

GENERAC®

PWRCELL

Buyer's Guide

POWER YOUR HOME.
SAVE MONEY.
PREPARE FOR POWER OUTAGES.



**SAVINGS
POWERED
BY THE SUN**



WWW.PWRCELLOFFER.COM



(855) 635-5177

Thank you for considering Generac Power Systems. Since 1959, we have been the leading manufacturer of residential, commercial, industrial and mobile power products. We are proud to have helped millions of customers save money, gain greater independence, and prepare for the unexpected. With innovation rooted in our culture, it's easy to see why Generac is the most trusted brand for power solutions. We design and engineer our products at our facilities in Wisconsin. And our locally-based customer support team is available 24-7/365 – so every customer can feel confident knowing that if support is needed, we will be here to help. If you're considering adding a solar + battery storage system to your home, you've come to the right place. Generac is pleased to offer the PWRcell, a solar + battery storage system that harnesses energy from the sun to help you power your home, lower your electric utility bill and prepare for unexpected power outages. We know you have choices, and that there is a lot to learn about these systems. That's why we created The Generac PWRcell Buyer's Guide. It's full of information and can provide answers to questions, such as:

- How can solar + battery storage power my home & help me save money?
- What is a home battery storage system?
- What separates PWRcell from competitive units?
- What does the installation process look like?
- How do I get started?

After reading this guide, and when you are ready to take the next step, request a free quote. We can evaluate your needs and recommend a system that's right for you. Join the millions of satisfied customers who trust Generac. Don't forget to ask about the limited-time special offer valued at \$300!

Thank you for choosing Generac as your trusted resource. If there's anything we can do for you, please give us a call at **855-635-5177** or visit us online at www.PWRcellOffer.com.



Aaron Jagdfeld
President & Chief Executive Officer
Generac Power Systems, Inc.



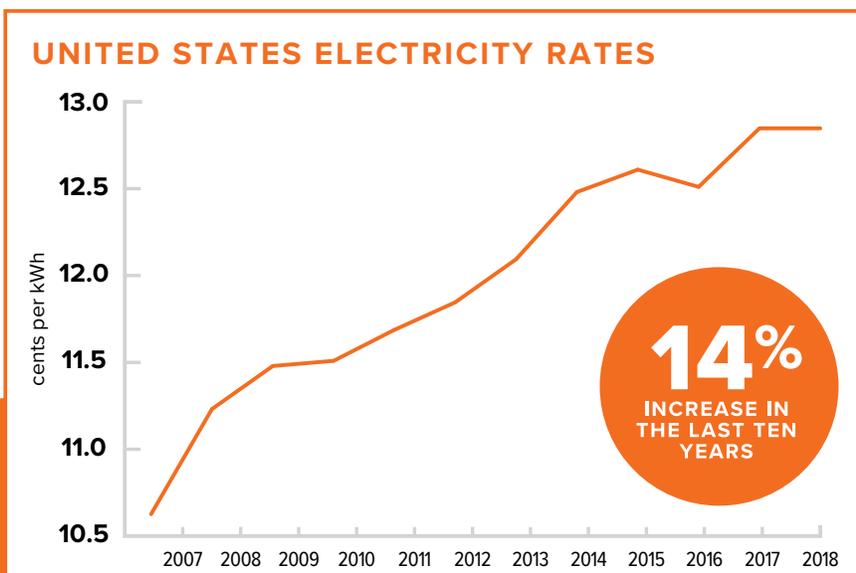
Higher costs. Increasing power outages.

Electric utility rates are on the rise, with no relief in sight. In the past 10 years, electricity rates have increased 14%¹. Many customers like you are searching for solutions to manage their growing utility payments. Paying more for electricity can prevent you from being able to invest in the things that matter the most to you:

- Dream Vacation
- Home Improvement Projects
- Financial Freedom
- Child's/Grandchild's College Fund
- Retirement

If you are living in an area that is impacted by utility power outages, which can be driven by severe weather, equipment malfunctions, or even Public Safety Power Shutoffs (PSPS), there is much more to be concerned about. Utility power outages can last hours or longer. Without power, your everyday amenities are rendered useless. Think about it, you'll have no lights, refrigeration and for some, no water – you can't even charge your cell phone or use your home's Internet service.

