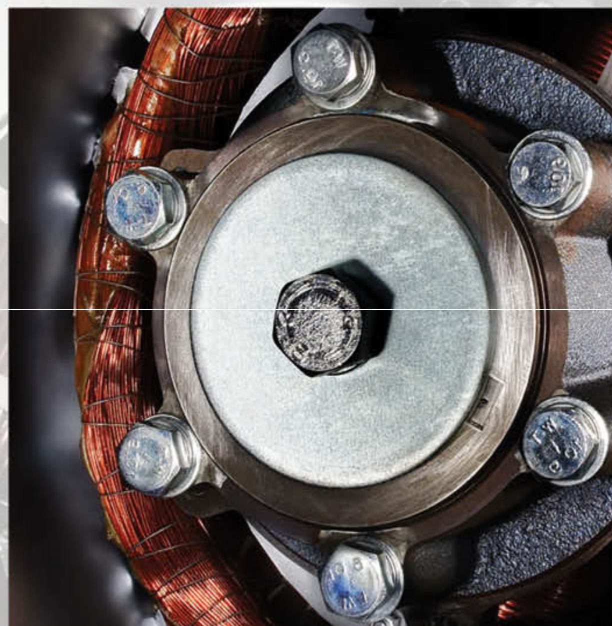
KeyBanc Industrial, Automotive, and Transportation Conference
May 30, 2012

Investor Presentation

GENERAC



powering ahead

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," "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 of major power outages; availability and cost of quality raw materials and key components used in producing Generac products; the possibility that the expected synergies, efficiencies and cost savings of the acquisition of the Magnum Products business will not be realized, or will not be realized within the expected time period; the risk that the Magnum Products business will not be integrated successfully; competitive factors in the industry in which Generac operates; Generac's dependence on the Company's distribution network; Generac's ability to invest in, develop or adapt to changing technologies and manufacturing techniques; Generac's ability to adjust to operating as a public company; loss of key management and employees; increase in 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. 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.

Leading "Industrial Technology" Company

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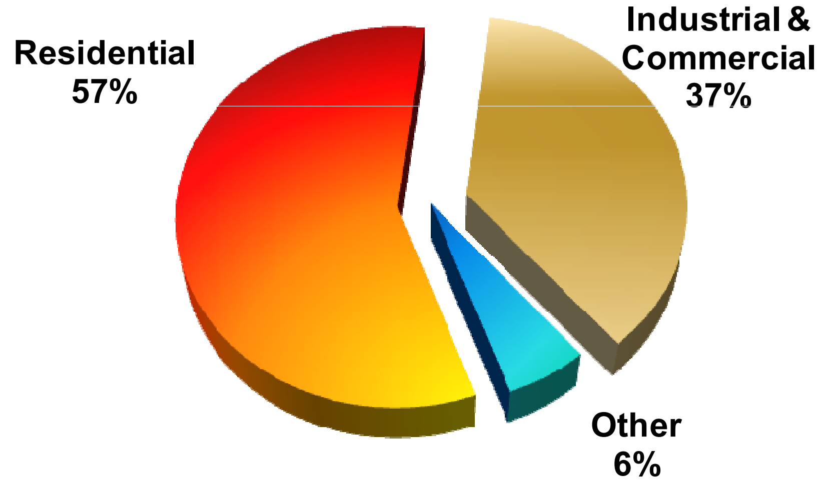
- **Best in class organic revenue growth**
  - Over 15% CAGR in organic revenue over the last 10 years
  - Low penetration in key markets, especially home standby market that's only 2.5% penetrated with every 1% increase representing ~ $2 billion market opportunity
  - Key macro drivers: aging and underinvested grid; favorable demographics; increasing number of power disruptions; natural gas gensets gaining share vs. diesel
- **Significant barriers to entry**
  - ~ 70% share of domestic home standby market
  - Unmatched multi-channel distribution led by over 4,400 residential/commercial dealers
  - Considerable investment in R&D
- **Superior financial profile**
  - GMs consistently in the mid-to-high 30% range, EBITDA margins in low-to-mid 20% range
  - Favorable tax structure worth an estimated $5 to $6 per share in present value tax savings
  - Strong track record of free cash flow conversion and de-levering balance sheet, with unlevered FCF representing 93% of adjusted EBITDA from 2009-2011
- **Diversifying revenue base and end markets**
  - Proven track record in completing accretive acquisitions and introducing new products
  - Significant international market opportunity – only ~ 5% of revenue currently outside U.S.

Generac Business Overview

About Generac –

- Founded in ***1959***.
- A leading designer and manufacturer of a wide range of ***generators*** and ***other engine powered products*** serving residential, light commercial, industrial and construction markets.
- Products are ***available through a broad network*** of independent dealers, retailers, wholesalers and equipment rental companies.
- Products marketed and distributed primarily under the ***Generac*** and ***Magnum*** brand names.
- Approx ***2,400 employees*** at 3/31/2012, including Magnum.
- Over ***1.2 million ft²*** of manufacturing and distribution capacity located in ***Wisconsin***.

3/31/12 LTM Sales (pro forma for Magnum): $1.038 billion

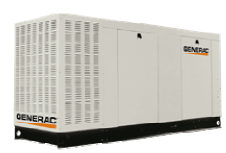


Broad Product Offering

Residential Products

	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 Generator**	Emergency backup – small to medium homes
	**Liquid-cooled Home Standby Generator**	Emergency backup – larger homes & small businesses

Industrial Products

	Product	End Markets Served
	**Light Towers**	Temporary lighting for construction
	**Mobile Generators**	Temporary power for construction, special events
	**Mobile Pumps**	De-watering for construction sites & flood water removal
	**Commercial Stationary Generators**	Emergency backup – small to mid-sized retail, telecom, municipal
	**Industrial Stationary Generators**	Emergency backup – large healthcare, telecom, municipal, manufacturing

