



Ottomotores Appoints Ricardo Navarro as Managing Director

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WAUKESHA, Wis.--(BUSINESS WIRE)--Dec. 22, 2014-- Ottomotores S.A. de C.V. ("Ottomotores"), a wholly owned subsidiary of Generac Power Systems, Inc. ("Generac"), is pleased to announce the appointment of Ricardo Navarro as Managing Director of Ottomotores. Mr. Navarro recently joined the executive leadership team of Generac as Senior Vice President with responsibility for the company's business activities in Latin America.

Founded in 1950 and headquartered in Mexico City with over 350 employees, Ottomotores is a leading manufacturer in the Mexican market for industrial diesel gensets ranging in size from 15kW to 3200kW, and is a significant market participant throughout all of Latin America.

"As an experienced leader, Ricardo is the ideal person to lead the growth and development of our business in Latin America, which is a key part of our corporate strategy," said Aaron Jagdfeld, President and CEO of Generac.

Mr. Navarro stated, "It is an honor to take on this new role as leader of Generac and Ottomotores in Mexico and throughout Latin America. With Generac's position as a market leader in the power generation industry, Ottomotores' sixty plus years of trusted knowledge and experience serving the power generation needs of customers throughout Mexico and Latin America, and the excellent team of people we have, we will continue to innovate and transform the business to constantly seek ways to better improve the products and services offered to our customers."

With over 15 years of experience in the power generation industry, Ricardo has held executive positions with various multinational companies, where he has proven successful in building strategic alliances, strengthening customer relationships, developing effective teams, and achieving sustainable sales growth.

Mr. Navarro is a graduate of Escuela Técnica Superior de Ingeniería Industrial de Cartagena, Espana. He obtained a Master's in Business Administration at the ENAE Business School of Spain, and graduated from the Advanced Management Program at Harvard Business School.

About Generac (NYSE: GNRC)

Since 1959, Generac has been a leading designer and manufacturer of a wide range of generators and engine powered products. As a leader in power equipment serving residential, light commercial, industrial and construction markets, Generac's power products are available through a broad network of independent dealers, retailers, wholesalers and equipment rental companies. The company markets and distributes its products primarily under its Generac and Magnum brand names. For more information on Generac and its product line, visit www.generac.com Become a fan on Facebook at www.facebook.com/generacpowersystems. Follow Generac on Twitter @generac.

Source: Generac Power Systems, Inc.

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