For these reasons and more, Generac is excited to introduce PWRcell, a fully integrated solar + battery storage system. PWRcell stores energy from the sun that can be used to provide power to your home, saving you thousands in electric utility costs. It can even provide backup power during utility power outages.



¹Source: EIA (U.S. Energy Information Administration)





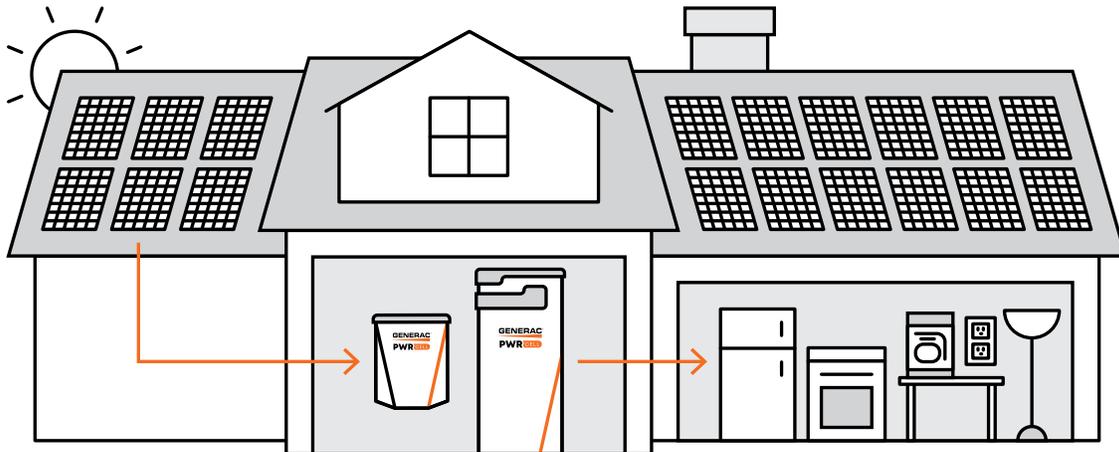
GENERAC®

PWRCELL

SOLAR + BATTERY STORAGE SYSTEM

The Generac PWRcell™ is an innovative, fully integrated solar + battery storage system, that powers your home, reduces your electric utility bill, and provides backup power during a utility power outage.

HERE'S HOW IT WORKS:



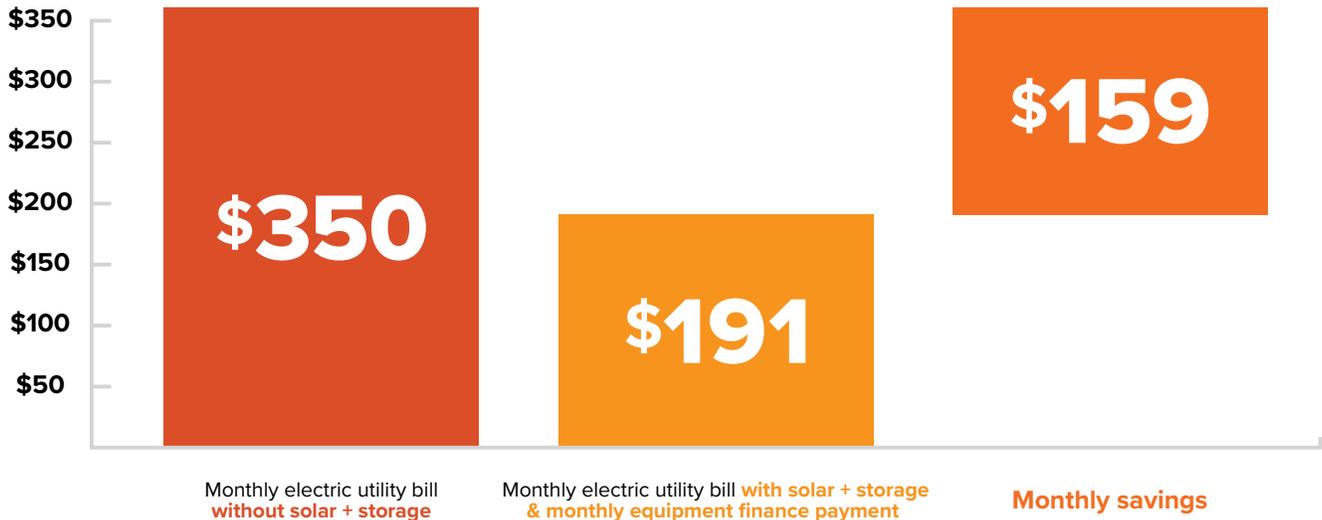
1 PWRcell stores energy from solar panels**