Differentiated Distribution Model

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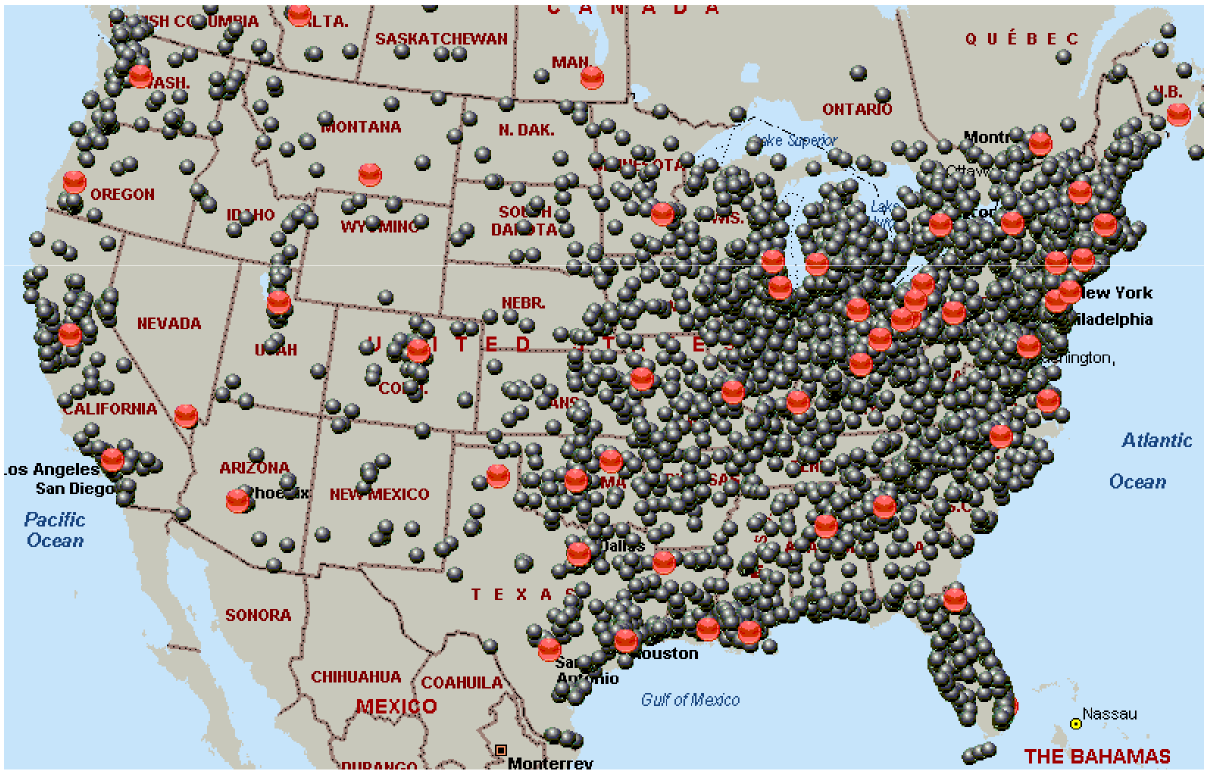
Residential & Lt. Commercial Distribution:

= Over 4,400 Res/Comm Dealers

Commercial & Industrial Distribution:

= ~50 Industrial Dealers

- Res/Comm Dealers
- National Retailers
- Wholesalers
- Catalog and E-Commerce
- Private Label Partners



- Industrial Dealers
- National Accounts
- Equipment Rental Yards
- Gov't and Military

Established and diverse distribution model = growth driver & competitive advantage

Track Record of Innovation and Growth

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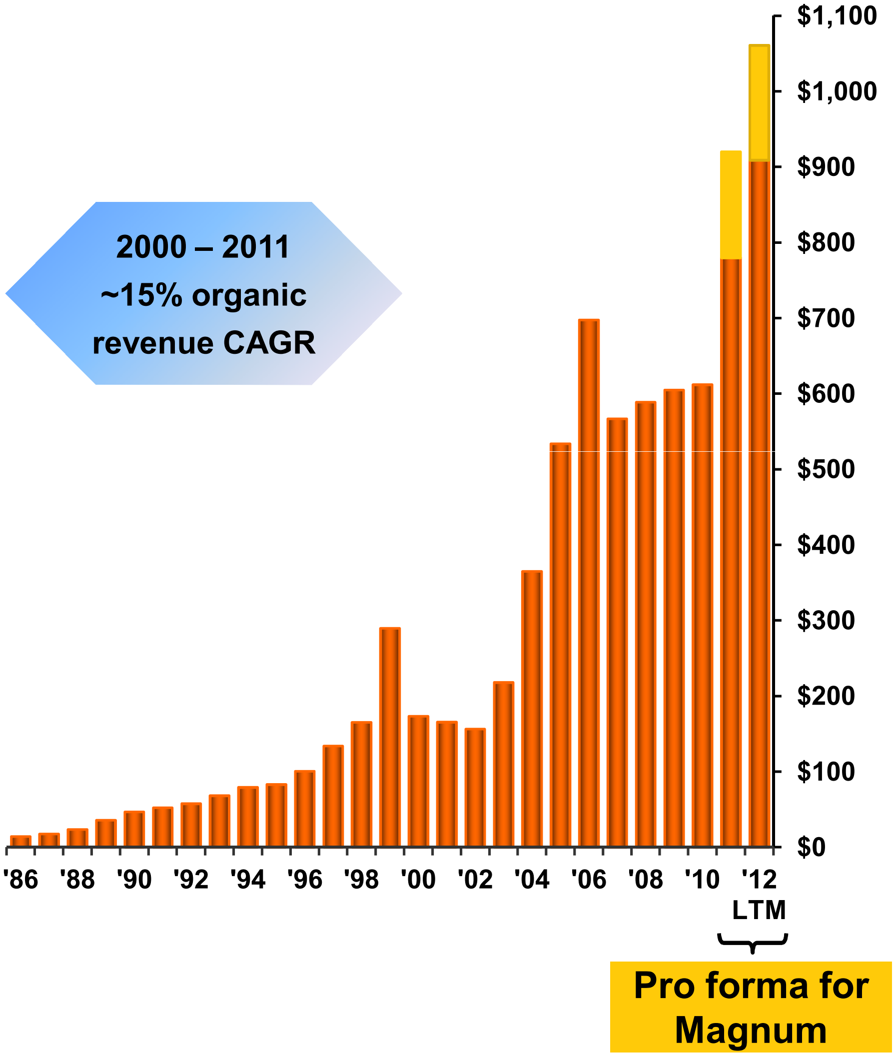

History of Innovation

- Commercialized affordable home standby generators and light-commercial generators
- Differentiated distribution model
- Over 150 engineers on staff as of 12/31/11, ~ 90 U.S. and international patents and patent applications
- Natural gas and Bi-Fuel™ expertise
- Modular Power System (MPS) approach for industrial applications
- Focused on several new product initiatives for 2012

History of Organic Revenue Growth

- 1999: Y2K
- 2001-2002: Only Modest Revenue Declines Despite Recession
- 2003-2006: Northeast Blackout / Major Landed Hurricanes / Improving-to-Strong Economy
- 2008-2010: Organic Revenue Growth Despite Weak-to-Recessionary Economy, Credit Market and Housing Collapse, Limited Major Outages
- 2011: Hurricane Irene, Northeast Snowstorm, Improving Economy

Note: $ amounts in millions. Represents gross sales excluding freight revenue. Excludes "Portable Product" sales prior to the division's divestiture in 1998. 2010 and 2011 Pro Forma amounts include Magnum results, assuming the transaction was completed on first day of 2010 period.

