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Jacobsen Paints Downtown San Antonio Orange for GIS

Charlotte, N.C. (March 2, 2015) – Jacobsen, a Textron Inc. (NYSE: TXT) company, unveiled a Texas-sized marketing campaign at last week's Golf Industry Show in San Antonio. With exciting new products and show promotions, an additional booth for its Certified Pre-Owned program, and a conspicuous orange presence in and around the San Antonio Convention Center, Jacobsen was the talk of the town during GIS week.

"We continued our successful 'Orange Everywhere' campaign in new and unexpected ways," said Ric Stone, VP of Sales and Marketing for Jacobsen. "This year, we asked attendees to 'come ride with us' in San Antonio. Whether it was stopping by our booth to see new products like the all-new Jacobsen Truckster XD, winning some great prizes through our show promotions, or enjoying a River Walk cruise on a Jacobsen-branded boat, we created many opportunities for superintendents to engage with our brand and have some fun while they were in San Antonio."

Jacobsen's GIS presence was anchored by the much-anticipated Jacobsen Truckster XD heavy duty utility vehicle. Serving as a replacement for the venerable Cushman Turf-Truckster, the all-new Jacobsen Truckster XD sets a new standard for capacity, power, strength and comfort. Attendees also got their first look at the new Jacobsen HoverKing, the lightest hover mower on the market.

The excitement around Jacobsen spilled out into areas outside the convention center as well, where the sights and sounds were all about orange. Conference attendees were treated to the festive sounds of a Jacobsen marching band while flash mobs of Jacobsen brand ambassadors could be seen spelling out 'Jacobsen' at random times during the day. The famed San Antonio River Walk was also resplendent in orange as Jacobsen-branded riverboats cruised the waterways.

"Our increased presence at the Golf Industry Show is a reflection of our continued business strategy of building relationships," said David Withers, President of Jacobsen. "We are satisfying the unmet needs of our customers with products like the Truckster XD, strengthening our distribution channel, and continuing to add key staff members who are helping us better serve our customers around the world."

About Jacobsen

With over 90 years of experience in the turf maintenance industry, Jacobsen has built a legacy of precision craftsmanship, legendary quality-of-cut and unmatched expertise. Dedicated solely to delivering perfectly groomed turf, Jacobsen equipment is used on some of the finest golf courses, sports fields and other formal turf areas across the United States and the world, through an extensive distribution network and the international Ransomes brand. Additional information about the company can be found at www.jacobsen.com.

About Textron Inc.

Textron Inc. is a multi-industry company that leverages its global network of aircraft, defense, 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, Beechcraft, Hawker, Jacobsen, Kautex, Lycoming, E-Z-GO, Greenlee, and Textron Systems. For more information visit: www.textron.com.

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For further information please contact:

Adam Slick, Public Relations and Communications Manager
11108 Quality Drive, Charlotte, NC 28273
Tel: 704-504-4867
Email: aslick@textron.com



The all-new Jacobsen Truckster XD played center stage inside the Jacobsen booth at last week's GIS in San Antonio.



Jacobsen-branded boats cruised the famed San Antonio River Walk during last week's GIS. Jacobsen even gave away free cruise tickets to booth visitors.



A flash mob of Jacobsen brand ambassadors spelled out 'Jacobsen' at random times and displayed huge orange balloons at the GIS show's entranceways.



An orange-clad Jacobsen marching band treated attendees to some impromptu live music outside the convention center one afternoon during last week's GIS in San Antonio.