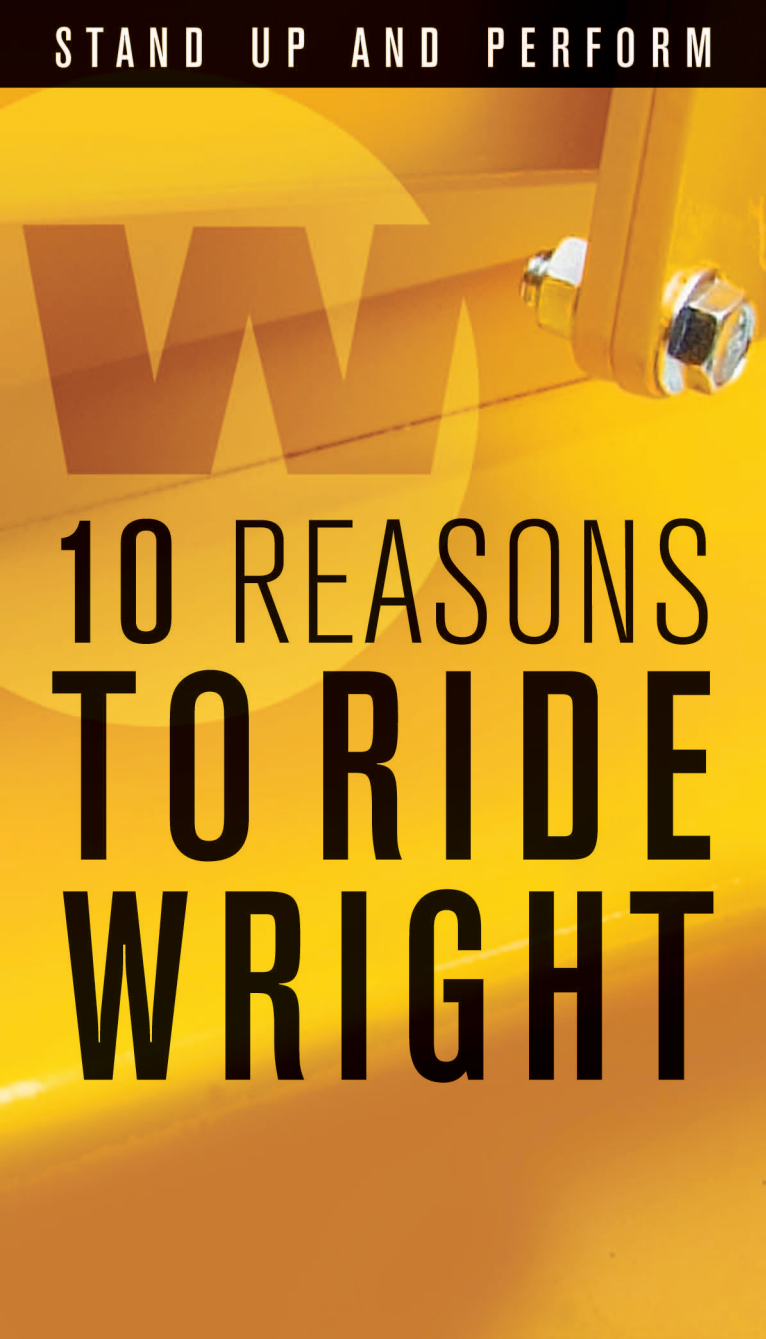


STAND UP AND PERFORM

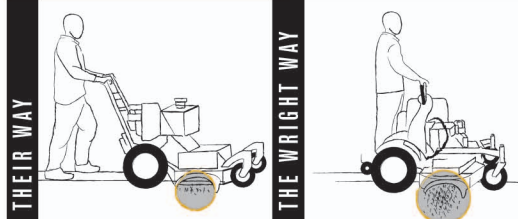


10 REASONS TO RIDE WRIGHT

STAND UP AND PERFORM

It's time to rise up for a more productive mowing experience. With superior maneuverability and control, stand-up mowers let you cover more ground in less time. So don't take another hill or slope sitting down. Get behind a safer, and now even faster, way to mow—standing! It's the Wright way to mow. And here are the top ten reasons why...

