

INTERNATIONAL BUSINESS

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To: International Distributors, Marketing and Sales Staff
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Subject: From Start to Finish Contractors' Campaign

Toro's International business is introducing a new campaign that reflects Toro's commitment to helping grounds professionals succeed in the field. The new campaign features the theme "From Start to Finish," which conveys that whether you need products for landscape creation or mowing maintenance, Toro has the equipment to get the job done right.



Aimed at landscape contractors and grounds crews around the world, the latest campaign also reinforces that Toro understands a reputation is something that must be earned day in and day out. To that end, Toro's industry presence as a leading manufacturer of innovative, quality products for more than 100 years helps support your reputation for professional excellence.



Beyond the direct reference to Toro equipment, the new messaging is just as much about Toro's commitment to delivering exceptional customer care before, during and after the sale. Through our worldwide network of distributors and dealers, we support customers with parts and service to keep their equipment running reliably. More than a supplier, we strive to be a true partner who understands your challenges and cares about your success. To that end, our goal is to deliver solutions that help your business thrive — from local service to our continuous cycle of innovation and new product development.



As Toro kicks off its new positioning with the Landscape Contractors segment and introduces new products, please watch for a growing presence our new messaging starting with 7 x 15s spot video series that you can watch on Toro's dedicated YouTube Channel and in the following playlist: <https://www.youtube.com/playlist?list=PLmWnyKuRNpH-fVISyEhRUbKCaoPBg3bRW>



All English video assets are available through the Toro Sales Advantage app. All videos will be translated in Chinese, Dutch, French, German, Italian, Japanese, Korean, Portuguese, Spanish, and Swedish.

Please see English versions from the Advantage App here:

All Products - From Start to Finish - <http://adr.sh/TdWcJTP>

Toro Support - From Start to Finish - <http://adr.sh/MT83cmt>

Mowers - From Start to Finish Video - <http://adr.sh/V95h6Cd>

Dingo - From Start to Finish Video - <http://adr.sh/k65t8nP>

Turf Renovation - From Start to Finish Video - <http://adr.sh/MmZP9Jw>

Any Job - From Start to Finish - <http://adr.sh/xtPFqFb>

Any Season - From Start to Finish - <http://adr.sh/27LF28R>

Please note the campaign will be heavily featured through Google and YouTube Ads this spring. It will also be promoted on Toro's contractor newsletter site www.pros.toro.com in the coming months.

Accompanying the digital launch, we are also making available print ads through the Advantage app so both local print efforts and digital push are coherent.

We encourage you to leverage Toro-created assets and to let us know what else you might need to ensure the From Start to Finish positioning is a great success with contractors in your market.

FROM START TO FINISH

From hardscape to landscape to mowing, Toro® has you covered with a full range of solutions for the jobs you need to do.

Our entire line is designed with input from grounds professionals — and our work is never finished. Our agronomists and engineers continually work on new solutions to increase productivity, reduce fuel consumption and improve growing conditions. The result is a line of products that offers ease of use for operators at every skill level, durability to handle tough conditions, and reliability to minimize downtime and keep your operators productive. Plus, it's all backed by service and support from local Toro distributors who are dedicated to helping customers succeed.

Explore the full line of Toro products for grounds professionals at Toro.com and contact your local Toro distributor to learn more.

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