

ATTENTION NEW PRODUCT OWNER:



Complete the attached registration card and return today to receive these 3 important benefits:

CONFIRM YOUR WARRANTY:

Your prompt product registration confirms your right to the protection available under the terms and conditions of your MTD warranty.

PROTECT YOUR PRODUCT:

We will keep the model number and date of purchase of your new MTD product on file to help you refer to this information when necessary.

PROTECT YOUR PURCHASE:

Your registration may serve as your proof of purchase in the case of insurance loss such as theft, fire, or flood.

REGISTER ONLINE AT ONE OF THE FOLLOWING WEBSITES:

WWW.YARDMAN.COM

WWW.WHITEOUTDOOR.COM

WWW.YARDMACHINES.COM

WWW.MTDPRODUCTS.COM

THANK YOU FOR PURCHASING



Please fill-out and return this card within 10 days!



1 First name: Initial: Last name: Address: (number and street) Apt #: City: State: Zip code:

2 Phone #: MTD1A 3 E-mail address: (EXAMPLE: yourname@yourhost.com)

1. Yes! I want to receive offers or communications from MTD via e-mail. 2. Yes! I want to receive offers or communications that may interest me from other companies via e-mail.

4 Date of purchase: Month Day Year

15 How large is your property? 1. Under 1 acre 2. 1 to 2 acres 3. 2 to 5 acres 4. Over 5 acres

5 See Operator's Manual for location of model and serial numbers.

A. Model number: B. Serial number:

16 Your gender: 1. Male 2. Female 17 Your marital status: 1. Married 2. Single

6 How did you learn about this product? (Check all that apply) 1. Advertisement 2. Friend/family 3. Word of mouth 4. Review in a magazine/newspaper 5. In-store display 6. Direct mail 7. Internet/website 8. Salesperson 9. Other

18 Date of your birth: Month Day Year

7 What three (3) factors most influenced your selection of this product? (Check up to three)

19 For your primary residence, do you: 1. Own 2. Rent

1. Recommendation of friend/relative 2. Brand reputation 3. In-store display 4. Good price/value 5. Retailer reputation 6. Newspaper advertisement 7. Review in magazine or newspaper 8. Television advertisement 9. Prior experience with brand 10. Salesperson recommendation/demonstration 11. Special offer/discount/rebate 12. Other

20 Including yourself, what is the total number of people living in your household? (Examples: 01, 02, 03, 04...)

8 What three (3) features most influenced your purchase of this product? (Check up to three)

21 Date of birth (month/year) of the other adults and children in your household: Male Female Male Female

1. Horsepower 2. Warranty 3. Ease of starting 4. Cutting/clearing width 5. Attachments/accessories 6. Engine brand 7. Transmission/drive system 8. Bag/mulch/discharge versatility 9. Style/design/color 10. Other

22 Which best describes your family income? 1. Under \$15,000 2. \$15,000-\$24,999 3. \$25,000-\$34,999 4. \$35,000-\$49,999 5. \$50,000-\$74,999 6. \$75,000-\$99,999 7. \$100,000-\$124,999 8. \$125,000-\$149,999 9. \$150,000-\$174,999 10. \$175,000-\$199,999 11. \$200,000-\$249,999 12. \$250,000 or over

9 What retail outlet(s) did you shop before buying this product? (Check all that apply)

23 Education: (Please check which category applies to you) 1. Some high school 2. Completed high school 3. College degree 4. Graduate degree

1. Independent dealer 2. Home improvement center 3. Hardware store 4. Discount store 5. Farm/ranch store 6. Wholesale club 7. Department store 8. Online 9. Other

10 Before buying this unit, how long were you looking for this product? 1. Less than a month 2. 1 to 3 months 3. 3 to 6 months 4. Over 6 months

24 In the last six (6) months has anyone in your household purchased any of the following items through the mail and/or over the internet?

11 What other brands did you consider before purchasing this product? (Check all that apply)

1. Craftsman 2. Cub Cadet 3. Honda 4. John Deere 5. Lawn-Boy 6. Murray 7. Scotts 8. Simplicity 9. Snapper 10. Toro 11. Troy-Bilt 12. Yard Machines 13. Yard-Man 14. Other

A. Mail B. Internet 1. Books/magazines 2. Children's products 3. Clothes 4. Insurance/financial products 5. Music/video/DVD 6. Travel 7. Other

12 Does this product replace a similar product? 1. Yes 2. No

25 I use these credit cards: 1. American Express 2. Gas/Retail 3. Master Card 4. Visa 5. Other 6. Do not have credit cards

13 If yes, how old was the product you replaced?

1. Less than 3 years 2. 3 years old 3. 4 years old 4. 5 years old 5. 6 years old 6. 7 years old 7. 8 years old 8. 9 years old 9. 10 years old 10. More than 10 years old

14 What types of outdoor power equipment do you currently own or plan to buy within the next 3 years? (Check all that apply)

A. Own B. Plan to buy 1. Walk-behind lawnmower 2. Lawn/garden tractor 3. Tiller 4. Snowthrower 5. Air sweeper/blower 6. Chainsaw 7. Trimmer 8. Edger 9. Chipper/shredder/vacuum 10. Log splitter 11. High pressure washer 12. Generator 13. Utility vehicle 14. Compact utility tractor (18-45 hp) 15. Other

26 Someone in my home participates in the following activities: (Check all that apply) 1. Automotive work 2. Bible/devotional 3. Boating/sailing 4. Camping/hiking 5. Casino gambling 6. Contribute to charitable causes 7. Crafts 8. Cultural art/events 9. Cycling 10. Do-it-yourself 11. Enter sweepstakes/contests 12. Fishing 13. Fitness/exercise/jogging 14. Gardening 15. Golf 16. Gourmet cooking/food/wines 17. Grandchildren 18. Home decorating 19. Hunting/shooting 20. Investments (mutual funds, IRAs) 21. Investments (stocks & bonds) 22. Movie watching 23. Own a cat 24. Own a dog 25. Personal computing/internet 26. Photography 27. Read books 28. Snow skiing 29. Self improvement 30. Soccer 31. Tennis 32. Travel-Foreign 33. Travel-U.S 34. TV shopping 35. Vitamins/natural foods 36. Watch sports on TV

Thank you! We appreciate your responses to this questionnaire. The information you choose to share with us will be used by us and our marketing partners to offer you product information and other communications that may interest you.

DETACH THIS PANEL ALONG DOTTED LINE.

PLEASE FOLD AND SEAL WITH TAPE BEFORE MAILING. DO NOT STAPLE.



DENVER CO 80201-8566
PO BOX 8566
PRODUCT REGISTRATION DEPARTMENT



014 A

Please do not send products or other
correspondence to the address below.

PLACE
FIRST-CLASS
STAMP
HERE



PLEASE FOLD ALONG THIS LINE AND SEAL WITH TAPE BEFORE MAILING. DO NOT STAPLE.