Powerful Macro Trends Drive Home Standby Penetration Opportunity

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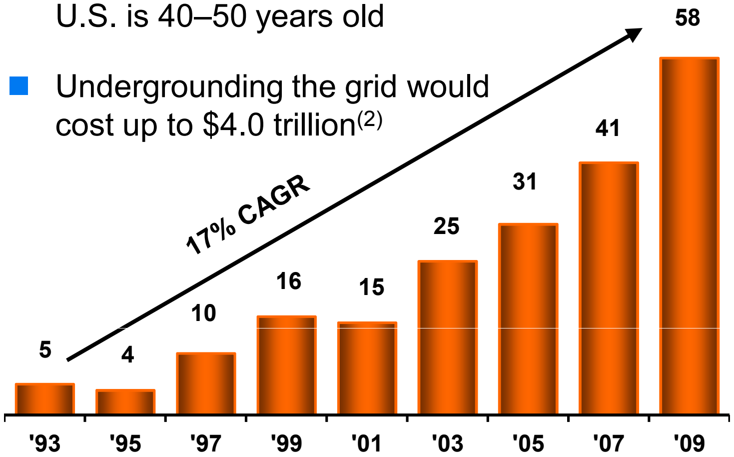
Aging Grid driving Power Interruptions[1]

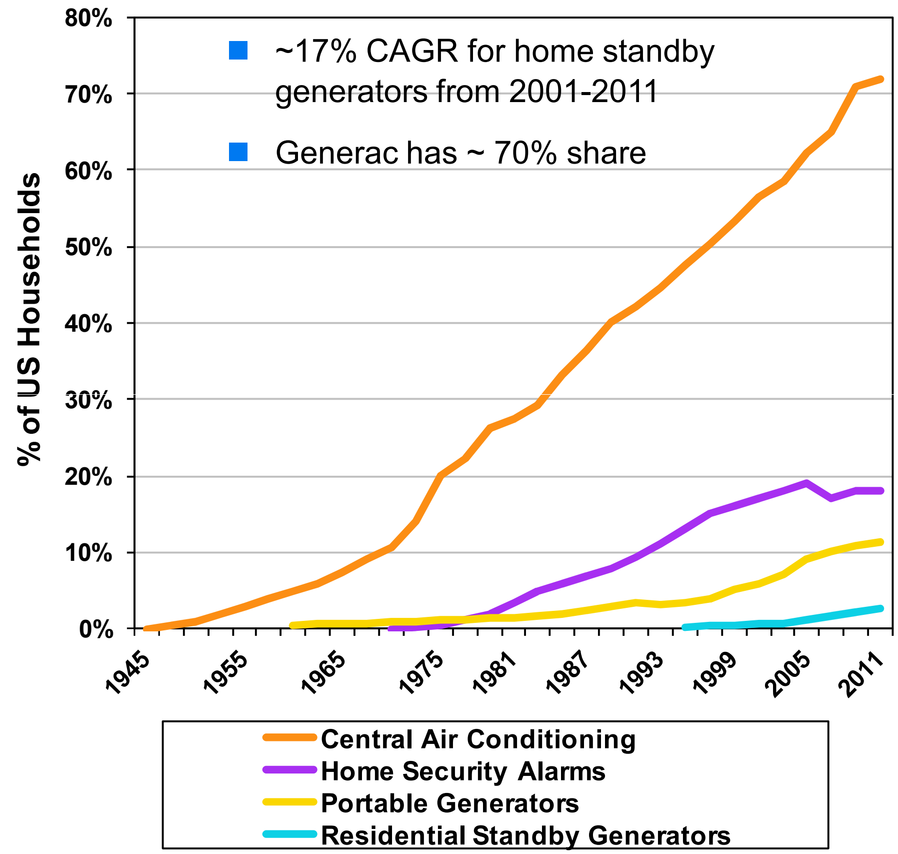
- 30–50% of T&D network in the U.S. is 40–50 years old
- Undergrounding the grid would cost up to $4.0 trillion[2]



Aging Population fits Demographic[3]

- ~80% of buyers age 50 and older
- ~50% of homes valued under $300k
- ~85% retro-fit application

North American Penetration Opportunity[4]



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

(1) Source: North American Electrical Reliability Council. Affecting more than 50,000 customers.
(2) At $1mm/mile.
(3) Source: Company warranty registration data
(4) Source: Management estimates

Commercial Penetration and Industrial Market Share Opportunities

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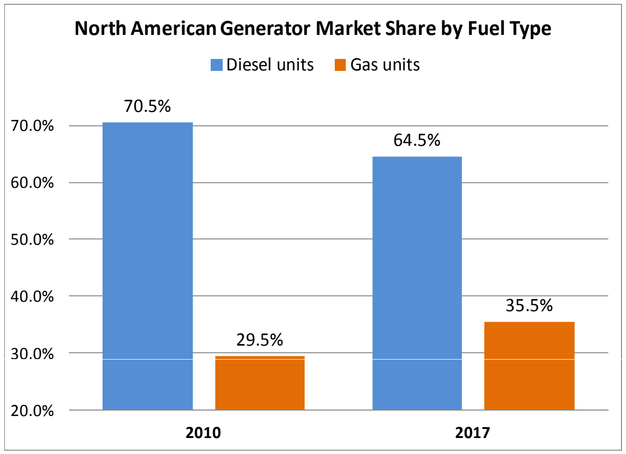
Secular Shift – Natural Gas vs. Diesel Market Growth

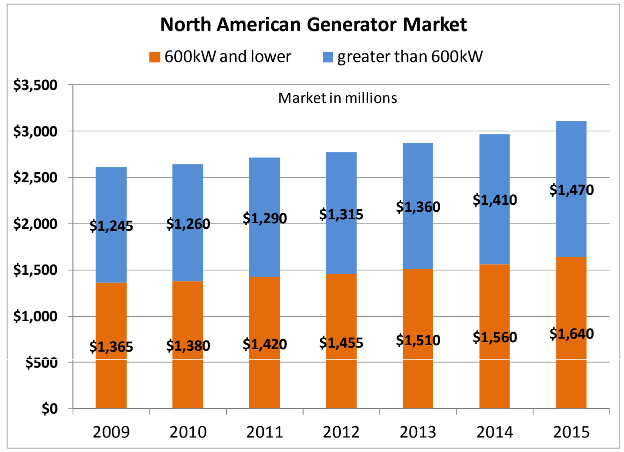


Source: Frost & Sullivan, Generac estimates

Key Advantages of Nat Gas gensets:

- Up to 35% less expensive - leading to improved ROI
- Eliminates diesel fuel storage, spillage, and spoilage issues
- Lower operating costs than diesel
- “Greener” solution
- GNRC is the largest natural gas genset OEM in North America

Expanding Addressable Market Opportunity for Stationary

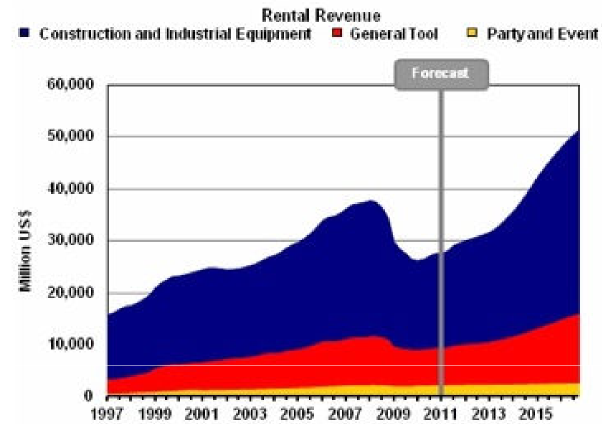


Source: Frost & Sullivan, Generac estimates

New stationary products to expand market:

- Current maximum output for single-engine generators is 600kW
- Key strategic multi-year initiative to develop higher-power natural gas, bi-fuel and diesel gensets
- Significantly expand addressable market for GNRC and its dealers

Secular Shift – Rental vs. Buy



Source: IHS Global Insight - January 2012 forecast

United Rentals + RSC Equipment Rental
SUNBELT RENTALS
Hertz Equipment Rental
Volvo Rents Construction Equipment

Ongoing secular shift toward equipment rentals:

- U.S. equipment rental industry projected to grow at over 10% CAGR from 2010-2016
- Construction and industrial equipment rental revenue projected to be fastest-growing category

