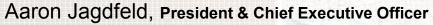


Investor Presentation September 2014







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Forward Looking Statements

Certain statements contained in this presentation, as well as other information provided from time to time by Generac Holdings Inc. or its employees, may contain forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements.

Forward-looking statements give Generac's current expectations and projections relating to the Company's financial condition, results of operations, plans, objectives, future performance and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "forecast," "project," "plan," "intend," "believe," "confident," "may," "should," "can have," "likely," "future" and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

Any such forward-looking statements are not guarantees of performance or results, and involve risks, uncertainties (some of which are beyond the Company's control) and assumptions. Although Generac believes any forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect Generac's actual financial results and cause them to differ materially from those anticipated in any forward-looking statements, including: demand for Generac products; frequency and duration of power outages; availability, cost and quality of raw materials and key components used in producing Generac products; the impact on our results of possible fluctuations in interest rates; the possibility that the expected synergies, efficiencies and cost savings of our acquisitions will not be realized, or will not be realized within the expected time period; the risk that our acquisitions will not be integrated successfully; difficulties Generac may encounter as its business expands globally; competitive factors in the industry in which Generac operates; Generac's dependence on its distribution network; Generac's ability to invest in, develop or adapt to changing technologies and manufacturing techniques; loss of key management and employees; increase in product and other liability claims; and changes in environmental, health and safety laws and regulations.

Should one or more of these risks or uncertainties materialize, Generac's actual results may vary in material respects from those projected in any forward-looking statements. A detailed discussion of these and other factors that may affect future results is contained in Generac's filings with the Securities and Exchange Commission ("SEC"), particularly in the Risk Factors section of our 2013 Annual Report on Form 10K and in its periodic reports on Form 10Q. Stockholders, potential investors and other readers should consider these factors carefully in evaluating the forward-looking statements. Any forward-looking statement made by Generac in this presentation speaks only as of the date on which it is made. Generac undertakes no obligation to update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

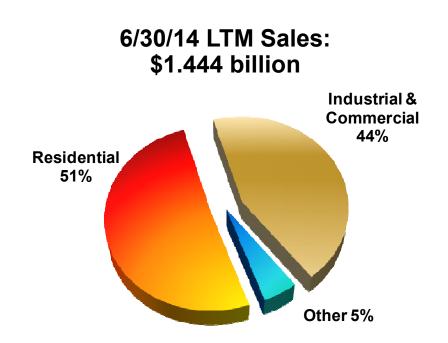
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Generac Business Overview

About Generac

- Founded in 1959
- A leading designer and manufacturer of a wide range of power generation equipment and other engine powered products serving residential, light commercial, industrial and construction markets.
- Products are available globally through a broad network of independent dealers, retailers, wholesalers and equipment rental companies, as well as sold direct to certain end users.
- Products marketed and distributed primarily under the Generac, Magnum, Ottomotores and Tower Light brands.
- Approximately 3,400 employees as of 12/31/2013
- Approximately 2.0 million ft² of manufacturing and distribution capacity located in Wisconsin, Mexico, Italy, UK and Brazil.





Major Long-Term Growth Themes

Residential Backup Power

- Key drivers: aging and underinvested grid, favorable demographics, increasing power outages
- Low penetration (~3%) within emerging product category of home standby (HSB) generators
- ~75% share of domestic HSB market with significant barriers to entry
- Leading position in portable generators further enhances brand awareness

Commercial & Industrial Generators

- Natural gas generators gaining share vs. diesel in the U.S. and Canada
- Low penetration within emerging "Optional" standby market
- Growing importance of backup power for critical telecommunications infrastructure
- Recently expanded product offering significantly increases addressable market

