



## VALUE PROPOSITION POWER BABY MG6000 SSY 6KVA



Feature	Benefit	Value
Low Fuel SD	Reduce site visits due to bleeding etc	£100 every other hire = £1,000 saving
Low oil level SD	Engine longevity = more hires	1 year extra hire = £2,000 revenue
Emergency Stop	Prevent failure	20 weeks extra hire = £1,000 revenue
Auto Idle	Low fuel consumption, Lower carbon footprint, Increased longevity	Average 50% less = £720 per year saving 6 months extra hire = £1,200 revenue
Charge fail SD	Reduced starter failure	Lower repair costs = £200 (9parts) saving
Ignition isolator	Longer battery life, reduced down time & less site visits	£500 saving
Fully bunded	Meets HSE & no need to hire extra products, prevents expensive law suits	£500 savings
Long run tank	Less fill time & more time on job	£900 saving (50% longer run)
Dual volts/ cte	One machine more hires	£700 saving

**Total Annual Saving**                    **£4,540**  
**Total Annual extra profit**            **£4,200**  
**Total Extra Profit**                        **£8,740**