

YOUR LAWN



Mowing Made Easier

(NAPSA)—Advances in lawn mower technology have made the weekly task of cutting the grass a lot easier than it used to be.

In an experiment to create the ultimate lawn mower, engineers teamed up with homeowners to design a mower that responded to the shortcomings of existing mowers while adding features that make it easier to use. After three years of research and design, a new lawn mower—the Snapper NXT—was the result.

The mower has dozens of unique features, starting with the No. 1 item on consumers' wish list—easy starting. The Snapper NXT has a push-button starting system—roll it out, push the button and mow. The system was engineered by engine maker Briggs & Stratton Corp. The forward speed of existing walk mowers was also a concern for homeowners. People of different ages and heights walk at different speeds, making one speed fits all uncomfortable for some people. Snapper engineers added a patented system to the lawn mower that automatically matches the pace of the user. Walk slow, the mower moves forward slowly; pick up the pace, and the mower speeds up.

“You might think there aren't many things you can do to make mowing easier and more enjoyable, but we found many ways to do both in response to our consumer research,” says Troy Blewett, a member of the Snapper brand team. “Our development group used a new way of learning from homeowners directly and applied that knowledge during the design process,” he added.

Among the other helpful features on the Snapper NXT is the ability to raise and lower the mower deck to adjust the cutting



Keeping the grass greener on your side of the fence may be easier with the latest lawn mower.

height with a single lever. Most mowers require adjusting each wheel separately, which takes more time and leaves room for error. Even mower maintenance is easier with the help of a digital reminder on the mower's handlebar that indicates when it is time to change the oil or spark plug. The mowers also mulch and disperse grass clippings easily, creating a natural fertilizer as you mow.

More than 2,000 homeowners who own and use lawn mowers took part in the surveys used to help design the Snapper NXT. Engineers also visited homeowners to watch them mow. Once the Snapper NXT prototypes were designed, consumers were brought in to try them out and suggest any last changes.

For more information and to locate a dealer, visit www.snappernxt.com.



Starting your lawn mower is now as easy as pressing a button.