

CONTACT: Bill Bussler
william.bussler@kohler.com
920-457-4441, ext. 72773

KOHLER Highlights Engines and Generators for Rental Industry Customers

Attendees of this year's The Rental Show encouraged to visit KOHLER booth for exclusive show discounts

KOHLER, Wis. – February 13, 2018 – *The Rental Show*, hosted by the American Rental Association (ARA), is the largest equipment rental convention and trade show in the world. The annual event features seminars, networking opportunities, and equipment displays for rental industry professionals within the construction, industrial, general tool and special event categories. Those attending this year's *The Rental Show* – February 18-21, 2018 in New Orleans – are encouraged to visit KOHLER in booth #5229. The company will be showcasing a wide variety of its engines and generators for rental applications and will also be offering significant savings to those who purchase KOHLER-powered equipment.



KOHLER powers a wide variety of products utilized by rental centers, from pressure washers to compact construction equipment and more.

“KOHLER powers a lot of equipment for the rental industry – from concrete saws, pressure washers and stump grinders to much larger products like telehandlers, skid steers and other compact construction equipment,” said Kyle Riste, Channel Manager – Rental & Construction for KOHLER Engines. “The Rental Show is a great opportunity for us to meet with many of the rental companies who utilize our engines. Plus, we like to extend special discounts at the show to rental yards and other customers who purchase KOHLER-powered equipment at the show as they prepare for what is projecting to be another great year for the industry.”

Discounts to be offered by KOHLER at *The Rental Show* this year, include: \$100 off each piece of equipment powered by KOHLER gasoline engines; \$200 off each piece of equipment powered by KOHLER diesel engines; more than \$500 off each tri-fuel portable generator plus free shipping and a free mobility kit; and savings of up to \$8,000 on KOHLER diesel and gaseous-fueled mobile generators. For complete details about these discounts, those planning to attend *The Rental Show* 2018 should visit KOHLER in booth #5229.

-more-

Page 2 | KOHLER Highlights Engines and Generators for Rental Industry

Kohler's history in power dates back to the 1920s. Today, the company manufactures a full array of gasoline, diesel and gaseous-fueled engines as well as complete power systems, including generators (portable, residential, industrial, mobile, and marine), automatic transfer switches, switchgear, monitoring controls, and related accessories for emergency, prime power and energy-management applications worldwide. For more details, please visit www.KohlerPower.com.

Founded in 1873 and headquartered in Kohler, Wis. Kohler Co. is one of America's oldest and largest privately held companies. With more than 50 manufacturing locations worldwide, Kohler is a global leader in the manufacture of kitchen and bath products; engines and power systems; premier cabinetry and tile; and owner/operator of two of the world's finest five-star hospitality and golf resort destinations in Kohler and St Andrews, Scotland. For more details, please visit www.KOHLER.com.

###