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Consumer Products
Automotive Systems
Mechanical Systems
Mfg. Technology

Mr. Andrew Paparella
Good Morning America
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Dear Mr. Paparella,

History of the No-Mow-In-Reverse Feature

MTD Products Inc, and its related brands, Cub Cadet, Yard-Man, White Outdoor, and Yard Machines by MTD have been manufacturing yard equipment such as riding mowers, walk-behind mowers, snow throwers and chore performers since 1958. The company has always made the safety of its products a top priority and is considered an industry leader in product development and safety. The tradition of safety traces back to MTD co-founder, Theo Moll. In 1982, company engineers, led by myself, developed a safety device known as the no-mow-in-reverse feature, designed to help prevent tragic accidents caused by operators backing over young children. Theo Moll incorporated the device on all riding mowers because he believed that protecting children was more important than the loss in sales due to customer resistance or the extra cost which was not passed on. MTD was the only company worldwide to use a no-mow-in-reverse safety feature for 18 years before other companies followed.

The no-mow-in-reverse feature will shut off the mower blades if an operator shifts into reverse without first disengaging the mower blades. The safety feature has successfully prevented backover accidents. Neither, MTD, Cub Cadet, Yard-Man, White Outdoor nor MTD Yard Machines have had any reported backover accidents on one of their riding mowers when the safety features were in place and functioning as designed. Safety features, like the no-mow-in-reverse, cannot prevent all accidents. MTD Products Inc, as well as the Consumer Products Safety Commission advises that tragic accidents can be prevented by keeping children off riding mowers and completely out of the mowing area.

Respectfully
MTD Products Inc

Gunter Plamper
VP for Product Development and Safety