



The Toro Company History

Serving our customers for nearly 100 years

Where it all began...

The Bull Tractor Company of Minneapolis, MN, sells more farm tractors than any other brand but has trouble finding a reliable source of engines. The Toro Motor Company is founded on July 10, 1914 to build tractor engines for The Bull Tractor Company. Although established as an independent company, the name "Toro" is chosen due to the company's association with Bull Tractor. Toro co-founder, John Samuel Clapper, becomes the company's first president. Clapper goes on to serve as president

for 29 years (1914-1943), leading the company through challenging times including a devastating farm depression in the early 1920's, the Great Depression, and both World Wars. Clapper is active in all phases of the business and earns 16 patents. Under his stewardship, Toro becomes a world leader in the golf and industrial turf management business and begins to tap into the fledging homeowner market.

1916

- ▶ When Bull Tractor's sales and financial fortunes sour, Toro pays Bull's debts, assumes its inventory and sells the rights to Bull to a group of investors from St. Louis and New York. The buyers' efforts to revive the brand fail and Bull Tractor collapses in 1918.
- ▶ Toro stays in business by producing steam steering winches for merchant marine ships during World War I, as well as heavy-duty engines and components for trucks and tractors.

1918

- ▶ Toro introduces its first product for golf courses, a power fairway roller, first unveiled at the Minneapolis Golf Club.
- ▶ Toro introduced a hydraulic transmission for trucks and tractors

1919

- ▶ Toro introduces the first Toro-branded piece of equipment, a revolutionary farm product called the Toro TO-RO utility tractor that enables farmers to perform multiple tasks while saving time, money and labor.
- ▶ Toro is approached by the Minikahda Club in Minnesota to create a motorized fairway mower, and mounts five lawn mowers onto the front of a Toro tractor. This innovation helps create the motorized golf course equipment industry.

1920

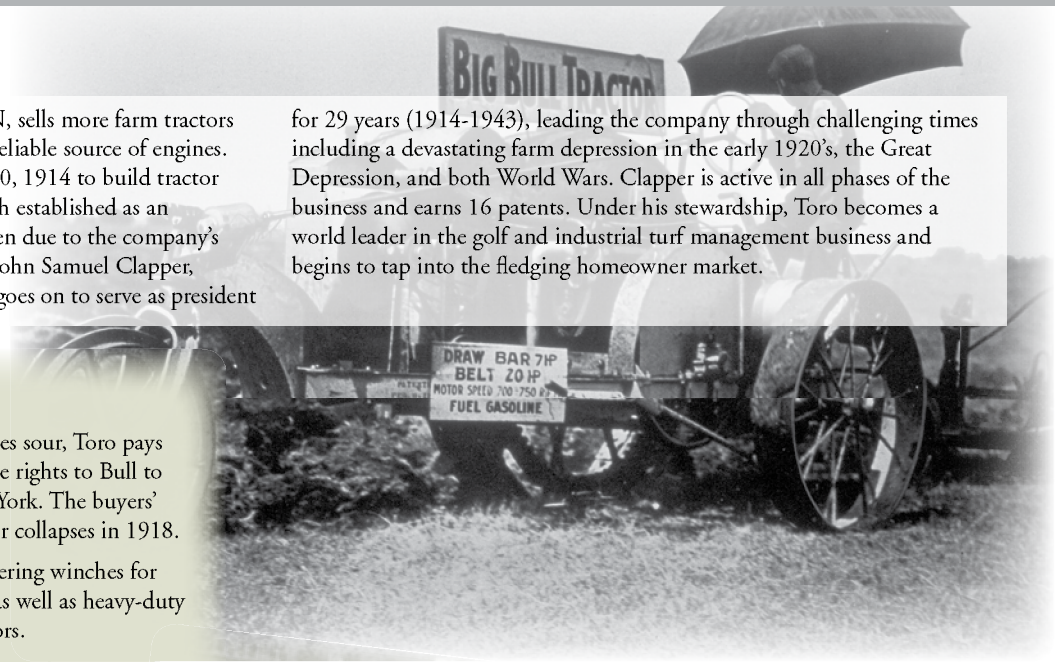
- ▶ The Toro Motor Company is renamed The Toro Manufacturing Company.
- ▶ A devastating farm depression hits, curtailing Toro's growing TO-RO sales. The company decides to exit the agricultural equipment business, eventually selling the rights of the TO-RO to the Rumely Company in 1927 and thus focusing its attention exclusively on turf maintenance.