2 When the sun goes down, or electric utility rates increase, the stored energy can be used to power your home, saving you money

3 During a utility power outage, the energy stored in PWRcell can also be used to provide backup power to your home, keeping you and your family comfortable and safe

Save thousands with PWRcell

When you have PWRcell's fully integrated solar + battery storage system, you will be putting thousands of dollars back into your wallet.



That's a savings of **\$64,217*** over 25 years!

Cost breakdown

PWRcell Battery Storage System (9kWh) <i>INSTALLATION INCLUDED</i>	+\$20,000
22 x Solar Power Panels (7.6kW) <i>INSTALLATION INCLUDED</i>	+\$23,544
TOTAL SYSTEM COST	\$43,544
26% Investment Tax Credit**	-\$11,321
FINAL COST OF SOLAR SYSTEM	\$32,223

Savings breakdown

Monthly electric utility bill without solar + storage	\$350
Monthly electric utility bill with solar + storage & equipment finance payment	\$191 [†]
ESTIMATED MONTHLY SAVINGS	\$159

*Monthly electric utility bill per month based on a customer testimonial. Example based on a 3,000-square foot home in San Diego, CA. Savings and system production will vary based on final design, utility rates, and household energy usage. The actual savings vary based on a number of factors, including weather, shading from growing trees, system components, future electricity use, and the fluctuation of the price of electric in the utility district. Assumes an annual electric utility rate increase of 2.39% (Source: U.S. Energy Information Administration).

\$0 DOWN[†]
Easy Payment
Plans Available

[†]Excludes repair or replacement of components outside of warranty.

**Not everyone is eligible for the federal and state tax credits/rebates or can use them. Please consult your tax or legal professional for more details.

[†]Assumes a 25-year loan with a 4% fixed interest rate with a principal of \$43,544. This is not an offer for financing. For special financing, contact a Generac installer.

The PWRcell System

Every PWRcell system comes standard with an inverter, battery storage cabinet and lithium ion battery modules. PWRcell pairs with solar panels from most manufacturers. Based on your needs and your budget, installation partners will determine the right panels for your home.

GENERAC OUTSHINES THE COMPETITION

PWRcell offers 30% more power output than our competitors,* plus more storage capacity. With more off-grid power, you can run more than just the essentials, so you don't have to sacrifice comfort or convenience and your home remains your sanctuary during a power outage. Plus, with more on-grid power you'll also save on utility bills because you can power more with free sunshine.