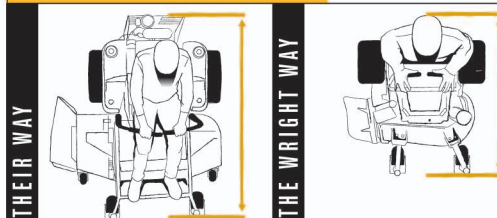
GROUND SPEED



By mowing faster than the traditional walk-behind, you are much more productive.

Stand on mowers have been shown to be more productive than walk-behinds and zero-turn riding mowers. Landscaping companies have reported that operators have gained over a day's time per week using a stand-on mower. The smaller design, superior traction and ability to duck obstacles means once you get started, nothing will slow you down.

SMALL FOOTPRINT



Standing mowers are some of the smallest mowers from front to back in the industry.

Stand-on mowers can handle the tight spaces and turns like no other mower. Since you ride close to the “zero turning point”, you can pull off quick 180-degree zero radius turns like you're part of the machine. In fact, stand-on mowers will out-perform mid-mount riders with comparable deck widths every time on hilly terrain and areas with lots of trees or flowerbeds. The outstanding control and handling is great for trimming and the small footprint allows you to fit more mowers on trucks and trailers, too.





LOW POLAR MOMENT

THEIR WAY



THE WRIGHT WAY



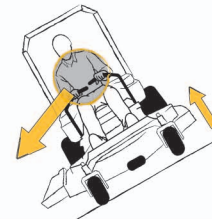
3

With the operator in the center of the zero-radius turning point, you can make quick turns without centrifugal force on the operator.

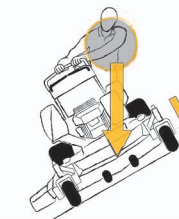
On other riding mowers, the engine and rider are farther apart, making it harder to start and stop every turn because inertia makes the mower resist changes in direction. On a Wright, the engine and rider are closer together and to the zero turning point, so they move less during each turn and pick up less momentum. The result? Tighter turns and better handling.

TRACTION ON HILLS

THEIR WAY



THE WRIGHT WAY



4

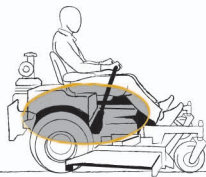
By shifting your weight to counter the incline of hills, you gain better traction, power and control.

You are connected to the stand-on mower at your feet—not your seat. Feeling the hills beneath your feet, you can shift your weight forward, backward, or from side to side to compensate for the changing terrain. It's called Operator Balance Control (OBC) and it allows you to mow hills almost as fast as level ground.



STABILITY

THEIR WAY



THE WRIGHT WAY

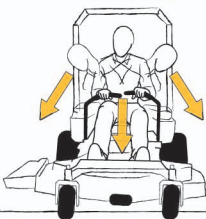


The lower center of gravity gives you more stability for a safer ride.

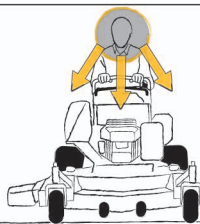
The stand-on mower's operator platform lies between the wheels at the zero turning point. In addition to reducing the risk of tipping, this lower center of gravity provides you with the traction to cross slopes at a speed that riding mowers can't match.

VISIBILITY

THEIR WAY



THE WRIGHT WAY



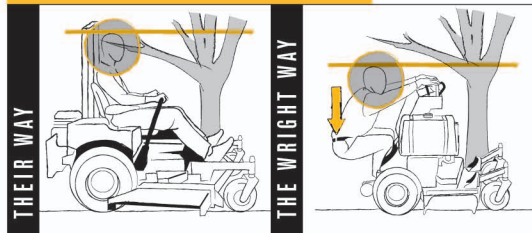
Standing provides better visibility so you can see everything around you.

Stand-on mowers put your head and shoulders above the rest in terms of safety and performance. With the surrounding landscape in full view, you can prepare for whatever lies ahead and plan your route accordingly.





