

July 30, 2014
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For Immediate Release

PACE Inc. earns Briggs and Stratton appointment of additional distribution responsibilities for Snapper Pro and Ferris commercial mowers in California, Arizona, Nevada, Hawaii, Utah and Florida

“We are honored Briggs and Stratton has chosen us for this work and will leverage our footprint in these markets to expand our business as a whole. We will continue to focus on key areas that drive our success including, bettering our process, listening and adjusting to support our dealer’s needs and leveraging cutting edge marketing tools to connect our dealers to end users,” said Chris Saxton, President of PACE Inc.

With their state-of-the-art technology PACE is able to provide online ordering, same day shipping on parts and most equipment orders for enhanced dealer and end-user satisfaction. Dealers also benefit from PACE’s exceptional customer service from factory trained staff and 24hr access to pricing and online ordering. “It’s simple, the easier we make things for our dealers, the more they order,” said PACE’s VP of Operations, Shawn Hill.

PACE’s powerful in-house marketing team provides access to the latest and most effective marketing tools available ranging from simple email blasts to sophisticated banner retargeting and social media packages. “It’s one thing to say here is some co-op money go buy some advertising, but we know dealers have a lot on their plates, so we make sure they have turnkey digital options that really work,” said Todd Riley VP of Marketing at PACE. Participating dealers have real time access to campaign results, but if they don’t have time to monitor them they know their advertising investment is being watched after.

Founded 32 years ago as a Honda engine distributor, PACE has been representing Ferris in the Midwest for 27 years. The rapidly growing company now boasts four strategically located warehouses: Plymouth, Michigan, corporate headquarters; Lakeland, Florida, Sacramento, California; and West Bend, Wisconsin. PACE recently has purchased additional warehousing in Plymouth, MI and has a planned expansion scheduled for their Lakeland facility which will give them a total warehousing space exceeding 200,000 square feet in the near future.

PACE currently represents leading power equipment brands in select markets including, Scag, Little Wonder, Ferris, RedMax, Jonsered, Honda, SNO-WAY, Wright and Vortexx Pressure Washers as well as a complete line of commercial accessories.

For more information, call 1-734-453-6258 or visit www.pacelink.com.