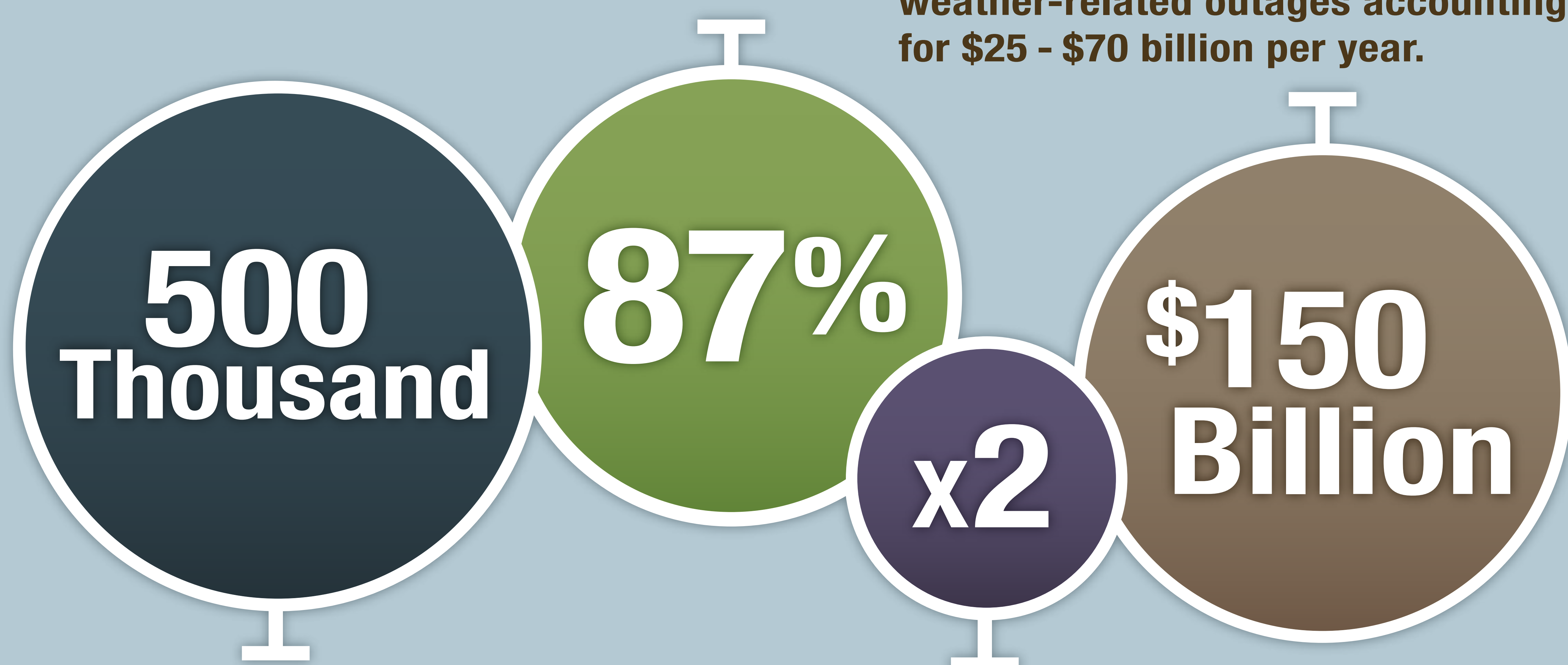


THE COST OF POWER OUTAGES IN THE U.S.

BY THE NUMBERS

87% of power outages are caused by severe weather (50,000 or more customers).

Power outages cost American households \$150 billion annually with weather-related outages accounting for \$25 - \$70 billion per year.