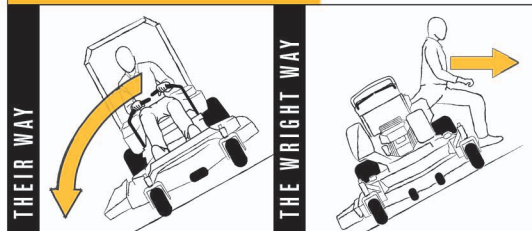
7 AVOIDING OBSTACLES



With the low profile, standing position and lack of seatbelts, you can avoid obstacles with a quick bend of the knees.

On riding mowers you are unable to avoid obstacles like low-hanging branches because you are confined by a seat back, armrests, and control levers. On a stand-on mower you can simply duck under anything and stay right on course. It's all about using your body's range of motion to stay in motion.

8 BAIL-OUT ABILITY

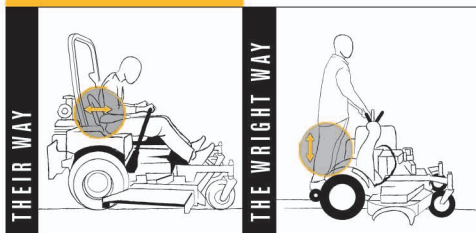


On riding mowers you're strapped—or should we say “trapped”—in your seat by the seat back, armrests, and control levers.

Since stand-on mowers don't tie you in your “exit strategy” is an easier one. If you get in trouble, simply step off the mower. And if it's just a matter of picking up some debris, you're back on track in no time.



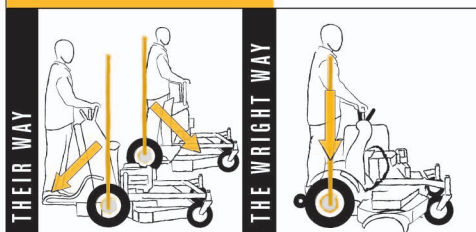
ERGONOMICS



Standing takes the stress off your lower back and lets your stronger leg muscles act as shock absorbers.

While stand-on mowers were originally designed to reduce the operator fatigue associated with walk-behinds, they also decrease the stress riding mowers can cause your lower back. Wright's Stander® ZK™ even comes with a spring-loaded platform to absorb the bumps and bounces of uneven terrain.

CUTTING-EDGE



Not all stand-on mowers are created equal—the Wright mid-platform stand-ons are a cut above.

As opposed to the competition's rear-platform and forward-platform stand-on mowers, the Wright Stander's® mid-platform weight distribution creates a lower center of gravity, which is optimal for ascending, descending and crossing slopes. The Stander's mid-platform design also allows the operator to feel more secure, lean in any direction for greater maneuverability and turn without resistance. Plus, it's easier to get on and off of the low central deck to pick up obstacles. Finally, the wheels are closer to the deck for superior cut quality.



Wright Manufacturing's innovative designs and superior engineering have been leading the industry for nearly thirty years. Driven by a passion to make mowers more powerful, agile and easy-to-use, we have revolutionized mowing with the first stand-on mower and now offer a full line of these high performance machines. Consider them three more reasons to stand up and perform.

THE STANDER®

The industry-leading Stander® lets you use your weight to keep traction on the higher wheels and cross slopes at speeds no other mower can handle. So you mow faster with greater control and without switching to a walk-behind.

THE STANDER® RH™

Change the deck height quickly and easily on the fast and agile Stander RH™. With this rapid deck height adjustment, you can rise to any mowing challenge and cut the competition down to size.

THE STANDER® ZK™

With its 31HP engine and cut speeds of up to 14 MPH, the new Stander ZK combines the uncompromised control, speed and traction with the power you need for the smallest to the largest jobs.

STAND UP AND PERFORM



EXPERIENCE THE ADVANTAGES OF STANDING. RIDE WRIGHT.
For more information, call 1.301.360.9810 or use our
dealer locator at www.wrightmfg.com.



4600X Wedgewood Blvd
Frederick, MD 21703

