



Corporate Backgrounder

Overview

Hustler Turf Equipment is a leading brand of outdoor power equipment. Across the globe, the Hustler brand signifies innovation, strength, performance and superior customer care. In addition to manufacturing best-in-class outdoor power equipment, Hustler is committed to providing a quality owner experience. Our mission is to provide the most dependable, useful, and timesaving products in turf care, while maintaining unmatched customer loyalty and the best warranties in the business.

Hustler Turf Equipment products are manufactured by its parent company, Excel Industries. Excel started out as a tractor cab manufacturer before embracing the mower industry. Excel currently produces outdoor power equipment in Hesston, Kansas for both the Hustler Turf Equipment and BigDog Mower Co. brands.

History

In 1964, Hustler Turf Equipment was born of a simple need for a riding mower that could maneuver the irregular landscape of the family home, complete with birdbaths, gardens and winding front walkways. The first Hustler mower was a compilation of mower parts and farm machinery, created by John Regier. Regier's mower cut grass and steered like none before, with its capabilities to hug a flagpole or reverse directions at a fence line, all with a turning radius of zero. With this, the world's first zero-turn mower was born.

Under the direction of company president Roy Mullet, Excel began production of Hustler zero-turn mowers at its plant in Hesston, Kansas. In 1964, Excel introduced the world's first zero-turn mower to the market under the Hustler Turf brand. Since then, Hustler has continued to innovate the mower category through its introduction of the Raptor[®], a value priced zero-turn mower with high-end features. Hustler broke into the UTV market with the introduction of its MDV[™], a maximum duty utility vehicle with patented Levelift[™] bed technology which allows users to load or dump at any point along the mechanisms arc of motion.

Distributors

Hustler Turf Equipment products are available through a network of experienced dealers, comprised of more than 1,400 in the U.S. and over 50 distributors worldwide. For more information, or to locate a local Hustler dealer, visit www.hustlerturf.com.

Headquarters, Offices and Employees

Hustler Turf Equipment and its parent company, Excel Industries, are headquartered in Hesston, Kansas. Excel Industries is comprised of 950 employees.

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