Acquisition of Magnum Products business

Fast Facts –

- Acquired on October 3, 2011
- Located in Berlin, WI with 395 employees and over 250,000 ft^2 in manufacturing and distribution space
- Leader in portable light tower market, strong up-and-coming player in mobile generator and mobile pumps
- Products sold to rental centers, independent dealers and government agencies

Strategic Rationale –

- $84 million purchase price funded w/ cash on balance sheet
- 9/30/11 LTM revenue of $132 million, $16 million of EBITDA
- Progress being made on goal of ~ $2 million in cost synergies
- Opportunities for revenue synergies with minimal overlap in products, distribution channels and end markets
- Broadens Generac's Industrial product offering and increases revenue base not correlated with power outages

Magnum Family of Light Towers

Magnum MMG55 49 kW Mobile Diesel Generator

Magnum MMG55FH Flip Hood 52 kW Mobile Diesel Generator

Magnum MLG20 Diesel Generator

MTP 4000D Dry Prime Pump

Aligns with three objectives of the "Powering Ahead" strategic plan

"Powering Ahead" Strategic Plan

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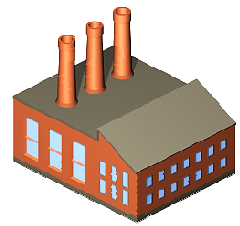
Grow Residential Standby Generator Market

- *Awareness*
- *Availability*
- *Affordability*

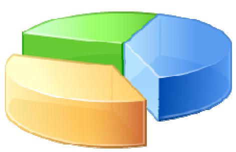
✓ 300-400 net new dealers annually
✓ Increasing use of activation data for direct pull marketing
✓ Dealer development programs
✓ Increased focused on new product initiatives



Gain Industrial Market Share

- *Upgrade distribution*
- *Build relations with specifying engineers*
- *Expand product offering*

✓ Leverage natural gas core competencies
✓ Increased focused on new product initiatives
✓ Magnum acquisition



Diversify End Markets with new products and services

- *Leverage brand*
- *Leverage distribution*
- *Leverage supply chain*

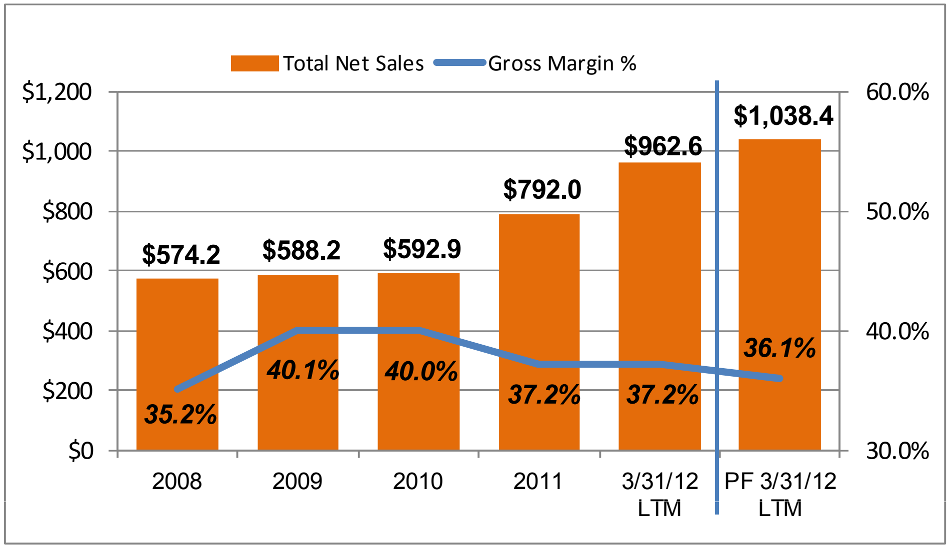
✓ Magnum acquisition
✓ New power washer product line launched in 2011
✓ Gained share in portable generators in 2011 (re-entered market in 2008)
✓ Gen-Tran acquisition in 2012

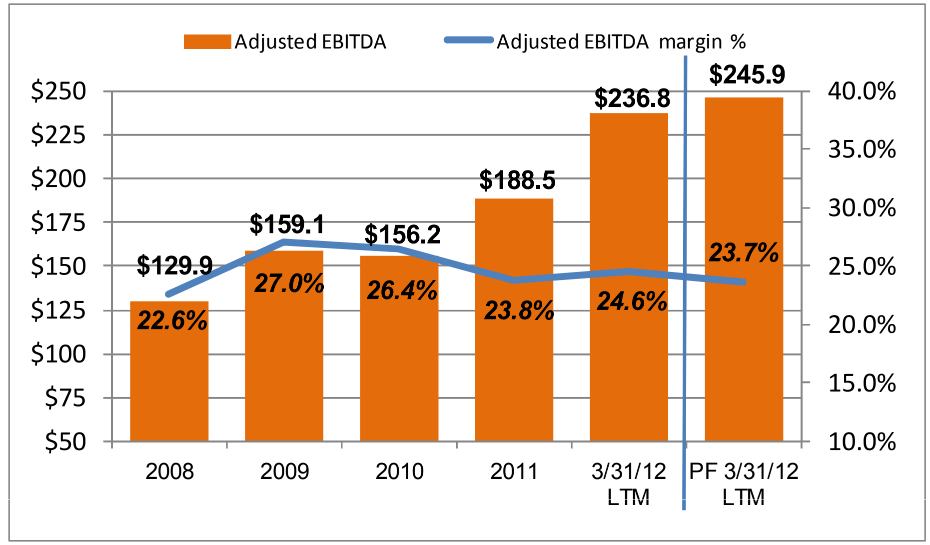
Enter New Geographies

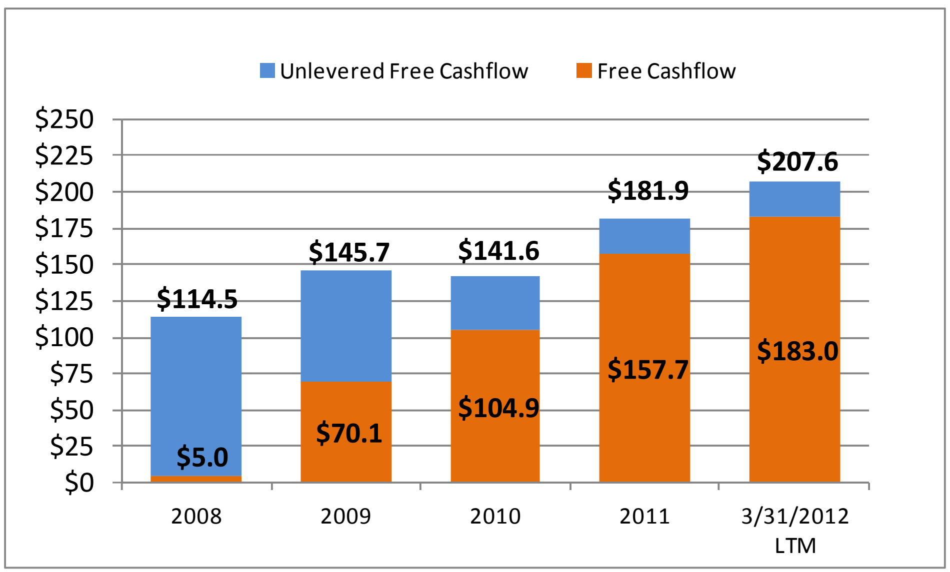
- *Resource sales effort*
- *Build distribution*
- *Focus on natural gas products*
- *Leverage Magnum distribution*