1921

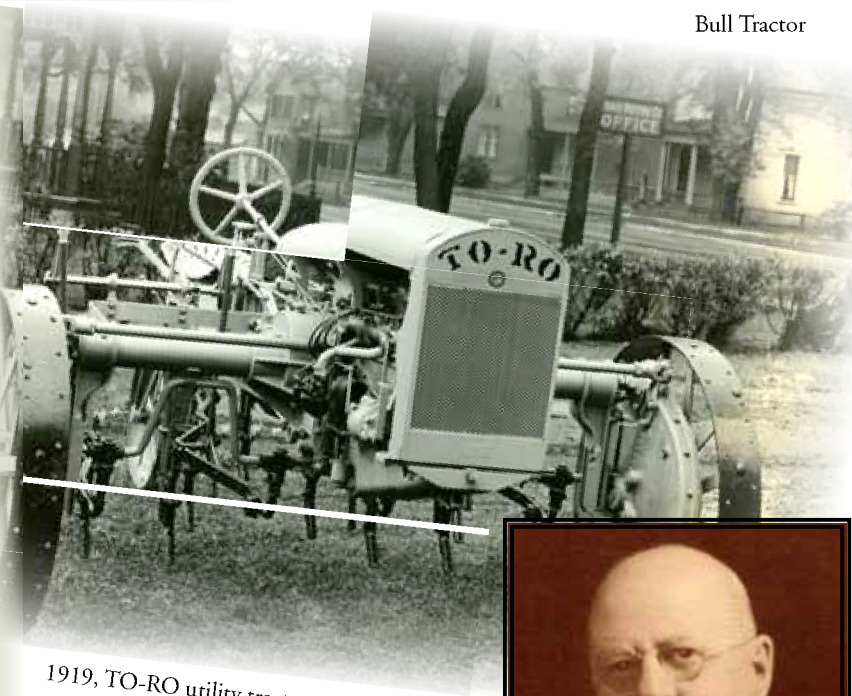
- ▶ Toro's original golf line includes a tractor, a steel wagon, a flexible roller, a side cutting bar for roughs, and a compost machine.

1922

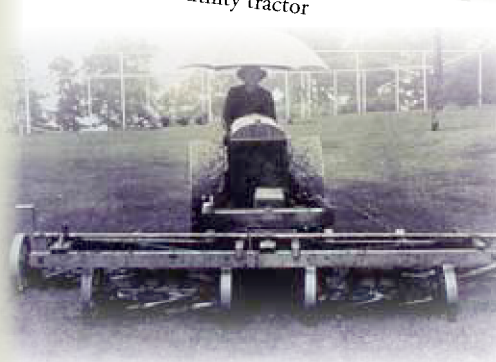
- ▶ Toro signs its first distributor agreement with Henry R. Jahn, T.L. Gustin and Orville O. Clapper (a son of Toro's president) in New York. Toro distributors play a critical role in Toro's success. Gustin and Clapper would later found separate distributorships in Philadelphia and Boston, while Jahn would continue to export Toro products.



