

# Toro (company)

The **Toro Company** is an American manufacturer of turf maintenance equipment (lawn mowers), snow removal equipment (snow blowers) and water-saving irrigation system supplies for commercial and residential gardens, public parks, golf courses, sports fields, and agricultural fields. The company is based in the Minneapolis suburb of Bloomington, Minnesota.

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## History

Founded as the **Toro Motor Company** in 1914 to build tractor engines for The Bull Tractor Company,<sup>[3]</sup> Toro manufactures landscape maintenance equipment and precision irrigation systems.

In 1970, Toro's Chairman, David Lilly, and President, Al Conover, determined Toro's need to become a full-line lawn and garden manufacturer. To accomplish this, they recognized the need to offer a serious two-stage snow thrower line. However, a number of people, including the head of Toro's R&D, said, "We are a mower company, and don't belong in snow". Nevertheless, a couple of relatively new engineers were assigned, independently of the formal R&D group, to research and develop a new line of snow throwers. In its second year out, the resulting 3-unit line, received top ranking with Consumer Reports. Thus, Toro began its long term domination of the snow industry. Later on, an unusual snow thrower concept, prototyped as part of this same research program, was developed further and became Toro's "Power Curve". These same two individuals went on to create a number of other original Toro concepts, including Toro's "kicker" based mulching mower system, its riding mower bagging system, plus quite a number of other original concepts to facilitate Toro's campaign to become a full-line lawn and garden manufacturer. Ref: <https://applicationsresearch.com/DesignServices.htm#Snow> Throwing Research Project

In 1986, Toro acquired the Wheel Horse Products Division of American Motors (AMC).<sup>[4][5][6]</sup> Wheel Horse manufactured a wide range of lawn and garden tractors, as well as riding lawn mowers. The division was spun off from AMC so that the automaker could maintain focus on vehicles.

Lawn and garden tractors were then marketed under the Toro, Wheel Horse, as well as the Toro Wheel Horse names. Acquisitions continued with the purchase of Lawn-Boy in 1989, James Hardie Irrigation in 1996, Exmark Manufacturing in 1997, Hayter in 2005, Rain Master Irrigation Systems, and Turf Guard Wireless Monitoring Technology in 2007, TYCROP Manufacturing turf equipment product line in 2009, and USPraxis in 2010.

### The Toro Company



Count on it.

<b>Type</b>	Public company
<b>Traded as</b>	NYSE: TTC ( <a href="https://www.nyse.com/quote/XNYS:TTC">https://www.nyse.com/quote/XNYS:TTC</a> ) S&P 400 Component
<b>Industry</b>	Irrigation supplies, landscape & turf maintenance products
<b>Founded</b>	1914
<b>Headquarters</b>	Bloomington, Minnesota, U.S.
<b>Key people</b>	Richard Olson, President and CEO, Michael J. Hoffman, Chairman of the Board
<b>Products</b>	Professional and residential turf maintenance equipment and irrigation systems
<b>Revenue</b>	<span>▲</span> US\$2.505 Billion (2017) <sup>[1]</sup>
<b>Number of employees</b>	6,134 (full-time) <sup>[2]</sup>
<b>Website</b>	<a href="http://www.toro.com/">www.toro.com</a> ( <a href="http://www.toro.com/">http://www.toro.com/</a> )

In the 1990s, then CEO Kendrick Melrose changed the company's strategy, shifting its focus to "professional maintenance markets" (such as golf courses, sports fields, municipal parks, and commercial properties). The strategy yielded higher margins and offered more protection from the uncertainty of weather and economic conditions than the highly competitive residential market segments. In 2007, almost 70 percent of the company's sales came from professional markets, versus one-third in 1990.

On Dec 5, 2001, Toro adopted new accounting rules the Emerging Issues Task Force had issued and restated the prior periods. The adoption of these rules had no effect on operating earnings or net income.

In 2007, the low-end lawn and garden tractor product manufacturing was outsourced to MTD Products, to be sold at Home Depot stores.<sup>[7]</sup>

In 2014, the snowplow and snow removal equipment company Boss Products was purchased by Toro.<sup>[8]</sup>

## Brands

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The company's products are marketed under several brands:<sup>[9]</sup>

- **Toro** — irrigation systems & supplies, professional and consumer mowers, compact utility equipment, snow blowers, and handheld trimmers and leaf blowers.<sup>[10]</sup>
- **Boss Snowplow** — snow and ice removal.
- **Dingo** — compact heavy duty hydraulic equipment<sup>[11]</sup>
- **eXmark** — commercial mowers.<sup>[12]</sup>
- **Hayter** (United Kingdom) — consumer and professional mowers.<sup>[13]</sup>
- **Irritrol Systems** — irrigation systems for residential and commercial landscapes.<sup>[14]</sup>
- **Lawn-Boy** — consumer mowers.<sup>[15]</sup>
- **Lawn Genie** — consumer irritation.
- **Pope** (Australia) — garden maintenance solutions.<sup>[16]</sup>
- **Unique Lighting** — low voltage landscape lighting.<sup>[17]</sup>

## References

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15. [Lawn-Boy \(http://www.lawn-boy.com/\)](http://www.lawn-boy.com/)
16. [Toro Australia – Pope \(http://www.toro.com.au/\)](http://www.toro.com.au/)
17. [\[1\] \(http://www.uniquelighting.com\)](http://www.uniquelighting.com/)

## External links

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- **Official **The Toro Company** corporate website** (<http://www.thetorocompany.com/>)
  - **Toro brand website** (<http://www.toro.com/>)
  - **Toro Micro-Irrigation** (<http://www.toroag.com/>)
  - **Toro Australia** (<http://www.toro.com.au/>)
  - **Toro Canada** (<http://www.toro.ca/>)
  - **Toro UK** (<http://www.toro.co.uk/>)
  - **Mfgpages.com: The Toro Company profile** (<http://www.mfgpages.com/company/TORO-COMPANY-THE-5853677/>)
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