Mobile and Engine Powered Products

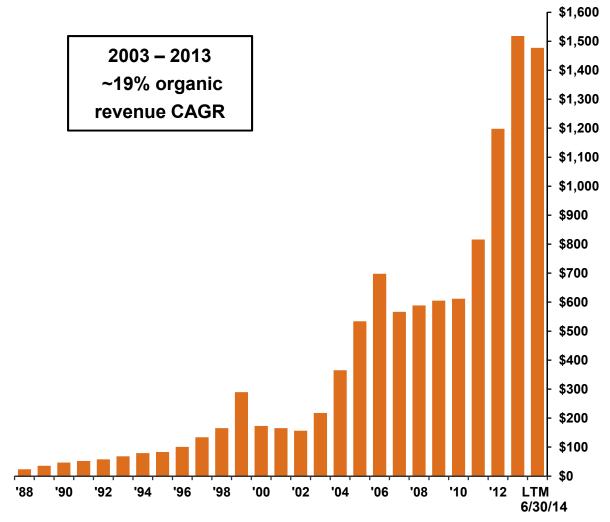
- Mobile products platform benefitting from secular shift toward renting of mobile equipment
- Acquisitions provide access to opportunity in oil & gas market that requires mobile lighting and power
- Growing share in power washers after re-entering market in 2011
- Entry into additional "engine-powered" adjacent product categories

International Expansion

- Leverage recent acquisitions and drive growth in markets with additional investment and focus
- Execute on a number of identified revenue and cost synergies across the enterprise
- Future acquisitions may provide opportunity to accelerate expansion into other regions of the world



Track Record of Innovation & Growth



History of Innovation Driving Organic Growth

GENERAC

- Commercialized affordable home standby generators and lightcommercial generators
- Differentiated distribution model
- Over 250 engineers on staff as of 12/31/13, ~ 100 U.S. and international patents and patent applications
- Natural gas and Bi-Fuel[™] expertise
- Modular Power System (MPS) approach for industrial applications
- A.M.P.[™] targeted marketing process and PowerPlay[™] in-home selling solution for home standby generators
- Continued focus on new product introductions

Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Excludes "Portable Product" sales prior to the division's divestiture in 1998. Figures include results from the Magnum Products acquisition completed on October 3, 2011, the Ottomotores acquisition completed December 8, 2012, the Tower Light acquisition completed August 1, 2013, and the Baldor Generators acquisition completed on November 1, 2013.





Residential Products

Industrial Products

Product

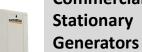
Product	End Markets Served
Power Washers	Light to medium duty use - mainly by consumers
Inverter Generators	Recreation and other light duty power uses
Portable Generators & Manual Transfer Switches	Emergency home backup, construction uses
Air-cooled Home Standby Generators	Emergency backup – small to medium homes
Liquid-cooled Home Standby Generators	Emergency backup – larger homes & small businesses











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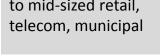


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Industrial **Stationary** Generators

	Served
Light Towers & Mobile Generators	Temporary lighting and power for construction, energy and other – rental equipment co's a key channel
Larger kW & Container Gensets	Prime & emergency backup – regulated markets
Larger kW & Container Gensets	Prime & emergency backup – non-regulated markets
Commercial	Emergency backup – small

End Markets

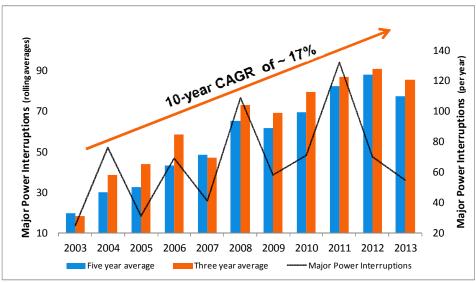


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Emergency backup – large healthcare, telecom, municipal, manufacturing

Powerful Macro Trends Drive Home Standby Penetration Opportunity

Aging Grid Driving Power Interruptions⁽¹⁾



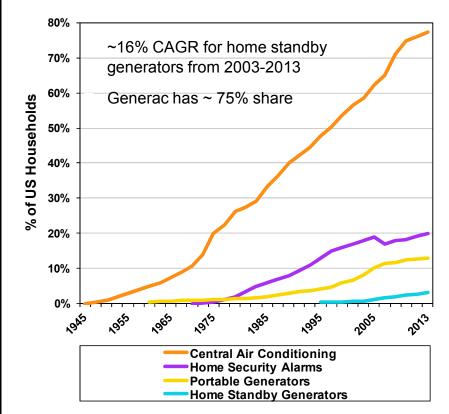
- 30–50% of T&D network in the U.S. is 40–50 years old
- Undergrounding the grid would cost up to \$4.0 trillion⁽²⁾

