

# POWER OUTAGE FACT SHEET

Power outages can occur when you least expect them. While 70% of power outages in the U.S. are weather related, other causes include vehicle accidents, utility equipment failure, peak demand shortages, planned utility shutdowns and even animal intruders.



According to the American Public Power Association, squirrels caused almost 3,500 outages in the U.S. in 2016. Nearly 194,000 customers lost power from squirrel damage that year.

## THE EFFECTS OF A POWER OUTAGE



### Decreased Productivity

When the power goes out, productivity goes down. Employees rely on electricity and may not be able to complete tasks without power.



### Damaged Equipment

A loss in power can cause long-term damage to some equipment. The cost to repair equipment can be significant.



### Disturbance of Operations

Power outages can cause downtime that interrupts manufacturing efforts, sales transactions and critical operations when needed the most.



### Data Loss

Power outages are one of the top reasons data loss occurs. An outage may cause computers to shut down unexpectedly, resulting in lost or corrupted files.



### Lost Customers

If customers can't access your website, they may have no way to make purchases or get critical information.



### Increased Liability

When a power outage occurs, there are increased liability risks including accidents and injuries involving employees and customers.

**98%**

OF ORGANIZATIONS SAY  
ONE HOUR OF DOWNTIME  
COSTS OVER \$100,000

IN THE PAST YEAR, 50% OF  
COMPANIES EXPERIENCED  
AN OUTAGE LASTING  
LONGER THAN

**1 HOUR**

MORE THAN

**37  
MILLION**

PEOPLE ARE AFFECTED BY  
OUTAGE EVENTS EACH YEAR

MONETARY OUTAGES  
COST THE U.S.  
ECONOMY ANNUALLY

**\$52  
BILLION**

# PREPARE FOR POWER OUTAGES

- 1 Develop a Business Continuity Plan**

Power is essential for business continuity. Your Generac dealer can provide back-up power solutions to keep your operations running during short-term and extended power outages.
- 2 Consult with a Power Professional**

Generac has a broad network of distributors that can help determine that best back-up power solution for your needs, which could include an installed industrial standby system, mobile generators and/or portable generators.
- 3 Determine Level of Power Needed**

Do you want to maintain basic operations during an outage, such as emergency lighting, website, phone, email and point of sale systems...or do you want business-as-usual with full functionality and conveniences even in extended outages? Your Generac representative will help you determine the power solutions needed for your unique requirements and preferences.
- 4 Don't Forget Accessories**

With Generac, you partner with a full back-up power solutions provider, including diverse generator options, cutting-edge transfer switches and controllers and a full line of power accessories.
- 5 Maintenance & Support**

All generators require maintenance to ensure optimal performance and reliability. Your local Generac dealer is there to support and service your generator throughout the life of the product, and provide technical support when you need it most.

Contact Generac Mobile for your back-up power needs.

[GeneracMobileProducts.com](http://GeneracMobileProducts.com)  
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