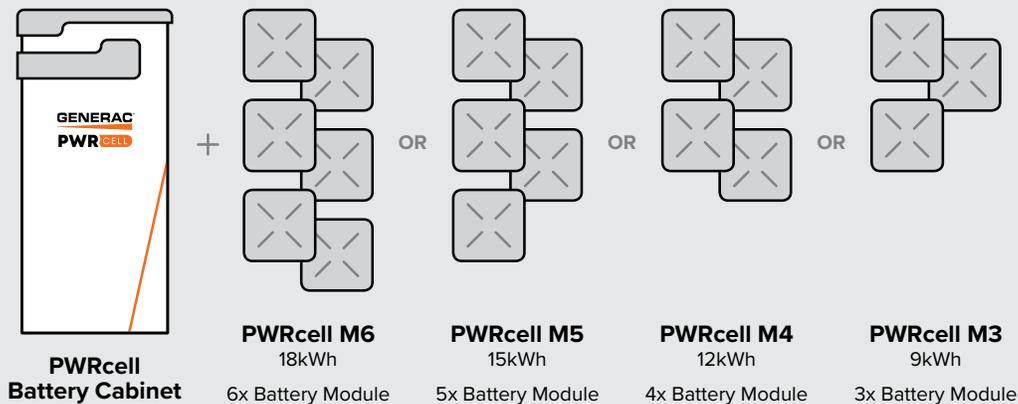


		Powerwall+ **	PWRcell	% More
Stores more sunshine	Usable storage capacity [kWh]	13.5	18	33%
More on-grid power	Maximum continuous power on-grid [kWh] [†]	5.8	7.6	31%
More off-grid power	Maximum continuous power off-grid [kWh] [†]	7	9	29%

*Figure based on single storage cabinet of battery modules.
 **Tesla specifications per Tesla Powerwall specification sheet.
 † Battery only, no contribution from solar.

PWRCELL CONFIGURATION

The Generac PWRcell features a modular design that allows you to expand your storage capacity as your power needs evolve. This flexibility allows you to start out with a 9kWh solar + battery storage system and expand in increments of 3kWh up to 36kWh.



The PWRcell system is backed by a 10-year limited warranty, which covers the PWRcell inverter, lithium ion battery modules, electronics and cabinets.

†Solar panels are sold separately.

Whole Home Power Outage Protection

Power outages are unpredictable, inconvenient and disruptive. They are becoming more frequent and lasting longer. During a power outage, there's no lights, refrigeration, Internet access, and in some areas, no water. But when you have PWRcell, you stay comfortable and your home is safe.

When PWRcell is paired with the **PWRcell™ Automatic Transfer Switch (ATS)** and **Smart Management Modules (SMMs)**, your system will automatically send power to the appliances that need it most, allowing you to power more than just the essentials during a utility power outage.

This complete system can generate 80% more continuous power than competitive units.