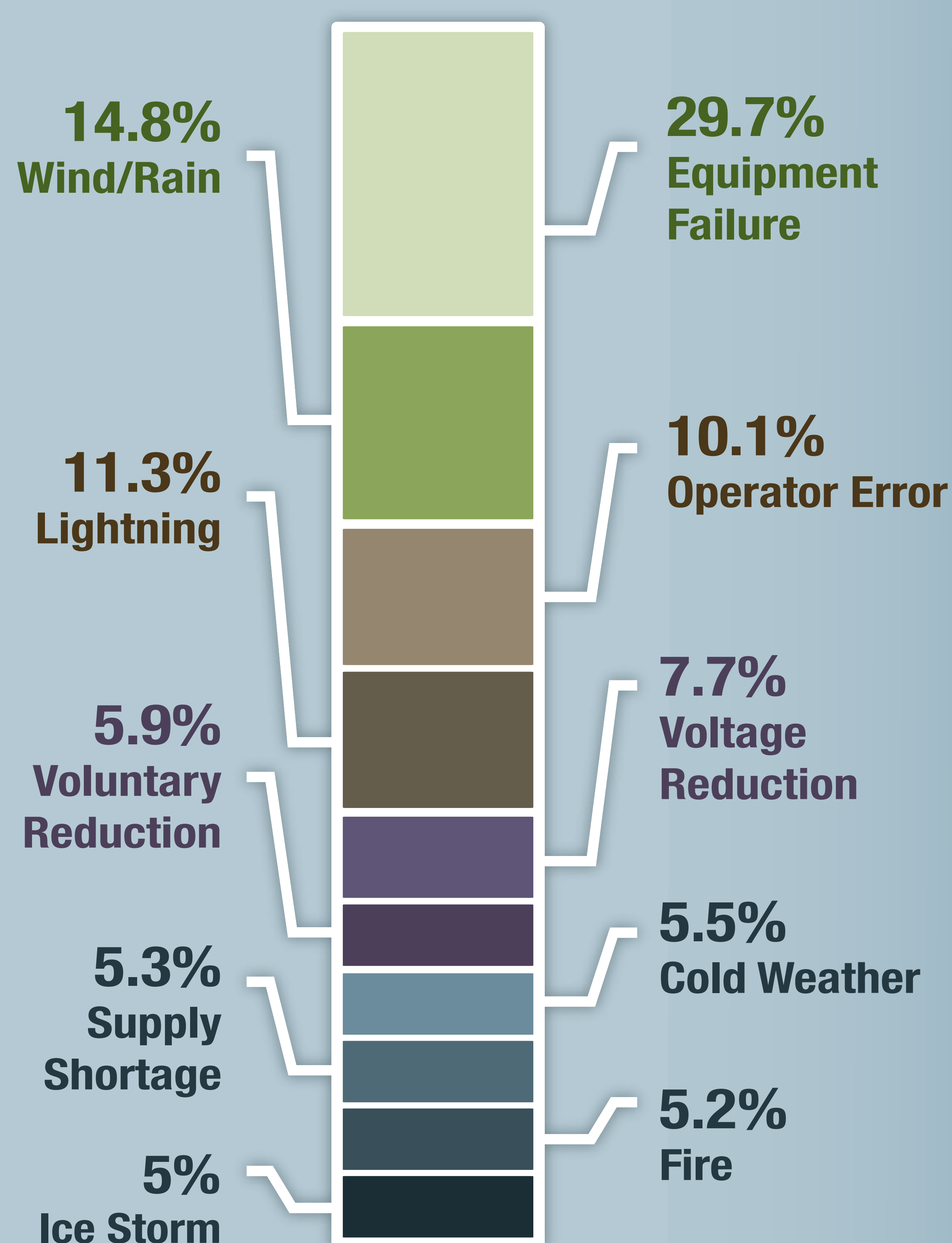


Number of people on average affected daily by U.S. power outages.

Weather-related power outages have doubled since 2003.