Aging Population Fits Demographic⁽³⁾

- 75-80% of buyers age 50 and older
- 45-50% of homes valued under \$300k
- 85-90% retro-fit application

North American Penetration Opportunity⁽⁴⁾

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Every 1% of increased penetration equals ~ \$2 billion of market opportunity

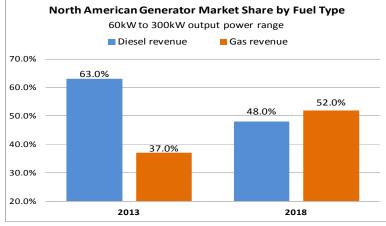
Source: U.S. Energy Information Administration. Interruptions measured as affecting more than 50,000 customers and comparing to three and five-year rolling averages.
 At \$1mm/mile (3) Source: Company warranty registration data (4) Source: Management estimates







Natural Gas vs. Diesel Market Growth



Source: Frost & Sullivan, Generac estimates

- Nat gas gensets up to 35% less expensive
- Lower operating costs than diesel leading to improved ROI

Light Commercial/Retail Opportunity

"Optional" Standby Customers





- Over 14 million buildings in U.S. with very low penetration
- Increasing level of outages driving the need for backup power

Wireless Communications Infrastructure





• ~ 300,000 cell tower sites in U.S. with only 30-35% penetration

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 Providers facing increasing competitive/regulatory pressures to harden networks

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Secular Penetration Opportunities Commercial and Industrial (cont'd)

Oil & Gas Infrastructure

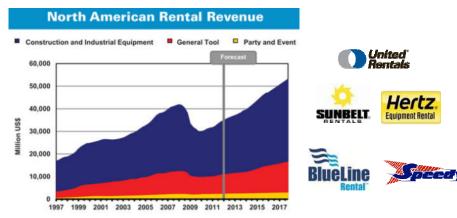


New access to the oil & gas market through recent acquisitions

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- Potential long term up-cycle driven by the shale gas revolution
- Secular opportunity for mobile power equipment including light towers and generators that are essential to the drilling site

Mobile Equipment - Rental vs. Buy



- Overall industry projected to grow at ~ 9% CAGR from 2013-17
- Construction and industrial projected to grow at a similar level

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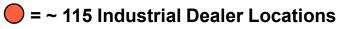
Source: ARA Rental Market Monitor, IHS Global Insight - December 2013 forecast



Residential & Light Commercial Distribution:

Commercial & Industrial Distribution:







Established and diverse distribution model = growth driver & competitive advantage

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"Powering Ahead" Strategic Plan



Grow Residential Standby Generator Market

- Awareness
- Availability
- Affordability

Gain Industrial Market Share

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- Expand product offering
- Upgrade distribution
- Increase awareness in "optional" standby power market
- Build relations with specifying engineers



