**torque** is the immediate twisting or rotational force a machine can produce at a given moment.

**horsepower** is the rate of doing work over time.

The most important thing to tell customers is that gross torque is a more direct way to measure the turning force an engine can produce. That is what matters most in a lawnmower engine.
This sales tool will help you sell power equipment and answer customer questions regarding torque ratings used on Briggs & Stratton engines.

Briggs & Stratton is taking the lead in the power equipment industry by using torque to describe an engine’s power output and capability. Historically, horsepower has been the most common way of measuring the power of an engine.

Questions/Answers:

Q: What does CC stand for?
A: CC stands for cubic centimeters. It represents the volume of the engine’s cylinder chamber, but is not always the most accurate way to indicate the engine’s power.

Q: Do I want more CC's or more torque?
A: You want more torque. The higher the torque rating, the better your lawnmower will cut through tall, thick and wet grass without bogging down.

Q: What do the series numbers represent?
A: Series numbers represent different engine features, but also correlate with the engine’s torque rating. For example, a 650 series engine will have a 6.5 torque rating.

Q: Why are horsepower ratings used on riding lawnmowers?
A: Unlike a walk-behind, the power in a riding lawnmower engine is distributed to the transmission, wheels, hydraulics, and the cutting blades through various gear ratios. So a horsepower rating is a more meaningful measure of a riding lawnmower’s ability.

Q: What does torque mean in a pressure washer?
A: As the torque level increases on a pressure washer, the unit’s cleaning capacity also increases.

Q: What does torque mean in a generator?
A: As the torque level increases on a generator, the unit’s potential energy output (in watts) also increases.