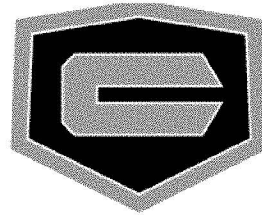


What's New



Place an 'X' in appropriate box.

| | |
|-----------------------|---|
| Home Delivery | X |
| In-Home Technicians | X |
| Carry-In Technicians | |
| Technical Specialists | X |

Zero Turn Tractor – 50” Deck, 23HP Kohler 7000 Engine Push Button Start with SmartChoke

| | | |
|-------------------------|------------------|--|
| Brand: | Craftsman | |
| Division: | 71 | |
| Source: | 247 | |
| Model #'s: | 20410 | |
| Market Release: | 2/16 | |
| Training Planned | | |
| Home Delivery: | | |
| In-Home Technicians: | Webinar – 2/2016 | |
| Carry-In Technicians: | None | |

| | |
|----------------------------------|---|
| Product Overview: | <p>New platform. Steering wheel zero-turn.</p> <p>360 Degree Maneuverability Provides a zero degree turning radius with the similarity and simplicity of steering a car</p> |
| High Level Operation of Product: | <p>New this year, available on steering wheel zero-turns, is Push Button start.</p> <p>Push Button Start The reliable push button start is quick and easy, making operation a breeze</p> |
| Special Features: | <p>This unit will have mow in reverse this year. Same mow in reverse process as last year.</p> |

Special Features –
What's New or
Different for
Technician:

Steering wheel zero-turn and push button start.



360 Degree Maneuverability

Provides a zero degree turning radius with the similarity and simplicity of steering a car



Push Button Start

The reliable push button start is quick and easy, making operation a breeze

Steering Wheel Column

The steering wheel column is tilted all the way back for shipping. Place the steering column in one of the two positions and secure in place with the hex screws and flat washers packed separately. See Figure 2.

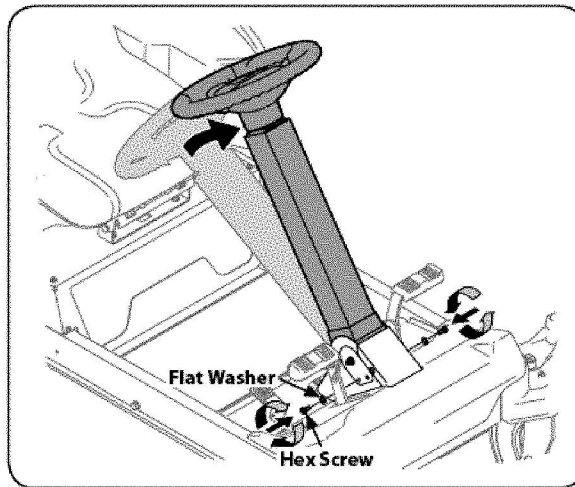


Figure 2