



## As Cold Weather Looms, Generac Urges Homeowners to Prepare for Power Outages

November 11, 2025

Cold Weather Events Can Strain the Grid and Cause Dangerous Power Outages

WAUKESHA, Wis., Nov. 11, 2025 /PRNewswire/ -- [Generac Holdings Inc.](#) (NYSE: GNRC), a leading global designer, manufacturer and provider of energy technology solutions and other power products, is encouraging homeowners across the country to build a cold weather preparedness and backup power plan to protect their homes and families during potential winter-weather induced power outages.



"U.S. homeowners experienced nearly 1.5 billion hours without power in 2024," said Kyle Raabe, President of Consumer Power for Generac. "As severe weather events continue to rise, we expect that number to continue to grow. Creating a backup power plan is critical this winter as low temperatures and severe winter weather conditions strain the country's electrical grids."

According to [NOAA's 2025-2026 Winter Outlook](#), multiple regions across the US could see above average precipitation, including eastern Idaho, Montana, Wyoming and parts of the Midwest. While the southern half of the country may see mild or warmer winter temperatures, the Pacific Northwest to the Northern Plains and western Great Lakes region are at risk for below-average temperatures.

Winter storms, freezing temperatures and other severe cold weather events can lead to extended power outages, stranding people without power for hours – or even days – while battling cold temperatures. Winter weather power outages come with risks including:

- Furnace or electric heaters will stop working, causing indoor temperatures to drop significantly.
- Pipes can freeze and burst, leading to extensive water damage to property.
- Refrigerators will lose power, causing the food inside to no longer be safe to eat after only four hours without electricity.
- Loss of power can disrupt communication methods, making it difficult to get information or call for help.

Winter storms can happen at unexpected times, so it's important for homeowners to have a winter storm plan in place before an outage occurs. Some important tips to consider include:

- Before a winter storm warning, ensure electronic devices are fully charged and have a battery-powered emergency radio ready to check weather conditions and stay current with emergency information. [Generac's Cold Weather Preparedness Guide](#) contains a checklist of essential components for an emergency kit.
- Identify your nearest warming centers, when they will open and, if applicable, which ones allow pets.
- Consider investing in a source of backup power, like a portable or home standby generator, to power critical loads during an outage.

Additional seasonal preparedness tips on home backup power solutions and protecting homes and families from cold weather power outages can be found [here](#). For more information about Generac's complete line of backup power solutions, contact your [local dealer](#) or visit [www.generac.com](http://www.generac.com).

### **About Generac**

[Generac Holdings, Inc.](#) (NYSE: GNRC) is a total energy solutions company that empowers people to use energy on their own terms. Founded in 1959, Generac is a leading global designer, manufacturer, and provider of a wide range of energy technology solutions. The Company provides power generation equipment, energy storage systems, energy management devices & solutions, and other power products serving the residential, light commercial, and industrial markets. Generac introduced the first affordable backup generator and later created the automatic home standby generator category. The Company continues to expand its energy technology offerings for homes and businesses in its mission to Power a Smarter World and lead the evolution to more resilient, efficient, and sustainable energy solutions.

CONTACT: [corporatecommunications@generac.com](mailto:corporatecommunications@generac.com)



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