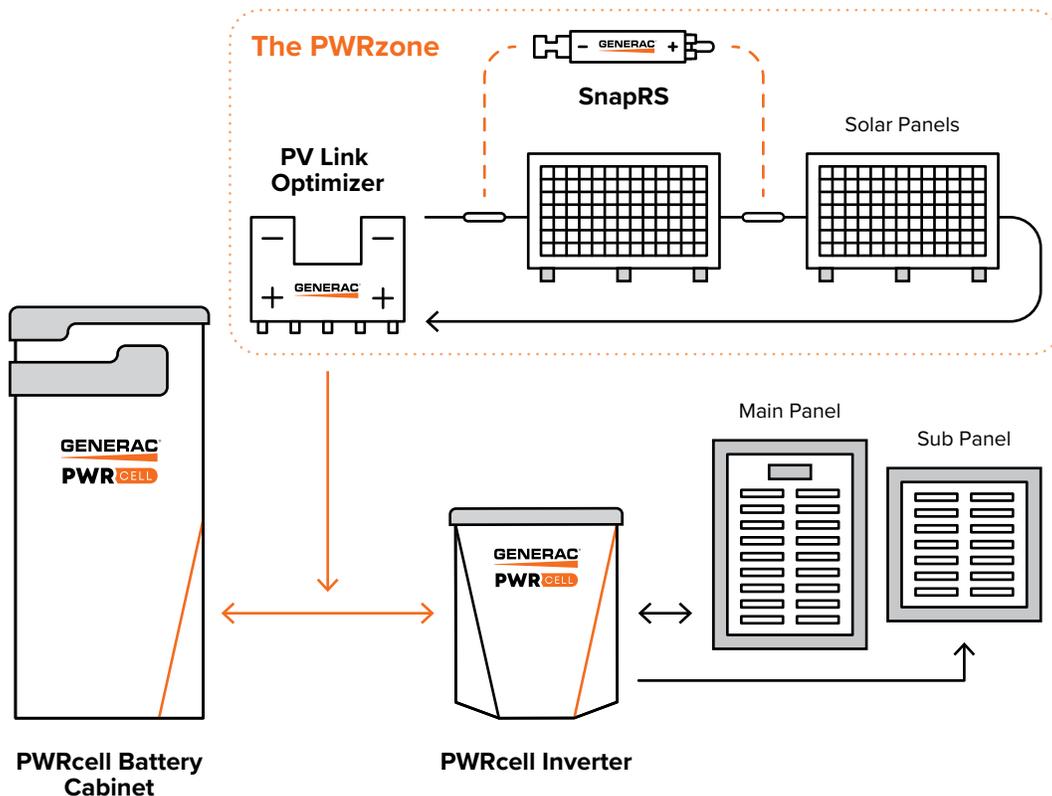
PWRcell Automatic Transfer Switch



Smart Management Modules

QUICK & EASY INSTALLATION

PWRcell is the first full integrated solar + battery storage system on the market. Its flexible design allows for indoor and outdoor installation, and each component is designed to work seamlessly with the next. Generac's PWRzone combines fewer complex components, which allows for easier and faster installation.



Getting Started

HOW MUCH DOES PWRCELL COST?

The PWRcell battery storage system starts at just **\$9,999 MSRP***.

At this price, you will receive:

- 3 battery modules that provide 9 kilowatt hours (kWh) of energy
- 1 battery storage cabinet
- 1 inverter

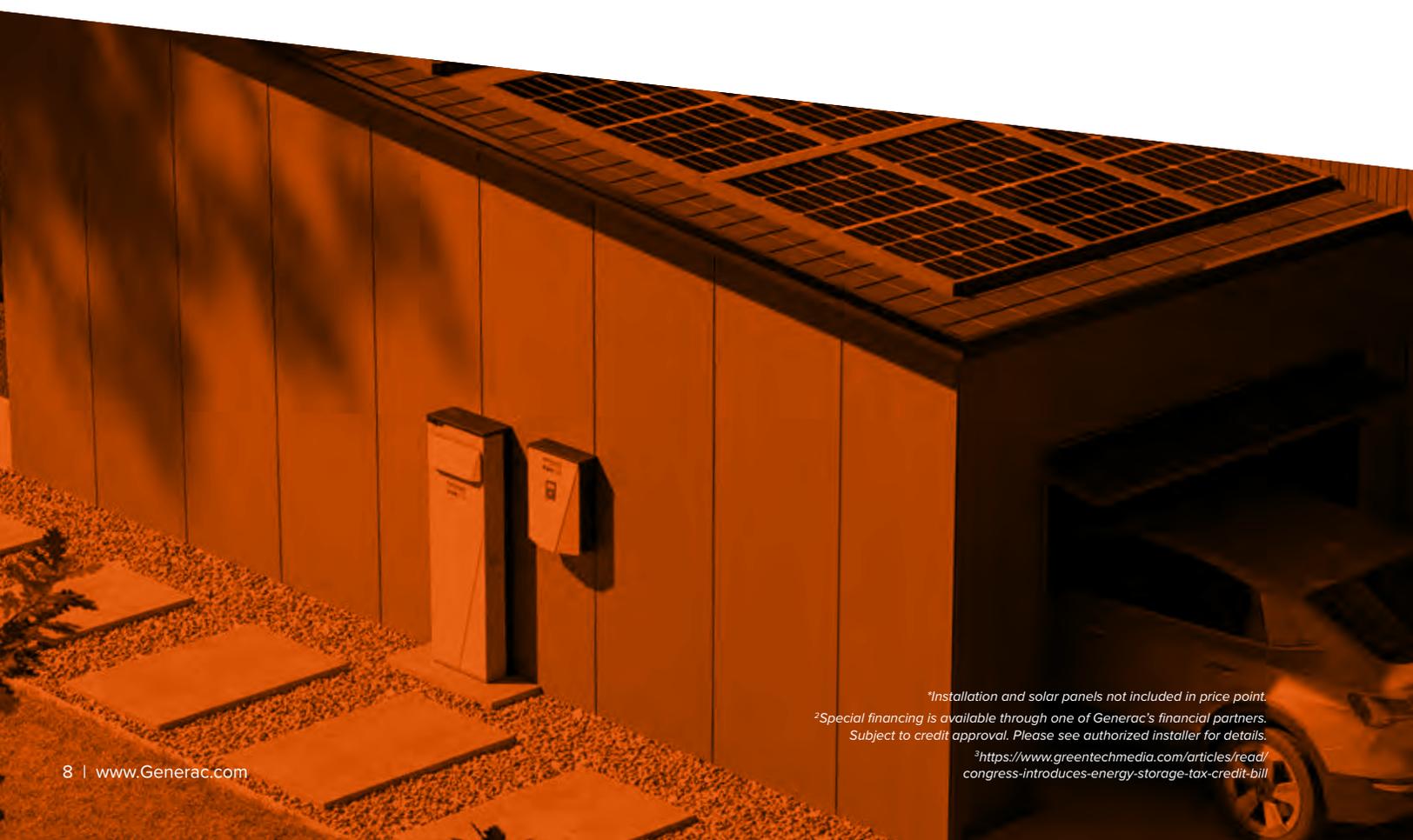
Generac's installation experts can help you determine which solar panels to pair with the PWRcell system to ensure optimal performance and efficiency.