Diversify End Markets with new products and services

- Leverage brand
- Leverage distribution
- Leverage supply chain

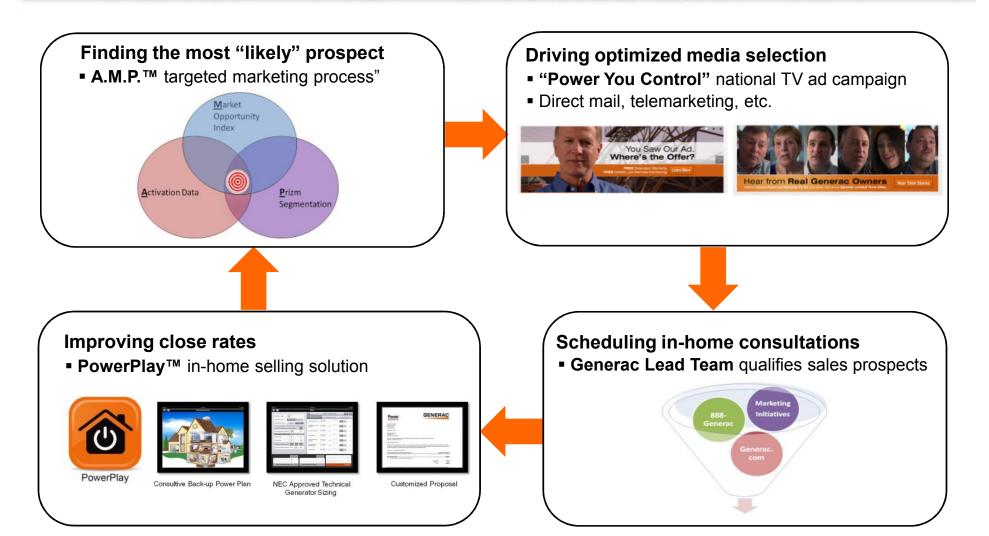


Enter New Geographies

- Ottomotores local manufacturing, higher-power products and distribution
- Tower Light gives expanded platform as a leading provider of mobile power equipment
- Developing additional distribution and building Generac brand



Growing Residential Standby Generator Market





Gaining Market Share GENERAC

Expand Product Offering and Distribution

- Baldor acquisition expands product offering of standby and prime-rated generators up to 2.5 MW for U.S. and Canada
- Essentially doubles addressable domestic market that distribution partners can serve
- Expansion of existing natural gas product offering
- Opportunities to add and upgrade distribution



Large kW singleengine Genset



Gemini Technology



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Modular Power Technology

Create Commercial Market

- "Optional" standby power market remains underpenetrated addressable market is over 14 million buildings in the U.S.
- Recently launched direct marketing campaign targeted at light commercial applications such as gas stations, convenience stores, etc.
- Driving awareness of compelling ROI for backup generators
- Direct sales initiatives targeting regional and national accounts



Cost of 4 hours outage per business ⁽¹⁾			Current and prospective customers						
Food Sales	Grocery and convenience stores	\$26,234	supervalu 🔃 🗿 Ainold 🔝						
Food Service	Restaurants	\$20,161	📾 🌌s 🗛 dingader SUBWAR						
Mercantile	Retail stores, pharmacies	\$4,892							
Healthcare	 Hospitals, nursing homes 	\$1,593	HCA HCR Manor Care Trenet						
Telecom	Wireless towers	n/a	verizon winness Sprint						

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Diversification of End Markets

Acquisitions Expand Product Offering

- Magnum (Oct '11) mobile products including light towers, mobile generators and pumps
- Ottomotores (Dec '12) larger kW and container gensets for int'l markets
- Tower Light (Aug '13) expands offering of mobile light towers to support int'l markets
- Baldor (Nov '13) expands domestic offering of standby and prime-duty gensets up to 2.5 MW

Light Tower & Mobile Generator

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Large kW Genset

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Light Tower



BALDOR

GENERAC

Large kW Genset

Organic Expansion Through Innovation

- Re-entry into power washer product category through innovation
- New OneWASH™ product launched in Q4 2012
- Mobile Link[™] remote monitoring launched in Q1 2013
- Evaluating adjacent engine powered products





Entering New Geographies

Key Areas of Focus

- Leverage recent Ottomotores and Tower
 Light acquisitions and drive growth in markets with additional investment and focus
- Execute on a number of identified revenue and cost synergies across the enterprise
- Establishing and developing distribution globally
- Building the Generac brand internationally
- Investing in Generac Brasil
- Evaluate additional regions of the world for future expansion through both organic growth and potential acquisitions



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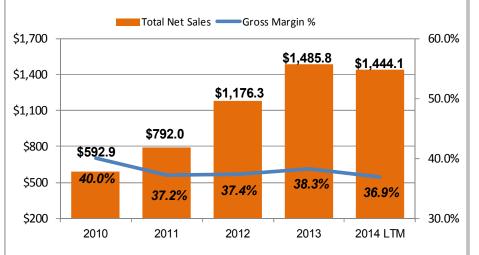
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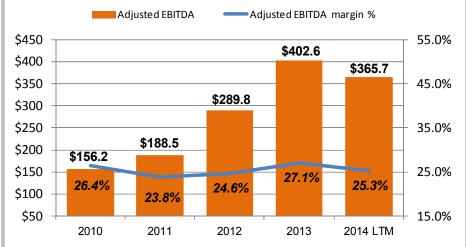
Sales outside the U.S. and Canada now represent over 10% of total revenues