Bull Tractor



1919, TO-RO utility tractor



1920, Minikahda Fairway Mower



John Samuel Clapper



1924, Greens Mower



1925, Sea Serpent Sprinkler



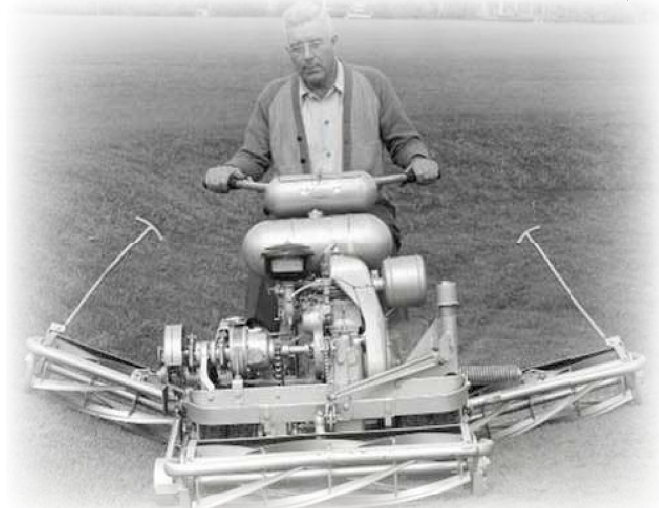
1928, The Silver Flash



1934, Dealer Initiative



1938, Homelawn



1940, Scotty McLaren Demonstrates a 76-inch Professional

1923

- Toro expands its golf course portfolio with the introduction of the Sea Serpent fairway sprinkler system and becomes the only company to offer both turf maintenance equipment and irrigation systems for golf.
- Toro launches the first fairway mower built in America with oil tight, machine cut, hardened steel gears.

1924

- Toro introduces its first greens mower.
- Toro introduced its first power mower, the Park Special, a 30-inch cut unit that was an industry leader for over 30 years.

1927

- Toro introduces the Junior Series golf tractor to meet the need for lighter, speedier tractors. The Junior would evolve over the years, leading to Toro's highly successful Master Series and the iconic tractor known as The General.

1928

- Toro introduces the Silver Flash push reel mower, billed as "America's finest hand lawn mower." It becomes a mainstay with golf courses, cities and parks for many years.
- Toro goes international, shipping equipment worldwide.
- Toro unveils its first electric-powered greens mower.

1929

- In January of 1929, just 10 months prior to the stock market crash, Toro offers its first common stock to the public at \$1.40 per share.
- Toro became the first to offer automatic power steering on golf tractors.

1930

- Toro introduces its first gas-powered greens mower.

1934

- As the business grows, Toro encourages distributors to begin to prospect and signup dealers in areas the distributors' staff cannot effectively cover. This initiative will prove critical following World War II when local customer service proves to be a decisive competitive advantage for Toro.

1935

- The company is renamed The Toro Manufacturing Corporation of Minnesota.

1936

- 1936 – Toro entered the snow removal business with snowplow attachments for tractors and power mowers.

1938

- Toro introduces the Homelawn, its first power mower designed specifically for homeowners.

1940

- Toro introduces the 76-inch Professional, "the power mower with wings," that revolutionizes commercial mowing. The Professional is an instant hit with golf courses and other industrial users. The Professional will prove to be a top seller in the Toro lineup for over 20 years.

1942

- ▶ Toro ceases all domestic mower manufacturing to build tank, cannon and anti-aircraft gun parts for the U.S. war effort during World War II.

1943

- ▶ Upon J. S. Clapper's retirement, fellow Toro co-founder Henry Clay McCartney assumes the company presidency.

1945

- ▶ An investment group led by three young World War II veterans and former Dartmouth classmates – David Lilly, Bob Gibson and Whit Miller – purchase Toro. Long-time Toro vice-president and sales manager Kenneth Goit is named president of the company.

1948

- ▶ In a move David Lilly would later describe as “one of the best business decisions we ever made,” Toro acquires Whirlwind of Milwaukee, WI, a manufacturer of rotary lawn mowers.
- ▶ Toro engineers design a safer, enclosed rotary mower deck that boosts consumer acceptance and purchases of the new rotaries.

1950

- ▶ Toro profits reach \$6 million, selling 15,000 Whirlwind mowers.
- ▶ David Lilly becomes Toro's fourth president.