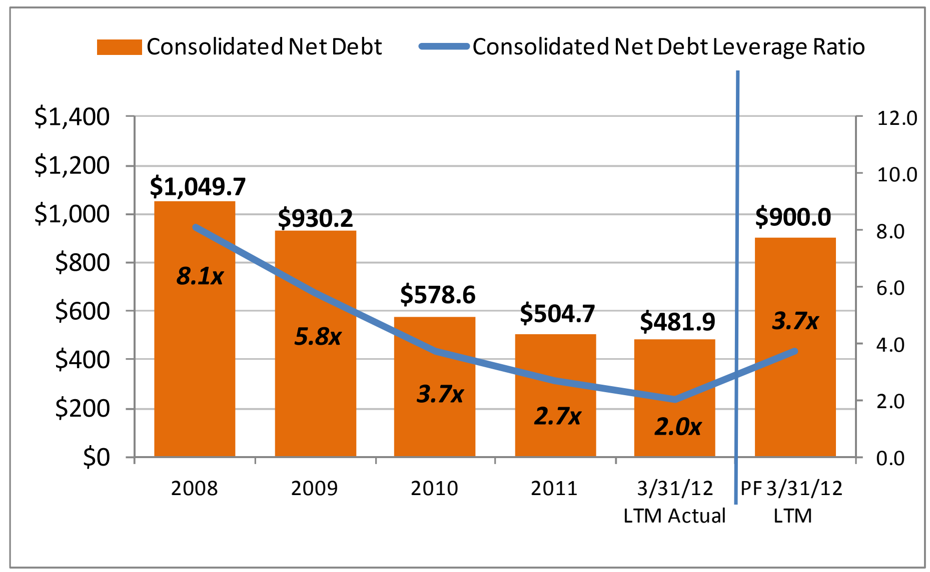
✓ Sales presence established during 2010 in Miami (LATAM)
✓ Sales presence recently established in Ukraine (EMEA) and Hong Kong (APAC)
✓ Magnum acquisition

Financial Summary









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

* Pro Forma 3/31/2012 amounts include Magnum results, assuming the transaction was completed on the first day of the LTM period.

Unlevered Free Cash Flow to Adjusted EBITDA

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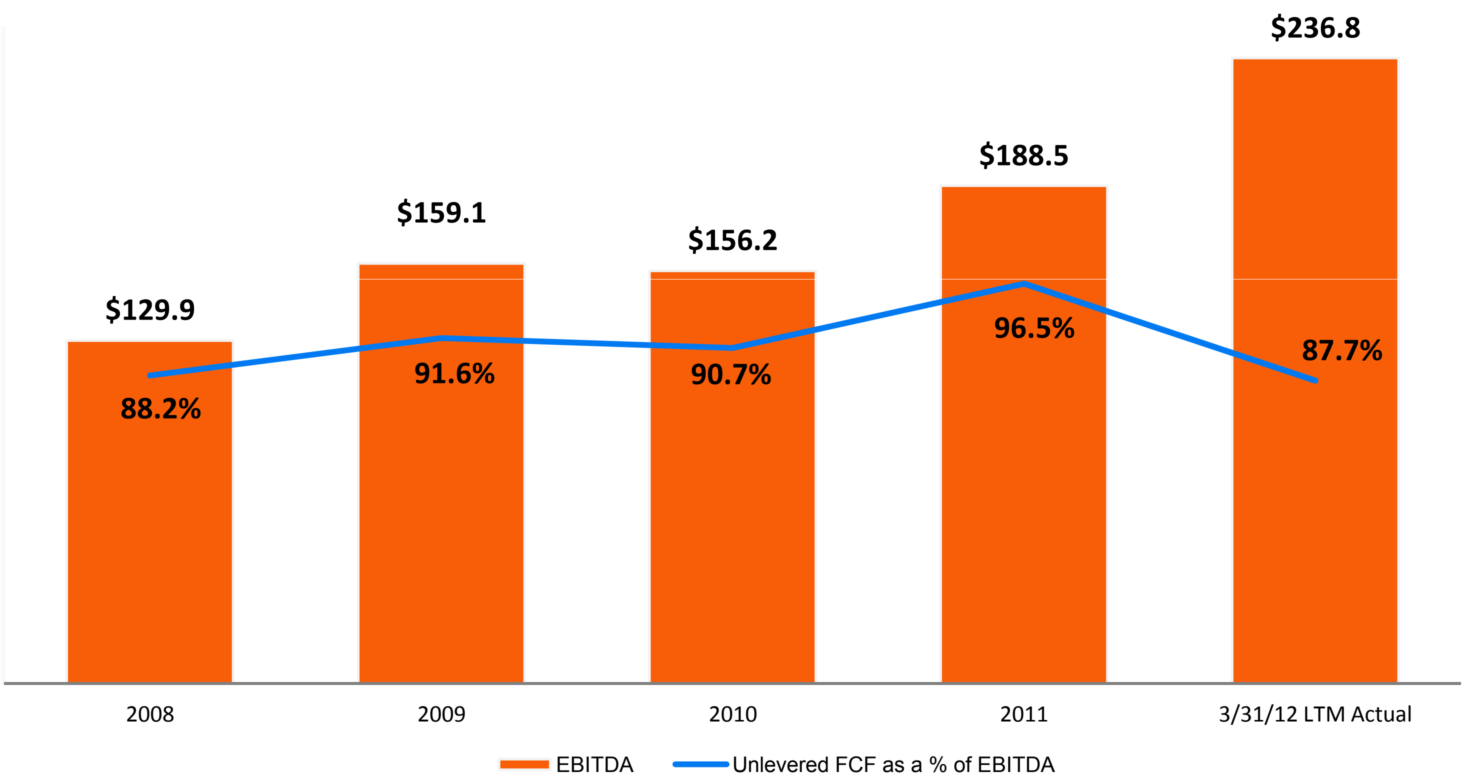
Unlevered FCF as a % of Adjusted EBITDA: 2009-2011 (cumulative) – 93%



Strong unlevered free cash flow will allow Generac to easily service new debt raised

Favorable Tax Attributes

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Tax attributes and 338(h)10 election overview