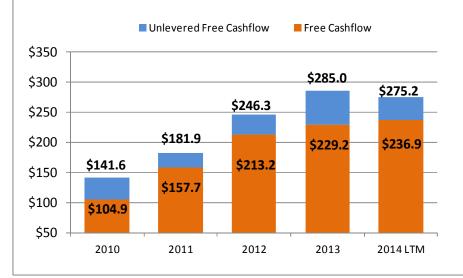


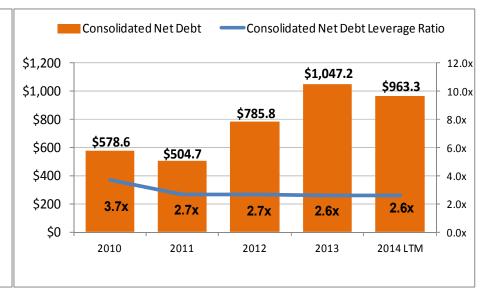
Financial Summary





GENERAC





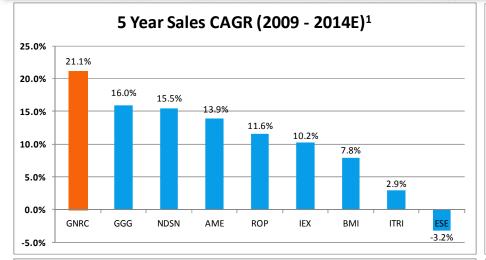
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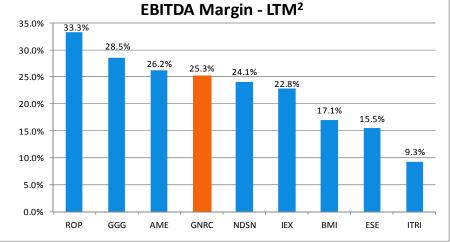
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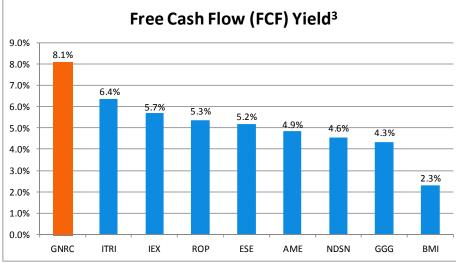
Note: Unlevered free cash flow = free cash flow plus cash interest expense.

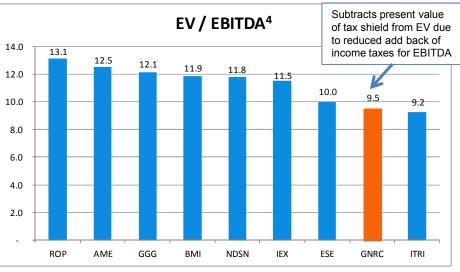
Relative Performance Compared with Industrial Technology Peer





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Source: Thomson One, Company Filings Note: Charts for Free Cash Flow Yield and Enterprise Value / NTM EBITDA use closing share prices as of September 18, 2014.

(1) Figures represent a five-year compound annual growth rate calculated by comparing the base year 2009 to the analyst consensus revenue forecast for 2014 for each company.

(2) Adjusted EBITDA figures were used for GNRC. For all other companies, EBITDA is calculated as Operating Income plus D&A .

(3) Determined by taking the ratio of FCF (Operating Cash Flow less Capex) on an LTM basis compared to Market Capitalization.

(4) Based on recent enterprise value to consensus NTM EBITDA estimates. Figure for GNRC determined by subtracting the value of the tax shield in determining enterprise value.