1951

- ▶ Toro opens a new manufacturing plant in Windom, MN, to serve as a primary consumer products production facility.
- ▶ Toro markets its first snowthrower, the Snow Boy, an industrial unit that reportedly “takes the place of 50 men” clearing streets by hand.

1952

- ▶ Toro introduces a leaf-mulching attachment for rotary mowers.
- ▶ Toro opens an expansive R&D facility in Bloomington, MN, to test new product concepts and conduct agronomic research. It is the first such facility in the world.
- ▶ Agronomist James R. Watson, PhD, joins Toro. Dr. Watson leads a team of 25 scientists at Toro's R&D facility, conducting cutting-edge agronomic studies that significantly advances turf care knowledge and helps revolutionize the industry. Dr. Watson becomes a living legend in the turf management industry.

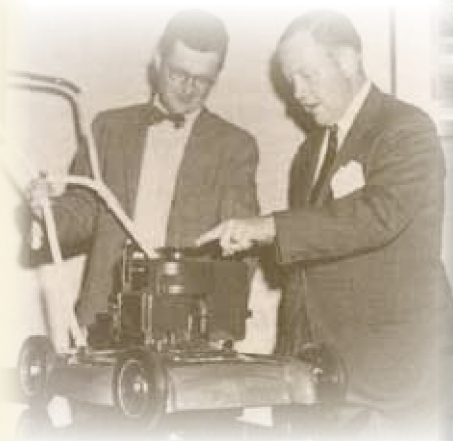
- ▶ Toro introduces its first homeowner snowthrower, the Snow Hound.

1955

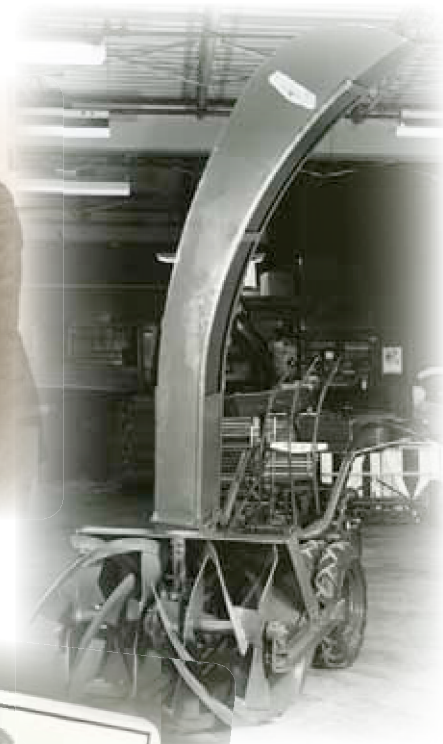
- ▶ The company is renamed The Toro Manufacturing Corporation.
- ▶ Toro unveiled the first consumer electric start mowers featuring both plug-in electric start reel and rotary models.

1956

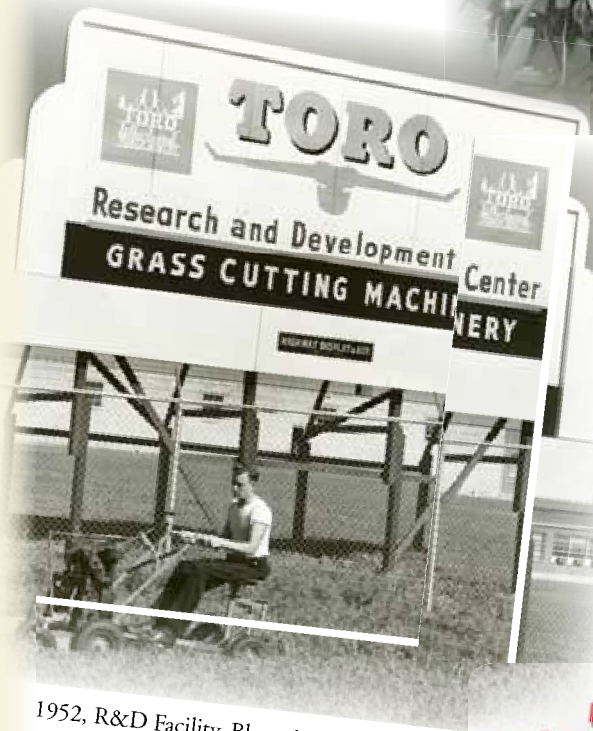
- ▶ Toro becomes the first company in the lawn and garden industry to advertise on television.
- ▶ The company's first televised ads promote the new Power Handle featuring a portable handle-mounted motor to power numerous implements that tackle a variety of tasks around the yard.