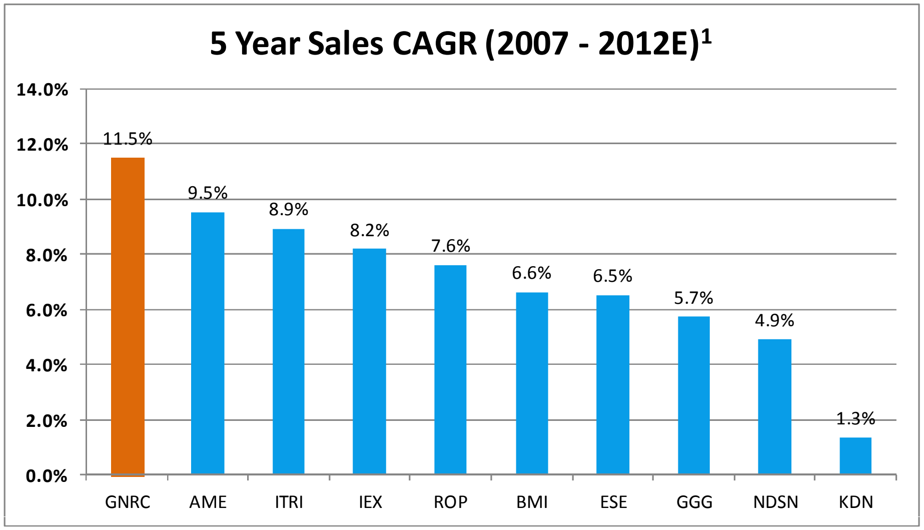
- $1.9 billion asset basis step-up created through 2006 acquisition of Generac and 2011 acquisition of Magnum
  - Each amortizes over 15 years
  - Reduces cash tax obligation by approx. $49 million per year through 2020
- Current NOL balance of $127 million as of December 31, 2011 provides cash benefit of up to $45 million

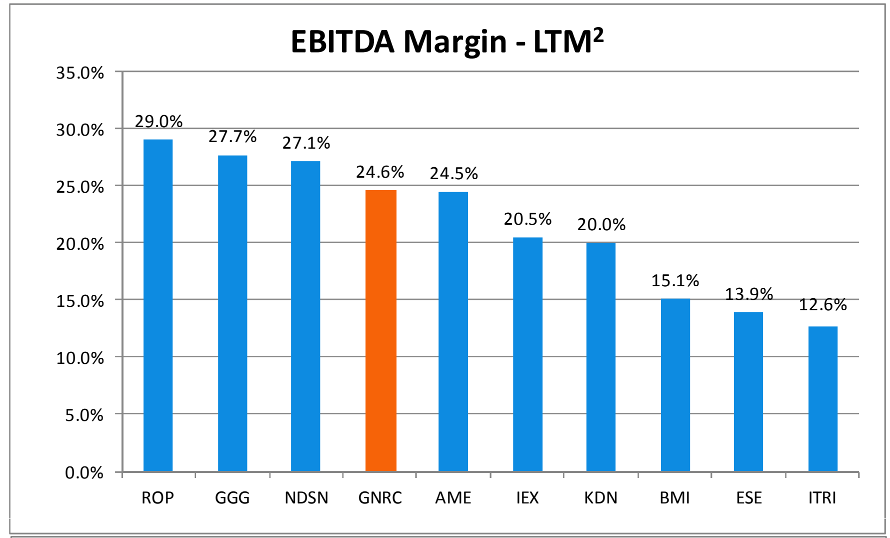
($ mm)	Total	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022+
Annual tax amortization	$1,263	$127	$127	$127	$127	$127	$127	$127	$127	$127	$106	$14
Cash tax savings[(1)]	**$486**	**$49**	**$49**	**$49**	**$49**	**$49**	**$49**	**$49**	**$49**	**$49**	**$41**	**$4**
Cash tax savings of NOLs[(2)]	**$45**											
Grand total	**$531**											

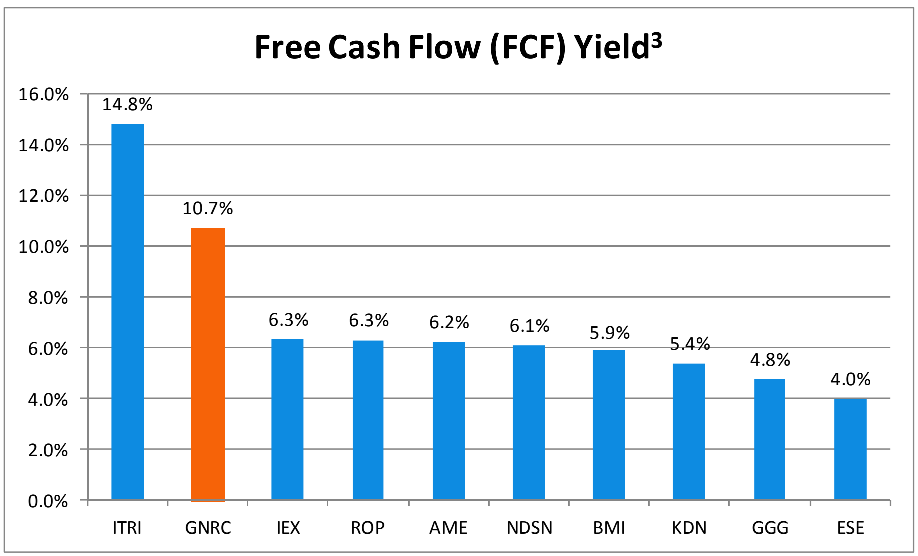
Results in present value tax savings of ~ $330-410 million[(3)] or $5-$6 per share

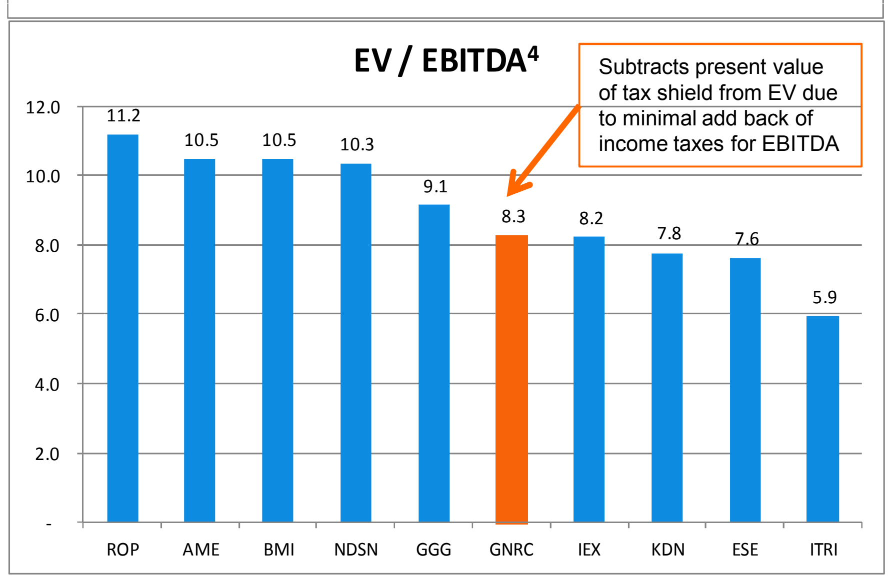
(1) Assuming continued profitability and no limitations at an assumed 38.5% federal and state tax rate.
(2) Calculated at a 35.0% federal tax rate on the $127 million of federal NOL carry forward balance as of December 31, 2011.
(3) Based on annual discount rate of between 5 and 10%; includes both amortization of intangibles and NOL's.

Relative Performance – Compared with Industrial Technology Peers









Source: Thomson One, Company Filings Note: Charts for Free Cash Flow Yield and Enterprise Value / NTM EBITDA use closing share prices as of May 23, 2012.

(1) Figures represent a five-year compound annual growth rate calculated by comparing the base year 2007 to the analyst consensus revenue forecast for 2012 for each company.

(2) Adjusted EBITDA figures used for both GNRC and ITRI. 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) 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..