Net sales: increase *mid-single digit range* vs. a strong 2013

- Organic sales growth: approximately flat compared to 2013; increase 9-11% excluding \$140 million residential products benefit in 1H 2013 from extended lead times
- Acquisition growth: Tower Light and Baldor Generators add ~ 5% growth
- Outlook assumes increased level of power outage severity in 2H 2014 compared to recent quarters, returning to a more normalized annual baseline level

Adjusted EBITDA: 2014 margins expected to remain attractive in the *mid-*20% range – consistent with the average level seen during 2010-2013

Cash income taxes:

- Cash tax rate for full-year 2014: anticipated *between 17-18%* of pretax income
- Cash taxes going forward: ~ 36% tax rate on incremental pre-tax profits less ~ \$49 million annual tax shield

Free cash flow: expected to remain strong with conversion of adjusted net income to free cash flow of *approximately* 90%



		Historical	Expected
1	Continue to invest in business	> 15% CAGR organic revenue over past 2 years	 Support market-driven R&D Invest in high-ROI capital spending projects and capacity expansion Capex consistently only ~ 2% of sales
2	Publicly-stated net leverage target of 2-3X EBITDA (while meeting Excess Cash Flow payment requirements per Credit Agreement)	• 2.6X at end of Q2 2014	 Comfortable with current leverage metrics at current cost of TLB debt of 3.25% Higher priority on debt paydown IF interest rates rise (current LIBOR floor of 0.75%) and/or net leverage ratio exceeds 3.0X Maintain strong liquidity profile
3	Explore acquisitions for external growth	 Magnum in Q4 2011 Gen-Tran in Q1 2012 Ottomotores in Q4 2012 Tower Light in Q3 2013 Baldor in Q4 2013 	 Seek high-synergy acquisitions in line with Powering Ahead strategy
4	Return of capital to shareholders	 Special dividends issued in Q2 2012 and Q2 2013 	 As future cash flow permits, may consider further return of capital to shareholders



Generac (GNRC) Investment Highlights

Best in class organic revenue growth	 Nearly 20% CAGR in organic revenue over the last 10 years Low penetration in key markets, especially home standby market at only ~3.0% penetrated with every 1% increase representing ~ \$2 billion market opportunity Key macro drivers: aging and underinvested grid; favorable demographics; increasing number of power disruptions; increasing reliance on uninterrupted power and data; natural gas gensets gaining share vs. diesel
Market leader with significant barriers to entry	 ~ 75% share of domestic home standby market Unmatched multi-channel distribution led by over 5,200 residential & light commercial dealers Exclusive focus on power generation and engine powered products Considerable sourcing and manufacturing scale
Superior financial profile	 GMs consistently in the high-30% range, EBITDA margins in mid-20% range Favorable tax structure worth an estimated \$3.75 to \$4.75 per share in present value tax savings Strong track record of free cash flow conversion and de-levering balance sheet
Strong product, market and geographic expansion opportunities	 Proven track record in completing strategic acquisitions and introducing new products Significant international market opportunity – less than 10% of 2013 revenue outside of U.S. and Canada; ~ 12% on a pro-forma basis with Tower Light acquisition

Leading "Industrial Technology" Company





Acquisition of Baldor Generators

Fast Facts

- Acquired on November 1, 2013
- Headquartered in Oshkosh, Wisconsin
- 255,000 ft² manufacturing and testing facility
- Complete line of standby and prime-rated generators ranging from 3 kW up to 2.5 MW throughout the U.S. and Canada

Strategic Rationale

- Accelerates organic efforts to increase C&I market share
- Gain immediate access to a higher-powered line up of generators up to
 2.5 MW, approximately doubles addressable domestic market for dealers
- Acquire a purpose-built facility that provides significant production and testing capacity for future growth
- Expanded product line enhances ability to strengthen C&I distribution base
- Offers compelling long-term revenue and cost synergies for C&I products business
- Very attractive "buy vs. build" cost avoidance benefits relative to the investment required to develop capabilities internally



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Industrial Towable Standby Generators



Industrial Diesel Standby/Prime Generator



Containerized Standby/Prime Generator

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Acquisition of Tower Light Business

Fast Facts

- Acquired on August 1, 2013
- Headquartered outside Milan, Italy
- Approximately 100 employees and over 100,000 ft² in manufacturing and distribution space
- Broad product line of mobile light towers sold through a strong global distribution network in over 50 countries
- €37 million in net sales in 2012