1948, David Lilly, Bob Gibson, Whirlwind



1951, Snow Boy



1952, R&D Facility, Bloomington, MN



1952, Leaf Mulcher



1952, Snow Hound



1956, Power Handle



1962, Snow Pup

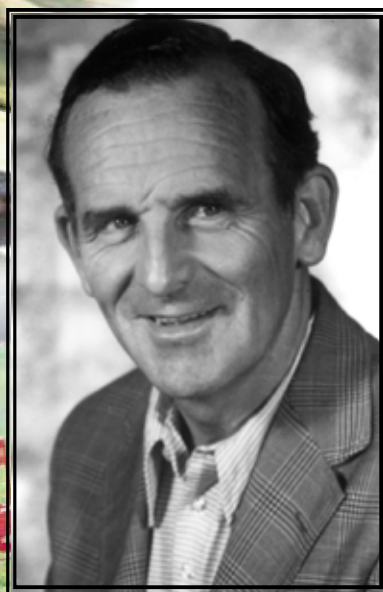
NOW
AUTOMATIC UNDERGROUND
SPRINKLER SYSTEMS ARE
PRACTICAL FOR EVERY HOME



1962, Moist O'Matic Irrigation



1972, Greensmaster® 3



John Singleton



1973, Groundsmaster® 72

1957

- ▶ Toro introduced its first homeowner riding mower: the 3-wheel 27-inch cut Toro Pony reel mower.

1959

- ▶ Toro introduces the revolutionary Wind Tunnel housing on rotary mowers greatly enhancing quality of cut and making bagging possible on rotary mowers for the first time.
- ▶ The new, versatile Toro Sportsman rider could be equipped with a choice of a 30-inch reel, a 32-inch rotary, or a 6-foot 2-inch-cut trailer mower

1962

- ▶ Toro acquires Moist-O-Matic, Inc., an irrigation equipment manufacturer in Riverside, CA, providing entry into the underground irrigation market.
- ▶ Toro closes its original plant and offices, and moves its corporate headquarters to the site of its R&D facility in Bloomington, MN.

1964

- ▶ Toro introduces the Snow Pup, the first lightweight consumer snowthrower.

1966

- ▶ Toro helps prepare the field for Super Bowl I, forming a partnership that continues to this day.
- ▶ Toro introduces the Valve-In-Head Sprinkler that combined two formerly separate key components, the valve and sprinkler head, thus reducing both installation and maintenance time and saving users money.

1967

- ▶ John Singleton, an experienced irrigation contractor, is hired by Toro to pioneer Toro's entry into the golf underground irrigation business. Singleton becomes a trusted partner with golf courses around the world. By 1972, Singleton's efforts help make Toro the most widely used automatic equipment in golf course irrigation.

1968

- ▶ Toro creates the first electric-starting consumer lawn mower.

1970

- ▶ Toro names David McLaughlin president.

1971

- ▶ Toro officially changes its name to The Toro Company.
- ▶ Toro introduces its first two-stage consumer snowthrower.

1972

- ▶ Toro introduces the first all-hydraulic greens mower, the Toro Greensmaster® 3.

1973

- ▶ Toro introduces a new concept in commercial rotary mowing equipment – the all-hydraulic Groundsmaster® 72 that remains a dominant force for nearly four decades.

1974

- Toro replaces the Snow Pup with a beefier, Snowmaster single-stage snowthrower line.