2012 Business Outlook

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- Net sales: increase at a ***high-teens rate*** vs. a strong 2011
- Both Residential & Pro-Forma C&I product sales: expect 2H 2012 sales to increase at a ***high-teens rate*** compared to 2H 2010
  - 2H 2010 most recent comparable period with no major outage events
- Q2 2012 net sales: increase ***between 35-40%*** over the prior year
  - Reflects expectation of residential lead times returning to more normalized levels
- Gross margins: ***approximately flat*** versus 2011
- As-reported operating expenses – as percentage of sales excluding amortization: ***slightly higher*** versus 2011
- Adjusted EBITDA: 2012 expected to increase in the ***mid-teens range*** vs. 2011
  - Q2 2012 expected to increase in the ***mid-20% range*** vs. Q2 2011
- Continued ***strong Free Cash Flow conversion***: unlevered FCF = 93% of adjusted EBITDA from 2009-2011

Financial Policy

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PRIORITY USES OF CAPITAL

		Actual	Future
1a	Publicly-stated gross leverage target of 2-3X EBITDA	2.3X at end of Q1 2012 (pro-forma for Magnum)	▪ Continue to focus on debt paydown ▪ Maintain strong liquidity profile
1b	Continue to invest in business	> 20% CAGR organic revenue over past 2 years	▪ Support market-driven R&D ▪ Invest in high-ROI capital spending projects ▪ Maintenance capex less than $10mm per year
2	Explore acquisitions for external growth	Magnum in Q3 2011 Gen-Tran in Q1 2012	▪ Seek strategic, high-synergy, low execution risk acquisitions ▪ Accretive to earnings in first 12 months following close
3	Return of capital to shareholders	$6.00 per share special dividend in Q2 2012	▪ As future cash flow permits, may consider either quarterly dividend or another special dividend

Appendix

Generac Leads the Residential Generator Market with Sustainable Competitive Advantages

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Home Standby Generators

- Generac has led the growth in category with innovation – **current market share of 70%**
- Critical competitive advantages include:
  - Unmatched distribution network including over 4,400 dealer/installers, as well as wholesale, retail, online, and private label accounts
  - Broadest product line in the industry
  - 7x relative volumes and lean manufacturing drive strong margins at competitive prices
  - Control of the critical technology – engine, alternator, switches, and controls
  - Superior training and program support
- Competitors: Briggs & Stratton, Kohler, Cummins

Air-cooled Home Standby

Liquid-cooled Home Standby

Portable Generators & Power Washers

- Significant presence at retail drives brand recognition and provides entry-level choice for homeowners
- Generac re-entered the portable generator market in 2008 and now has a significant market share of approximately 20%-25%(1)
- Re-entered power washer market in 2011 and making early progress
- Competitors: Briggs & Stratton, TTI, Honda Power Equipment

Portable Generators

Power Washers

(1) Source: Management estimates

Commercial Penetration and Industrial Market Share Opportunities

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Commercial and Industrial (C&I) Macro Drivers

- Grid reliability and increasing costs from outages driving emergency backup power needs
- Industrial standby generator market driven by new construction and retrofit of infrastructure projects, mission critical, and other code driven applications
- Commercial driven more by optional standby applications – ROI is critical
- Mobile product demand driven by commercial and road construction, energy, and government agency spending on temporary lighting and power needs
- Timing and magnitude of capex plans for national account customers has impact

C&I Market Share and Growth Opportunities

- Natural gas gensets gaining share vs. diesel – up to 35% less expensive than comparable diesel (depending on power rating)
- Upgrade and expand distribution
- Increased international focus
- Expand addressable market through new product development
- Build relations with specifying engineers
- Cross-selling opportunities with Magnum

Cost Effective & Innovative Solutions

Natural gas engine technology

Mobile generator solutions

Gaseous fueled generator solutions

Bi-Fuel technology

Gemini technology

Modular Power technology

Customers and Opportunities in Light Commercial and Industrial

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Cost of 4 Hours Outage Per Business[1]			Current and Prospective Customers
Food Sales	■ Grocery and convenience stores	$26,234	7 ELEVEn, SUPERVALU, K, Publix
Food Service	■ Restaurants	$20,161	Applebee's, Chili's, McDonald's, Olive Garden, SUBWAY
Mercantile	■ Retail stores, pharmacies	$4,892	Walgreens, TARGET, CVS pharmacy, ExxonMobil, WELLS FARGO
Healthcare	■ Hospitals, nursing homes	$1,593	HCA Hospital Corporation of America, HCR ManorCare, Tenet
Telecom	■ Wireless towers	n/a	verizon wireless, at&t, T-Mobile, Sprint

ROI Drives Market Opportunity

Light commercial

- Over 2mm locations in the U.S.
- Affordable price point for natural gas units
  - Up to 35% less expensive than comparable diesel generators

Industrial

- Cost advantage of natural gas for many applications
- Modular applications increase affordability

Combination of power outage costs and increasing affordability have improved industrial and light commercial customers' ROI

(1) Source: SENTECH.

Net Sales by Product Class

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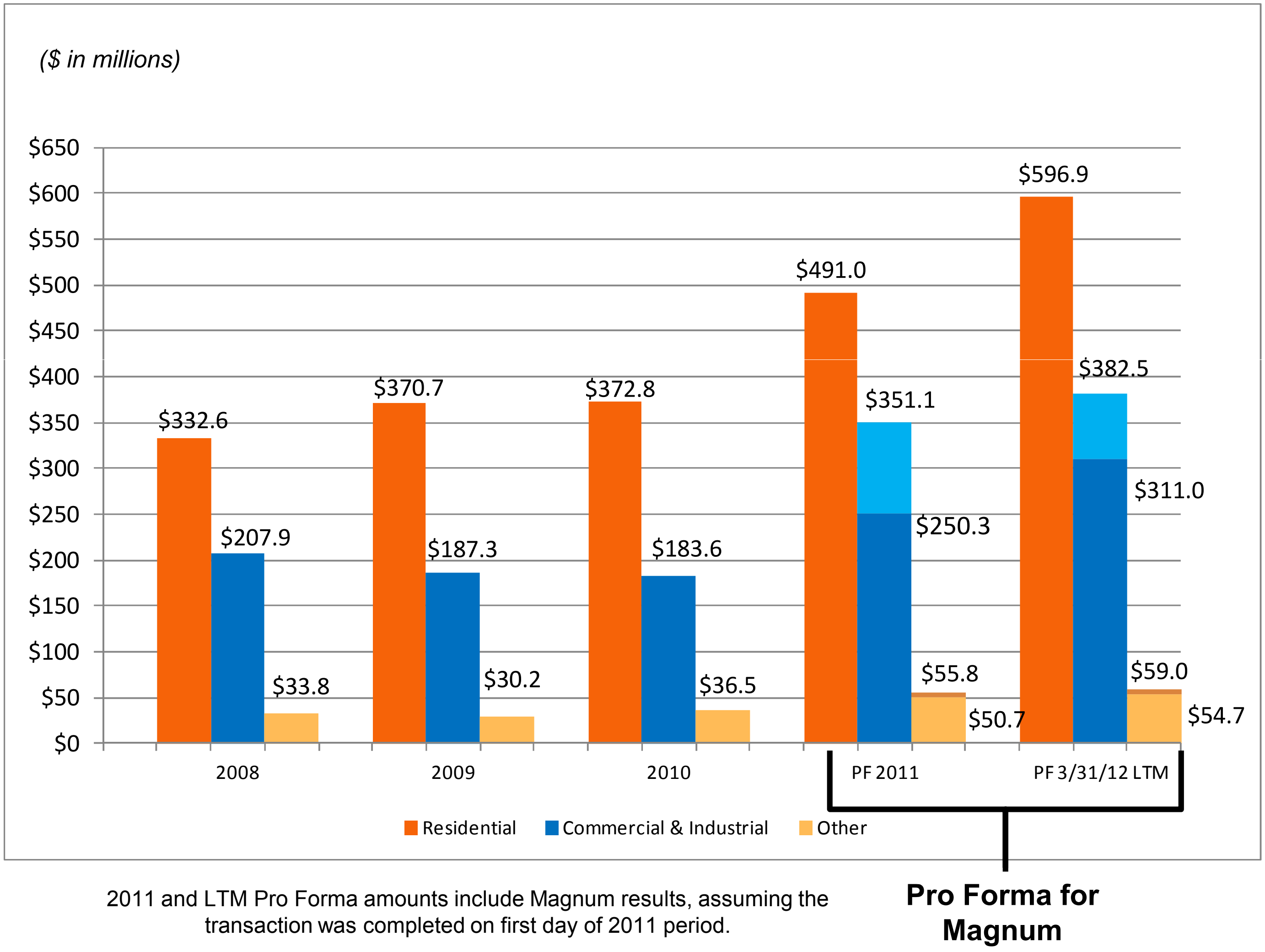
Net Sales by Product Class