Special financing with \$0 down options are available through one of Generac's recommended finance partners². You may also qualify for state or federal rebates, tax credits, or other financial incentives, making the PWRcell even more affordable³.

WHAT SIZE SYSTEM IS RIGHT FOR ME?

The Generac PWRcell offers a modular design for easy customization that meets most customers' needs. Generac recommends that you work with an authorized installer given the number of configurations available.

When you partner with an authorized Generac installer, you are working with a licensed, experienced local professional who has expertise installing the Generac PWRcell solar + battery storage system. They will be knowledgeable about potential local and federal rebates and financial incentives, municipal permitting, electrical code requirements, and will know exactly what is required to complete your installation.



¹Installation and solar panels not included in price point.

²Special financing is available through one of Generac's financial partners. Subject to credit approval. Please see authorized installer for details.

³<https://www.greentechmedia.com/articles/read/congress-introduces-energy-storage-tax-credit-bill>

GENERAC®

PWRVIEW

HOME ENERGY MONITORING

Another way to reduce your electric utility bill and gain greater energy independence is to use Generac's premier home energy monitoring app, PWRview. Easily access your home's energy information from your smartphone, tablet or computer from anywhere in the world.

With PWRview, your energy information is right at your fingertips. You can:

- Learn how your daily habits impact your electricity costs
- Receive detailed bill tracking and forecasting
- Track the status of your battery system to ensure energy is available during peak demand times and utility power outages
- Understand how PWRcell helps you meet your energy needs and reduce grid dependence with daily energy dashboards and summaries



The PWRview app is available for download on Apple® and Android™ devices.



ACT NOW!

LIMITED-TIME OFFER

Request a free PWRcell quote and receive PWRview - Generac's premiere home energy monitoring system, with your purchase - **A \$300 VALUE!**[§]



WWW.PWRCELLOFFER.COM



(855) 635-5177

[§]Based on purchasing PWRview separately



SAVINGS POWERED BY THE SUN

PWRcell is an environmentally-friendly energy saving solution. The system is 100% emission and fossil fuel free, making it a great way to save money and protect the planet.