1975

- Toro opens a new manufacturing plant in Tomah, WI, to produce golf and other professional turf management products.

1978

- Toro trades stock on the New York Stock Exchange.

1981

- Ken Melrose is named president of The Toro Company.

1982

- Toro launches the highly successful “Guaranteed to Start” consumer walk power mower program.

1986

- Toro introduces a major innovation in snowthrower performance – the Toro CCR 2000 (Chuted Curved Rotor) technology that redefines single-stage performance.

1988

- The Toro Company makes the Fortune 500 list.

1989

- Toro acquires long-time rival, Lawn-Boy®.
- Toro unveils the HydroJect®, a water injection aerator. As Dr. Watson described this innovative product, “water injection cultivation is the most revolutionary idea to come along in the entire industry in a number of years.”

1990

- Toro introduces the Recycler®, a revolutionary mulching mower that practically eliminates the need to bag grass clippings thus dramatically reducing customers’ mowing time.

1995

- Toro forms a new Landscape Contractor Business, providing a comprehensive line of landscape contractor products.

1996

- Toro launches the Irritrol® brand.

1997

- Toro acquires Exmark® Manufacturing.
- The Toro Company reaches \$1 billion in sales for the first time.

1998

- Toro expands its agricultural irrigation business through the acquisition of Drip In irrigation.
- Toro forms a partnership with The First Tee™-a program that introduces youth to the game of golf.
- Building on the legacy of Dr. Jim Watson, Toro’s Center for Advanced Turf Technology (CATT) is formed.
- Toro becomes the official provider of turf maintenance equipment for Walt Disney World® Resort.



1986, CCR 2000



Ken Melrose



1989, HydroJect®

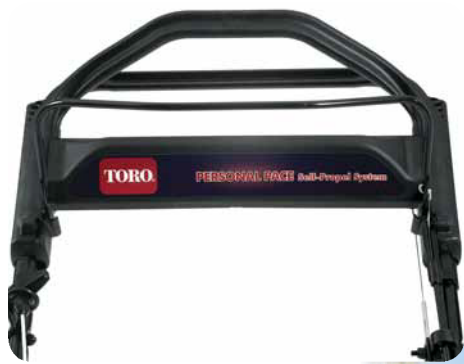


1990, Recycler®



1997, Toro Acquires Exmark®

1998, Toro Acquires Drip In Irrigation



1999, Toro® Personal Pace®



Toro® Workman®



2004, Toro® Ultra Blower



Michael Hoffman



2005, Toro Acquires Hayter

1999

- ▶ Toro becomes the official supplier of turf and irrigation equipment to the European PGA Tour, encompassing 60 tour venues each year.
- ▶ Toro introduces the revolutionary Toro® Personal Pace® self propel drive system on walk mowers that enables users to mow at their own "personal pace." Retailers and consumers alike praise this incredible new system.

2000

- ▶ Toro is named the preferred supplier for the University of Notre Dame.
- ▶ Toro launches the Dingo® TX compact utility loader, changing how landscape contractors do their job.

2001

- ▶ Toro is named the official supplier of turf maintenance and irrigation equipment for the Rose Bowl.

2002

- ▶ Macy's selects Toro as the official supplier of utility vehicles for the famed Macy's Thanksgiving Day Parade.
- ▶ Toro is named the preferred supplier of maintenance equipment and irrigation solutions for the National Golf Course Owners Association.

2003

- ▶ Toro introduces the new Toro® Ultra Blower and sells one million of the new blowers in one year.

2004

- ▶ Toro introduces the Toro® Workman® e2050, the company's first electric professional-duty product.
- ▶ Michael J. Hoffman named president and chief operating officer of The Toro Company.

2005

- ▶ Toro acquires Hayter, Ltd., a leading manufacturer of consumer and commercial mowing products in the United Kingdom.

2006

- ▶ Toro is the first to be named to the Environmental Institute for Golf's Victory Club for giving more than \$1 million to the organization's environmental efforts.
- ▶ The Toro Company becomes preferred supplier of the European Golf Course Owners Association.