2011 and LTM Pro Forma amounts include Magnum results, assuming the transaction was completed on first day of 2011 period.

Q1 2012 & LTM Financial Overview

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($ in millions)

	Actual Q1 2012	Y/Y % Change	Actual LTM 3/31/12	Y/Y % Change
Residential	$ 175.1	153.1%	$ 596.9	66.7%
Industrial	105.0	137.0%	311.0	64.1%
Other	14.5	38.0%	54.7	41.6%
Net Sales	$ 294.6	137.6%	$ 962.6	64.2%
Gross Profit	$ 111.0	135.3%	$ 358.5	53.8%
% Margin	37.7%		37.2%	
Adjusted EBITDA	$ 75.8	175.8%	$ 236.8	55.9%
% Margin	25.7%		24.6%	
Net Income [1]	$ 30.1	520.6%	$ 349.9	490.1%
Adjusted Net Income	$ 66.1	285.5%	$ 196.1	73.7%
Adjusted EPS	$ 0.96	278.3%	$ 2.88	71.4%
Free Cash Flow	$ 36.4	228.3%	$ 183.0	84.7%
Consolidated Net Debt			$ 481.9	-15.0%
Consolidated Net Debt Leverage Ratio			2.0x	

(1) Net income for LTM 3/31/12 includes a net $238.0 million income tax benefit and a $9.4 million pre-tax write down of a certain trade name.

Adjusted EBITDA Reconciliation

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($ in millions)

	2007	2008	2009	2010	2011
Reported net income	**(9.7)**	**(556.0)**	**43.1**	**56.9**	**324.6**
Interest expense	125.4	108.0	70.9	27.4	23.7
Depreciation and amortization	53.8	54.8	59.7	59.4	56.1
Income taxes provision (benefit)	(0.6)	0.4	0.3	0.3	(237.7)
Non-cash impairment and other charges	5.3	585.6	(1.6)	(0.3)	10.4
Non-cash stock-based compensation expense	-	-	-	6.4	8.6
Write-off of deferred financing costs related to debt extinguishment	-	-	-	4.8	0.4
Transaction costs and credit facility fees	1.0	1.3	1.2	1.0	1.7
Non-cash gains	(18.8)	(65.4)	(14.7)	-	-
Other items per credit agreement	1.7	1.2	0.2	0.4	0.5
Adjusted EBITDA	**158.1**	**129.9**	**159.1**	**156.2**	**188.5**

Adjusted EBITDA Reconciliation

GENERAC®

($ in thousands)

Net income to Adjusted EBITDA reconciliation	**Three months ended March 31,**		**LTM March 31,**	
	2012	**2011**	**2012**	**2011**
	(unaudited)	(unaudited)	(unaudited)	(unaudited)
Net income	$ 30,060	$ 4,844	$ 349,859	$ 59,289
Interest expense	5,674	6,001	23,391	24,906
Depreciation and amortization	14,218	13,663	56,678	58,451
Income taxes provision	19,044	93	(218,726)	318
Non-cash impairment and other charges	(204)	446	9,750	(64)
Non-cash share-based compensation expense	2,439	2,000	9,085	7,117
Loss on extinguishment of debt	4,309	-	4,686	629
Transaction costs and credit facility fees	135	173	1,681	830
Other	127	264	390	425
Adjusted EBITDA	$ 75,802	$ 27,484	$ 236,794	$ 151,901

Adjusted Net Income & Free Cash Flow Reconciliations

GENERAC®

($ in thousands)

Net income to Adjusted net income reconciliation

	Three Months Ended March 31,		LTM March 31,	
	2012	**2011**	**2012**	**2011**
	(unaudited)	(unaudited)	(unaudited)	(unaudited)
Net income	$ 30,060	$ 4,844	$ 349,859	$ 59,289
Provision for income taxes	19,044	93	(218,726)	318
Income before provision for income taxes	49,104	4,937	131,133	59,607
Amortization of intangible assets	12,225	11,727	48,518	50,774
Amortization of deferred loan costs	506	502	1,990	2,202
Loss on extinguishment of debt	4,309	-	4,686	629
Non-cash impairment charges	-	-	9,389	-
Acquisition costs	-	-	875	-
Adjusted net income before provision for income taxes	66,144	17,166	196,591	113,212
Cash income tax expense	(55)	(24)	(468)	(311)
Adjusted net income	$ 66,089	$ 17,142	$ 196,123	$ 112,901

Free Cash Flow Reconciliation

Net cash provided by operating activities	$ 38,584	$ 12,671	$ 195,625	$ 108,716
Expenditures for property and equipment	(2,138)	(1,569)	(12,629)	(9,636)
Free cash flow	$ 36,446	$ 11,102	$ 182,996	$ 99,080
Cash interest	6,222	5,904	24,581	23,672
Unlevered free cash flow	$ 42,668	$ 17,006	$ 207,577	$ 122,752

Pro-Forma Sales & Adjusted EBITDA Reconciliations

GENERAC

($ in thousands)

Pro forma sales reconciliation	LTM March 31, 2012
	(unaudited)
2011 net sales, as reported	$ 791,976
Add: March 2012 net sales, as reported	294,561
Less: March 2011 net sales, as reported	(123,981)
Pro forma Magnum net sales (April 1, 2011 - September 30, 2011)	75,884
Pro forma net sales	$ 1,038,440

Pro forma Adjusted EBITDA reconciliation	LTM March 31, 2012
	(unaudited)
2011 Adjusted EBITDA, as reported	$ 188,476
Add: March 2012 Adjusted EBITDA, as reported	75,802
Less: March 2011 Adjusted EBITDA, as reported	(27,484)
Pro forma Magnum adjusted EBITDA (April 1, 2011 - September 30, 2011)	9,078
Pro forma adjusted EBITDA	$ 245,872