Strategic Rationale

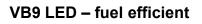
- Leading market share player for mobile light towers in Europe, the Middle East and Africa
- Positions Generac as a global leader in light towers, allowing to participate in growing rental market outside of U.S.
- Premium margins as a result of flexible development and production environment, with focus on customized products for specific applications/markets
- Several attractive revenue synergy opportunities being evaluated including selling Magnum's mobile generators into Tower Light's significant distribution channels



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SuperLight VT1 – hydraulic







LinkTower – no generator

Favorable Tax Attributes

Tax attributes and 338(h)10 election overview

- \$1.9 billion combined asset basis step-up created through 2006 acquisition of Generac and acquisitions of Magnum (Oct '11) and Baldor Generators (Nov '13)
 - Each amortizes over 15 years
 - Reduces <u>cash</u> tax obligation by approx. \$49 million per year through 2020

(\$ mm)	Total	2014	2015	2016	2017	2018	2019	2020	2021	2022+
Annual tax amortization	\$1,023	\$127	\$127	\$127	\$127	\$127	\$127	\$127	\$107	\$25
Cash tax savings ⁽¹⁾	\$394	\$49	\$49	\$49	\$49	\$49	\$49	\$49	\$41	\$10

Results in present value tax savings of ~ \$260-320 million⁽²⁾ or \$3.75-\$4.75 per share

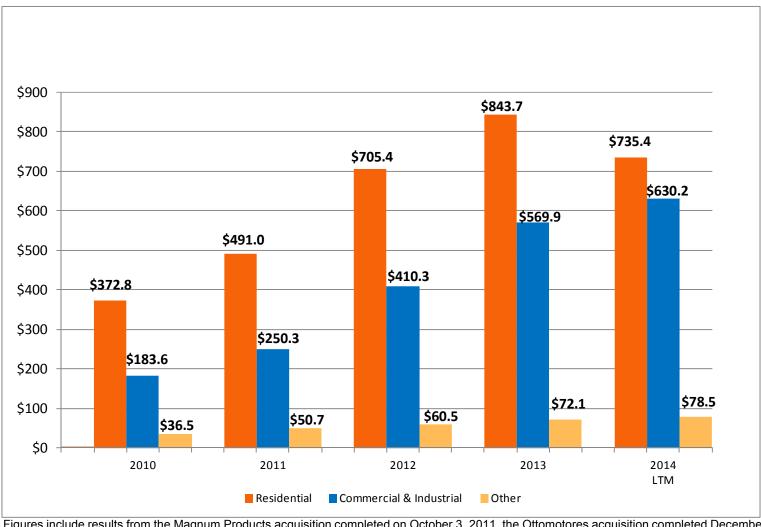
- (1) Assuming continued profitability and no limitations at an assumed 38.5% federal and state tax rate.
- (2) Based on annual discount rate of between 5 and 10%

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Net Sales by Product Class

(\$ in millions)



Figures include results from the Magnum Products acquisition completed on October 3, 2011, the Ottomotores acquisition completed December 8, 2012, the Tower Light acquisition completed August 1, 2013 and the Baldor Generators acquisition completed on November 1, 2013.

Q2 2014 & LTM Financial Overview

(\$ in millions)

		Actual 2 2014	Y/Y % Change	ual LTM 2 2014	Y/Y % Change
Residential	\$	179.6	(8.7%)	\$ 735.4	(14.4%)
Industrial		163.5	22.5%	630.2	35.6%
Other		19.6	17.5%	78.5	20.2%
Net Sales	\$	362.6	4.6%	\$ 1,444.1	4.0%
Gross Profit	\$	128.0	(2.2%)	\$ 532.7	1.2%
% Margin		35.3%		36.9%	
Adjusted EBITDA	\$	84.5	(6.2%)	\$ 365.7	2.1%
% Margin		23.3%		25.3%	
Net Income (1)	\$	54.0	91.2%	\$ 184.3	38.9%
Adjusted Net Income	\$	57.1	(14.2%)	\$ 259.1	(2.3%)
Adjusted EPS	\$	0.82	(14.5%)	\$ 3.70	(2.9%)
Free Cash Flow	\$	40.5	33.7%	\$ 236.9	6.1%
Unlevered Free Cash Flow	\$	51.1	(3.2%)	\$ 275.2	(3.0%)
Consolidated Net Debt Consolidated Net Debt Leverage R	atio			\$ 963.3 2.6x	(11.1%)

(1) Q2 2014 and LTM period includes a \$16.0 million pre-tax gain on change in contractual interest rate and \$4.8 million pre-tax gain on remeasurement of contingent consideration. Q2 2013 and LTM period includes a \$13.5 million loss on extinguishment of debt.