2007

- ▶ Toro announces that select diesel-powered professional grounds equipment will be "Biodiesel Ready" by 2008.
- ▶ Toro forms a partnership with the State of New York to provide turf maintenance equipment powered by hydrogen fuel cells.
- ▶ Toro is named the official supplier of turf maintenance equipment to Talladega Superspeedway.

2008

- ▶ Toro equipment and irrigation systems are chosen for the 2008 Beijing Olympic Games to maintain the turf in the maintain stadium, the baseball fields, and Olympic Forestry Park.
- ▶ Toro introduces the all-new Toro® Groundsmaster® 5900 Series rotary mower, which mows an acre in less than five minutes.
- ▶ The new Toro® Precision® Series spray nozzles are recognized as the "2008 New Product of the Year" by the Irrigation Association. The Precision Series nozzles reduce overall water use by up to 30 percent are considered the most significant breakthrough in irrigation nozzle technology in over 60 years.
- ▶ Toro introduces a new Toro® GrandStand® line of stand-on mowers, providing entry into an entirely new product category.

2009

- ▶ Toro is named the exclusive provider of turf maintenance and irrigation systems to Target Field, home of the Minnesota Twins.

2010

- ▶ Toro proudly helps long-time partner St Andrews Links Trust prepare their legendary course to host the 150th Open Championship.
- ▶ Toro is a preferred supplier and sponsor of the 2010 Ryder Cup, extending a relationship that began in 2006. Toro proudly helps Celtic Manor in Wales prepare their beautiful course for this prestigious event.
- ▶ Toro introduces industry's first lithium ion battery-powered walk greens mower, called the Toro® eFlex®.
- ▶ Toro partners with ATK, an aerospace and defense company, to help design and build two fuel cell powered utility vehicles with advanced hydrogen storage technology.

2011

- ▶ The Toro Company opens new micro irrigation manufacturing facility in Romania to support growing global demand for precision irrigation in agriculture.
- ▶ Toro® PrecisionSense™ site assessment service wins "New Product Contest" in golf category by the Irrigation Association.
- ▶ EPA welcomes The Toro Company as newest partner in its WaterSense® program.
- ▶ The Toro Company acquires Graden's greens roller line to further strengthen offering in the greens care category.
- ▶ The Toro Company acquires Lawn Solutions Commercial Products, Inc., to expand turf renovation lineup with aerators, seeders, power rakes and brush cutters.
- ▶ The Toro Company acquires Unique Lighting Systems, a leading manufacturer of high-quality, professionally installed landscape lighting.
- ▶ Toro introduces first-of-its-kind TimeMaster™ 30-inch walk-behind mower.



2008, Toro® Groundsmaster® 5900



2008, Toro® Grandstand®



2010, Toro® eFlex®



2008, Toro® Precision® Series spray nozzles



2011, Toro® TimeMaster™



2012, Precision Soil Sensor



2012, DD 2024 Horizontal Directional Drill

2012

- ▶ The Toro Company acquires utility trenchers, vibratory plows and directional drills from Astec Underground, Inc., to expand in the landscape and ground-engaging markets.
- ▶ The Toro Company expands rental offering with acquisition of light construction and hardscape products of Stone Construction Equipment, Inc.
- ▶ The Toro Company opens new distribution center in Ankeny, IA to create operational efficiencies and better serve customers in the U.S. and Canada.
- ▶ Toro's award-winning Precision™ Soil Sensor becomes first wireless moisture sensor introduced to the residential irrigation market to help homeowners maximize irrigation efficiency.
- ▶ St Andrews Links Trust in Scotland extends partnership with The Toro Company.
- ▶ Toro, and its distributor partners, proudly served some of golf's leading courses this year as they hosted the U.S. Open, PGA Championship and Ryder Cup.
- ▶ The Toro Company named 2012 Jefferson Award winner for efforts in giving back to our communities.