LONG-LASTING BATTERY

customizable and powerful system that manages most demands



BACKUP POWER

provides backup power during utility power outages



SMART ENERGY STORAGE

with built-in home energy monitoring



INDOOR/OUTDOOR INSTALLATION

flexible design works for different homes and conditions



INTEGRATED ECOSYSTEM

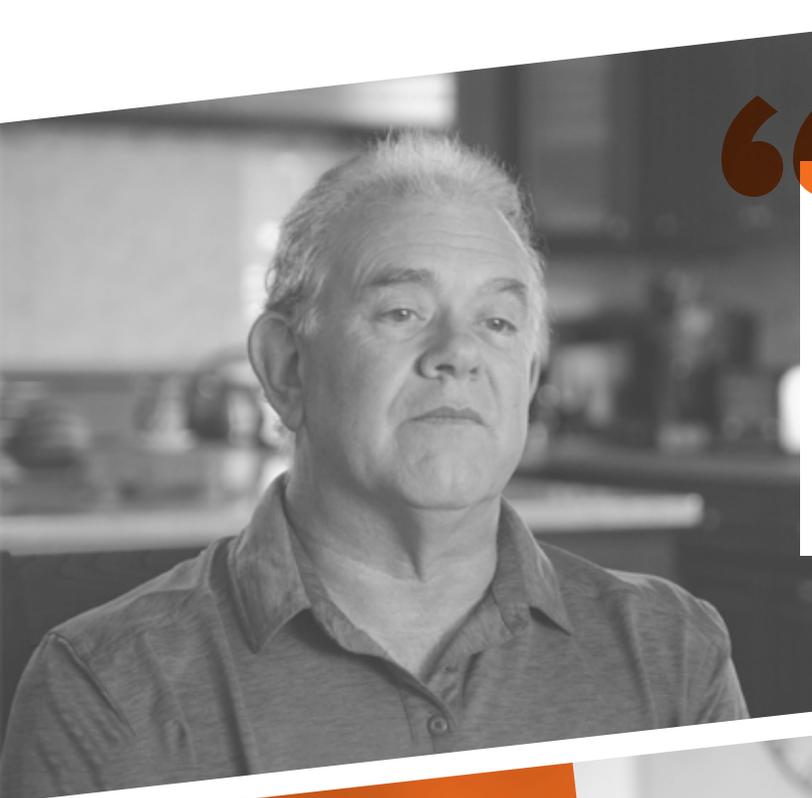
plug-and-play install, from rooftop to battery



ENVIRONMENTALLY FRIENDLY

100% emission and fossil fuel free

Here's what our customers have to say about PWRcell



“

It was a simple installation but done very quickly and efficiently... Since installing our power system, **we've been experiencing a savings of \$1,500 a year.**

- JOHN D., SAN CLEMENTE, CA

”



“

The battery storage solution in combination with the solar has been one of the best investments we've ever made... **We're saving about \$450 a month.**

- RYAN M., ESCONDIDO, CA

”



Power your life

with a Generac home standby generator



Generac also offers a full line of home standby generators, which are ideal for providing backup power during extended power outages. Our generators turn on automatically to restore power to your home within seconds of sensing a power outage.

For more information on home standby generators, please visit www.Generac.com or call **1-888-GENERAC**.

HERE'S HOW IT WORKS:

- 1** Your power goes out.
- 2** Your generator detects the power outage.
- 3** Your generator automatically turns on and restores power to your home within seconds.