Source: Patterson, Thom. "U.S. electricity blackouts skyrocketing." CNN Tech, 15 Oct. 2010. Web. www.cnn.com/2010/TECH/innovation/08/09/smart.grid/.
Source: U.S. Department of Energy. Economic Benefits of Increasing Electric Grid Resilience to Weather Outages. By the President's Council of Economic Advisors and the U.S. Department of Energy's Office of Electricity Delivery and Energy Reliability. Aug. 2013.
Source: Samenow, Jason. "Report: Power outages due to weather have doubled since 2003." The Washington Post 11 Apr. 2014.
Source: Campbell, Richard. United States. Congressional Research Service. Weather-Related Power Outages and Electrical System Resiliency. 2012.

WHAT CAUSES POWER OUTAGES?



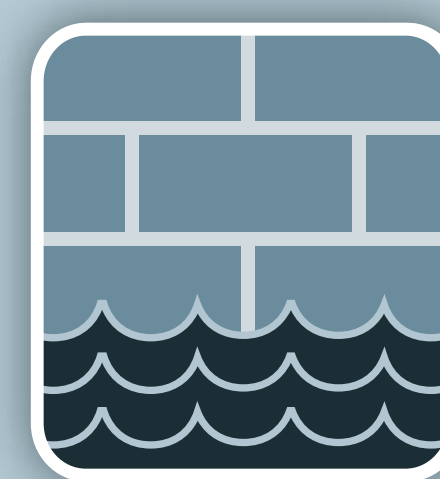
Totals are greater than 100% because some events fall into multiple initiating-event categories.

Source: Campbell, Richard. United States. Congressional Research Service. Weather-Related Power Outages and Electrical System Resiliency. 2012.

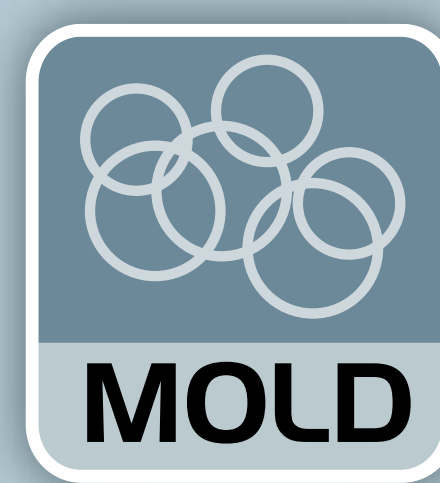
THE POTENTIAL COST TO HOMEOWNERS



\$10,000
Burst or Frozen Pipes



\$21,000
Flooded Basement



\$500-\$30,000
Mold Removal



\$250-\$500
Food Loss



\$110/Night
Alternative Shelter

Source: Michigan Fire Claims, Inc.; Auburn Hills Michigan
Source: FloodSmart.gov (A two-inch flood in a 2,000 sq. ft. home)
Source: MoldRemediationCostGuide.com
Source: Carns, Ann. "Hurricane Damage Questions, Part 2: Flooding and Food." The New York Times, 31 Aug. 2011. Web. <http://nyti.ms/1kRyv2z>.
Source: Hotels.com® Hotel Price Index (HPI®)

EMERGENCY BACKUP POWER IS A MUST-HAVE FOR HOMEOWNERS

Which option is best for you?

PORTABLE GENERATORS

- Designed for commercial worksites, campsites, tailgates and other portable settings
- Power a handful of appliances via extension cord
- Must be present to operate and refuel
- Must be safely operated away from the home and open windows in order to prevent carbon monoxide poisoning
- No installation required
- Run on gasoline or diesel



STANDBY GENERATORS

- Permanently attach to a home similar to a central air-conditioning unit
- Run on propane or natural gas (self-feeding fuels)
- Turn on automatically when power is lost; homeowner does not need to be present
- Can power everything in a home, including heating, HVAC, lights, appliances and sensitive electronics
- Some standby generators, like those from Kohler, can be operated remotely from a smartphone



Source: Kohler Generators (KohlerGenerators.com)

KOHLER® Generators