Kohler	3.00
Shindaiwa	3.00
Hustler	2.95
Bad Boy	2.92
John Deere	2.89
Snapper Pro	2.88
Toro	2.85
BigDog	2.83
Echo	2.78
Husqvarna	2.69
RedMax	2.67
Briggs & Stratton	2.66
Wright	2.63
Cub Cadet	2.62
Honda	2.55
Worldlawn	2.50
Kawasaki	2.42
Maruyama	2.33
Dolmar	2.18
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