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	2010	2011	2012	2013	20	14 LTM
Reported net income	\$ 56.9	\$ 324.6	\$ 93.2	\$ 174.5	\$	184.3
Interest expense	27.4	23.7	49.1	54.4		47.6
Depreciation and amortization	59.4	56.1	54.2	36.8		36.1
Income taxes provision (benefit)	0.3	(237.7)	63.1	104.2		104.8
Non-cash write-down and other charges	(0.3)	10.4	0.2	0.1		(6.5)
Non-cash share-based compensation expense	6.4	8.6	10.8	12.4		12.4
Loss on extinguishment of debt	4.8	0.4	14.3	15.3		-
Gain on change in contractual interest rate	-	-	-	-		(16.0)
Transaction costs and credit facility fees	1.0	1.7	4.1	3.9		2.7
Other	0.4	0.5	0.7	1.0		0.4
Adjusted EBITDA	\$ 156.2	\$ 188.5	\$ 289.8	\$ 402.6	\$	365.7

(\$ in millions)



Adjusted EBITDA Reconciliation

(\$ in thousands)

Net income to Adjusted EBITDA reconciliation	Three mon June		LTM Ended June 30,			
-	2014	2013	2014	2013		
	(unau	dited)	(unaud	ited)		
Net income	\$ 54,025	\$ 28,254	\$ 184,337	\$ 132,756		
Interest expense	11,428	14,263	47,614	63,484		
Depreciation and amortization	8,381	8,906	36,074	43,308		
Income taxes provision	28,397	18,535	104,812	85,006		
Non-cash write-down and other charges	(5,198)	1,240	(6,491)	814		
Non-cash share-based compensation	2,881	3,261	12,379	11,715		
Loss on extinguishment of debt	-	13,497	-	15,336		
Gain on change in contractual interest rate	(16,014)		(16,014)			
Transaction costs and credit facility fees	498	1,589	2,661	4,601		
Other	134	552	373	1,294		
Adjusted EBITDA	\$ 84,532	\$ 90,097	\$ 365,745	\$ 358,314		

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(\$ in thousands)

Net income to Adjusted net income reconciliation

	Three Months Ended June 30,					LTM June 30,					
		2014		2013		2014		2013			
		(unau	dited)			(unaudited)					
Net income	\$	54,025	\$	28,254	\$	184,337	\$	132,756			
Income taxes provision		28,397		18,535		104,812		85,006			
Income before provision for income taxes		82,422		46,789		289,149		217,762			
Amortization of intangible assets		5,099		6,345		23,733		33,884			
Amortization of deferred financing costs and OID		1,818		1,150		5,466		4,727			
Loss on extinguishment of debt		-		13,497		-		15,336			
Gain on change in contractual interest rate		(16,014)		-		(16,014)		-			
Transaction costs and credit facility fees		(4,512)		1,430		(3,034)		3,202			
Adjusted net income before provision for income taxes		68,813		69,211		299,300		274,911			
Cash income tax expense		(11,690)		(2,650)		(40,211)		(9,654)			
Adjusted net income	\$	57,123	\$	66,561	\$	259,089	\$	265,257			
Free Cash Flow Reconciliation											
Net cash provided by operating activities	\$	48,932	\$	36,052	\$	270,911	\$	250,205			
Expenditures for property and equipment		(8,392)		(5,729)		(34,036)		(26,939)			
Free cash flow	\$	40,540	\$	30,323	\$	236,875	\$	223,266			
Cash interest		10,555		22,478		38,334		60,446			
Unlevered free cash flow	\$	51,095	\$	52,801	\$	275,209	\$	283,712			