Benefits of a home standby generator



PERMANENT POWER

Permanently installed, no extension cords needed



5-YEAR LIMITED WARRANTY

Included with all home standby generators



CLEANER POWER

Runs on highly efficient, cleaner-burning* Natural Gas or LP Fuel

**As compared to other fossil fuels.*



BUILT IN THE USA

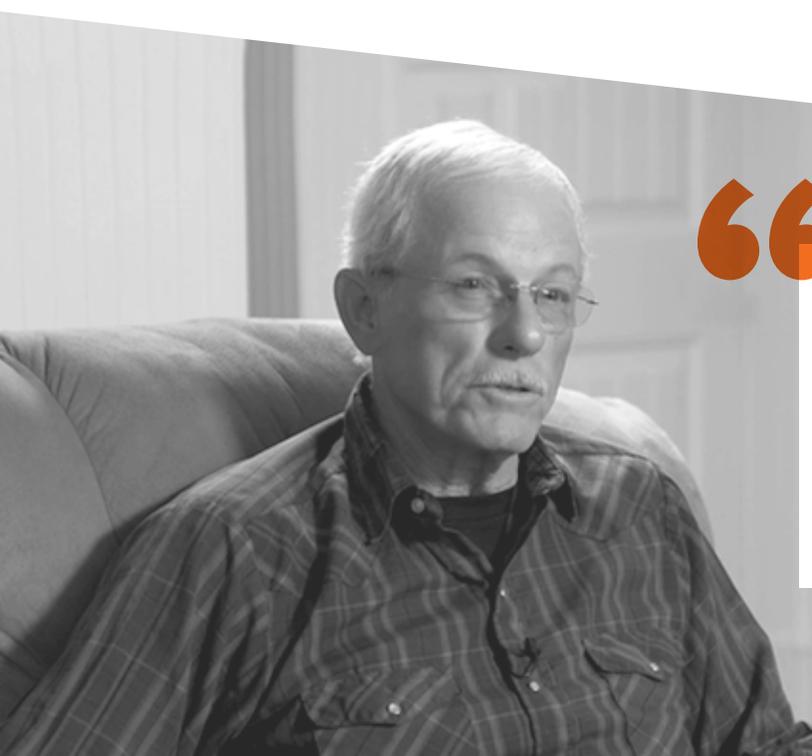
Generac generators and engines are engineered and built in the USA*

**Assembled in the USA using domestic and foreign parts.*



24/7/365 CUSTOMER SUPPORT TEAM

Standing by all day, every day from our headquarters in Wisconsin to answer any questions you might have



“

You don't realize how much you need your power until you don't have power, but with the **Generac**, you can depend on having power.

- LEON L., PANAMA CITY, FL

”

Take the next step!

To get started, call or go online to request a **FREE quote**. One of Generac's authorized installers will work with you to design a system that will power your home, lower your electric bill and help you prepare for utility power outages.

**AVAILABLE
NOW! READY
TO INSTALL!**

ACT NOW!

LIMITED TIME OFFER VALUED AT \$300*



WWW.PWRCELLOFFER.COM



(855) 635-5177

*When purchased separately at retail



Preparation Worksheet



To help you prepare for your free quote, Generac has compiled a list of questions for you to consider. **Please have your latest utility bill available at your appointment.**

BE PREPARED TO DISCUSS:

1. Why are you interested in the PWRcell solar + battery storage system?

- Do you want to reduce your electric utility costs? **Y** / **N**
- Do you want to reduce your dependence on the electrical grid? **Y** / **N**
- Do you want backup power during unexpected power outages? **Y** / **N**
- Do you want an ecofriendly solution to help you save money and keep your home protected? **Y** / **N**
- Do you plan on participating in net metering to sell excess power back to the grid? **Y** / **N**

2. How much would you like to reduce your electricity bill by each month?

3. How many square feet is your home?

4. Do you use most of your electricity during the day or at night?

5. What is your budget for a battery storage system?

QUESTIONS TO ASK:

1. How many hours can the PWRcell solar + battery storage system run my home?
 - a. How long can it power my home during power outages?
2. How can PWRview help me save even more money each month?
3. If I already have solar panels, can I still install PWRcell?
4. Do you offer financing options?
5. Do you have information on available state and federal rebates and tax credits, and how those incentives can help reduce my costs?
6. Do I need a bi-directional meter and approval from the energy company to sell excess power back via net metering?

SAVINGS POWERED BY THE SUN



For more information or
to request a free quote,
call or go online:

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