



11108 Quality Drive
Charlotte, NC 28273
phone: (704) 504-6600
fax: (704) 504-6661
www.jacobsen.com

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Contacts: Joe Cunningham
Jacobsen
jcunningham@textron.com
(704) 504-4641

Angela B. Jamison
Communicopia
angela@communicopiaPR.com
(919) 371-2730

Jacobsen Genuine Parts Information Available Online

Charlotte N.C. (April 1, 2008) – Jacobsen, a Textron Inc. (NYSE: TXT) company, announces a new section of its website dedicated entirely to providing customers with information and guidance on selecting and ordering Jacobsen Genuine Parts (www.Jacobsen.com/parts) for all of the company’s mowers and turf equipment.

“Over the past several months, our website has received more searches on parts information than on any other topic,” says Britton Harold, Jacobsen product manager for parts and accessories. “With the addition of a separate Genuine Parts section online, customers can now log on to the Jacobsen website and find a comprehensive parts catalog with several search options, inclusive parts manuals, and easy-to-use, specific product information all in one place.”

“The goals were to improve the overall level of customer satisfaction by adding more information available on demand, and to make business between customers, Jacobsen and our world-wide dealer network as simple as possible,” adds Harold.

The new online resource features an informative list of the **Top 10 Reasons to Buy Jacobsen Genuine Parts**. This list alerts customers to the unique benefits they receive by purchasing parts exclusively from Jacobsen and qualified dealers, including complete 180-day warranty coverage, guaranteed performance, long-term financial savings and a sustained 97 percent fill rate on all parts orders – benefits that do not come with parts obtained from secondary, after-market suppliers.

Jacobsen Genuine Parts also boasts the Never-Out Parts program, an initiative guaranteeing that the 1,000 most commonly requested maintenance items are constantly in stock, and has the ability to drop-ship parts direct to customers when dealers do not have a part on hand and quick delivery is imperative.

“Jacobsen customers rely on our equipment to maintain their golf courses, sports facilities and green spaces at the highest level,” Harold said. “The only way to guarantee premier performance is to use the only replacement parts that have



Britton Harold,
Jacobsen product manager
for parts and accessories



been engineered to the exact specifications of each machine

– Jacobsen Genuine Parts.”

For more information on Jacobsen Genuine Parts, visit the website at www.Jacobsen.com/parts, contact your local Jacobsen dealer or call 1-888-922-TURF.

About Jacobsen

Jacobsen manufactures a full range of turf maintenance equipment and utility vehicles to meet the needs of today’s customers who manage and maintain golf courses, sports fields and municipal grounds. Jacobsen ensures every product performs to the standards of these top-level professionals by asking for and listening to their feedback throughout the product lifecycle, providing dedicated support and service training and conducting thorough testing for quality and reliability. The company markets Jacobsen brand products in the U. S. and internationally through an extensive independent distribution network and the Ransomes brand through independent distribution in Europe, Middle East and Africa. Jacobsen, headquartered in Charlotte, N.C., is a Textron company. Additional information about the company, its products and commitment to customer support is available at www.Jacobsen.com .

About Textron

Textron Inc. is a \$13.2 billion multi-industry company operating in 34 countries with approximately 44,000 employees. The company leverages its global network of aircraft, industrial and finance businesses to provide customers with innovative solutions and services. Textron is known around the world for its powerful brands such as Bell Helicopter, Cessna Aircraft Company, Jacobsen, Kautex, Lycoming, E-Z-GO, Greenlee, Fluid & Power, Textron Systems and Textron Financial Corporation. More information is available at www.textron.com.
