FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE** COMMISSION

Washington, D.C. 20549

| OMB APPROVAL             |           |  |  |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|--|--|
| OMB Number:              | 3235-0287 |  |  |  |  |  |  |  |  |
| Estimated average burden |           |  |  |  |  |  |  |  |  |
| hours per response       | : 0.5     |  |  |  |  |  |  |  |  |

|        | Check this box if no longer subject |
|--------|-------------------------------------|
|        | to Section 16. Form 4 or Form 5     |
| $\cup$ | obligations may continue. See       |
|        | Instruction 1(b).                   |

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person*     Jagdfeld Aaron         |  |          |             |   | 2. Issuer Name and Ticker or Trading Symbol GENERAC HOLDINGS INC. [ GNRC ] |  |   |  |                     |     |  |                          |   | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  X Director 10% Owner |  |  |   |   |  |  |
|--|--|----------|-------------|---|--|--|---|--|---------------------|-----|--|--------------------------|---|---|--|--|---|---|--|--|
| (Last)<br>S45 W29  | (F)<br>9290 HWY  | ,        | Middle)     | 1                                       | 3. Date of Earliest Transaction (Month/Day/Year) 08/01/2023                |  |   |  |                     |     |  |                          |   | X   | X Officer (give title below)   |  |   |   |  |  |
| C/O GENERAC HOLDINGS INC.  |  |          |             |   | 4. If Amendment, Date of Original Filed (Month/Day/Year)                   |  |   |  |                     |     |  |                          |   | 6. Individual or Joint/Group Filing (Check Applicable Line)                                   |  |  |   |   |  |  |
| (Street) WAUKESHA WI 53189                                       |  |          |             |   |  |  |   |  |                     |     |  |                          | X   | X Form filed by One Reporting Person Form filed by More than One Reporting Person             |  |  |   |   |  |  |
| (City)   | (S   | tate) (Z | Zip)        |   | Rule   | = 10   | )b5-  | 1(c)   | Tran                | sac | ction Ind  | licati                   | on  |   |  |  |   |   |  |  |
|  |  |          |             |   |  | Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. |   |  |                     |     |  |                          |   |   |  |  |   |   |  |  |
|  |  | Table    | I - No      | n-Derivat                               | tive S   | ecur   | rities                                      | Acc  | quired,             | Dis | posed of   | f, or I                  | Benefic   | cially  | y Owr  | ned  |   |   |  |  |
| 1. Title of Security (Instr. 3)  2. Transaction Date (Month/Day/ |  |          |             | Execution Date,                         |  |  | ,   | 3.<br>Transaction<br>Code (Instr. 8)  4. Securities Acquired (Disposed Of (D) (Instr. 5) |                     |     |  | , 4 and Sec<br>Ber<br>Ow |   | urities<br>eficially<br>ied   |  | n: Direct<br>or<br>rect (I)                                    | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |   |  |  |
|  |  |          |             |   |  |  |   |  | Code                | v   | Amount   | (A) or (D)               |   |   | Repor<br>Transa  | Reported<br>Transaction(s)<br>(Instr. 3 and 4)                 |   |   |  |  |
| Common Stock 08/01/20  |  |          |             |   | 023  |  |   |  | S <sup>(1)</sup>    |     | 5,000  | D \$15                   |   | 2.22  | .22 607,690  |  | 690 D   |   |  |  |
|  | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |          |             |   |  |  |   |  |                     |     |  |                          |   |   |  |  |   |   |  |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)              | vative Conversion Date Execution Date, urity or Exercise (Month/Day/Year) if any   |          | ution Date, | 4.<br>Transaction<br>Code (Instr.<br>8) |  | 5.<br>Numl<br>of<br>Deriv<br>Secu<br>Acqu<br>(A) or<br>Dispo<br>of (D)<br>(Instr<br>and 5  | vative<br>rities<br>nired<br>r<br>osed<br>) | es<br>d  |                     | ate | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security<br>(Instr. 3 and 4 |                          | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) |   | 9. Number<br>derivative<br>Securities<br>Beneficiall<br>Owned<br>Following<br>Reported<br>Transactio<br>(Instr. 4) | Ownershi<br>Form:<br>Direct (D)<br>or Indirec<br>(I) (Instr. 4 |   | Beneficial<br>Ownership<br>t (Instr. 4) |  |  |
|  |  |          |             |   | Code   | v  | (A)   | (D)  | Date<br>Exercisable |     | Expiration<br>Date   | Title                    | Amount<br>or<br>Number<br>of<br>Shares              |   |  |  |   |   |  |  |

## **Explanation of Responses:**

1. Adoption date of referenced 10b5-1(c) plan is: 11-14-2022

/s/ Raj Kanuru, Attorney of \*\* Signature of Reporting Person

**Fact** 

08/03/2023

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.