

Masport®

100 YEARS
in the making
1910-2010

Proudly designed and engineered in New Zealand and sold all around the world.



PRODUCT WARRANTY
4-YEAR
consumer*
1-YEAR
commercial*
*Conditions apply.

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1910's

- Reuben Porter, Harold Mason and Edwin Jones open for business as City Engineering Ltd in Cleave Ave Auckland
- Fred Porter is born

1920's

- Prototype Masport 'Rapid' lawn mower is manufactured secretly in the house next door

1930's

- Production and marketing of Masport "Rapid" begins

1940's

- Harold Mason dies aged 64.

1950's

- "LawnSprite", Lawn Prince and Lawn Chief range of motor mowers produced.
- First "Rotacut" horizontal blade lawn mowers manufactured.
- Sales exceed \$1,000,000 for the first time.

1960's

- Mason and Porter celebrate 50 years
- Reuben Porter dies aged 78. Fred Porter and Russell Jenkins become Joint Managing Directors.
- Sales exceed \$2,000,000 for the first time and Marketing Department opened.

1970's

- "Movac" and "President" lawn Mowers produced.
- Total external sales exceed \$30 million.

1980's

- Masport Ltd formed and listed on the Stock Exchange. Fred Porter appointed President and Doug Benefield becomes Managing Director.

1990's

- Mulching lawn mower wins 'Product of the Year' award.
- Masport introduces the Multi-Feature and Genius range of mowers. Utopia Cast Iron fires introduced.

2000's

- MSV series mower introduced. Launched as THE BEAST.

2010's

- Masport celebrates it's 100th Birthday on 1st December.

options



CATCHER

AERO Catcher

A stylish combination plastic & fabric extra large catcher which can hold up to 2.3 ft³ of grass clippings. This catcher is well vented to provide superior catching performance.



HANDLE

Upturned handle

For ease of maneuverability and control of mower.



BLADE SYSTEM

Bar Blade

One piece bar blade for efficient cutting and mulching.

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THE MASPORT ADVANTAGE

Our special features make mowing so much easier!

Zone Start

Puts the starter cord within easy reach, avoiding unnecessary back strain from bending down to pull start the engine.



Ergonomic Handle

Multiple height adjustment to combat back strain. Wide diameter and impact resistant soft grip for added comfort.



Four Stroke Technology

From the world's leading engine manufacturer, Briggs & Stratton, delivering more torque and smoother running.

Mulching

Versatile mowers that can mulch as well as catch.

Insert the mulching plug and change from a catcher mower to a mulching mower. You will save on water, fertilizer and time.



Smartchute® versatility

The patented Masport Smartchute® will side discharge a clean spread of clippings as you mow, allowing you to mow without a catcher.

Gearbox

Masport uses top quality general transmission gearboxes in all self-propelled models.



Cyclo Wash

Hose fitting point on the deck to clean the housing while the mower is running, increasing the life of the deck and improving cutting efficiency.



Adjustable Wheel Bearings

Includes threaded axle and nut for ease of adjustment.

Mowzone®

The wheels are inset to allow the blade to extend past the wheel, this means the model can mow right up against fences and walls.

Chipperchute "patent pending"

An innovative feature that allows your mower to shred branches up to 1-3/8" in diameter and turn them into mulch. As the branches are chipped they are fed back into the catcher so you can place the mulch back on your garden. This feature is included on all Genius 4N1 models and is also available for specification on all steel & alloy products.



2N1 Widecut 800 21-inch Lawn Mower



Features

- Rugged *Crossfire* 14-gauge steel deck
- Powerful Briggs & Stratton 190cc, Ready Start, series 675 engine
- 2N1: Mulch or Catch with the 2.3 ft³ capacity catcher bag
- Single point deck height adjustment
- Cut height range: 1/2" to 3"
- 4-year Consumer / 1-year Commercial limited product warranty
- 2-year consumer / 90-day commercial limited engine warranty

Model
467921

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AERO Catcher

A stylish combination plastic & fabric extra large catcher which can hold 65 litres of grass clippings. This catcher is well vented to provide superior catching performance.



100 YEARS in the making

3N1 Widecut 800 21-inch Self-Propelled Lawn Mower



Features

- Durable yet lightweight aluminum deck
- Powerful Briggs & Stratton 190cc, Ready Start, series 675 engine
- Variable speed self-propelled
- 3N1: Mulch, Catch with the 2.3 ft³ capacity catcher bag or side discharge using the innovative Smartchute[®] feature
- Single point deck height adjustment
- Cut height range: 1" to 4"
- Wash port hose fitting
- 4-year Consumer / 1-year Commercial limited product warranty
- 2-year Consumer / 90-day Commercial limited engine warranty

Model
467881

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Smartchute[®] Versatility

The patented Masport Smartchute[®] will side discharge a clean spread of clippings as you mow, allowing you to mow without a catcher.



4N1 Widecut 800 Genius 21-inch Self-Propelled Lawn Mower



Features

- Durable yet lightweight aluminum deck
- Powerful Briggs & Stratton 190cc, Ready Start, series 675 engine
- Variable speed self-propelled
- 4N1: Mulch, Catch with the 2.3 ft³ capacity catcher bag, Side Discharge using the innovative Smartchute feature or chip branches up to 1-3/8" thick with the patent pending unique Chipperchute feature
- Single point deck height adjustment
- Cut height range: 1" to 4"
- Wash port hose fitting
- 4-year Consumer / 1-year Commercial limited product warranty
- 2-year Consumer / 90-day Commercial limited engine warranty

Model
469890



Chipperchute

The Masport Chipperchute is an innovative development in lawn mowing that means your mower can do more than cut grass. The Chipperchute actually chips branches up to 35mm / 1-3/8" in diameter using the additional chipper blade and turns them into useful mulch. As branches are chipped the chips are fed into the catcher so you can put the mulch into your compost or garden.



100 YEARS in the making

3N1 **COMMERCIAL Widecut 800** *21-inch Self-Propelled Lawn Mower*



Features

- Durable yet lightweight aluminum deck
- Powerful Briggs & Stratton 190cc, Ready Start, series 850 engine
- Variable speed self propelled
- 3N1: Mulch, Catch with the 2.3 ft³ capacity catcher bag or side discharge using the innovative Smartchute feature
- Single point deck height adjustment
- Cut height range: 1" to 4"
- Wash port hose fitting
- 4-year consumer / 1-year Commercial limited product warranty
- 2-year Consumer / 1-year Commercial limited engine warranty

Model
467875

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A HISTORY, A FUTURE

Masport Ltd started as a family owned manufacturing company in 1910 in Auckland, New Zealand. Since then the Masport brand has become a symbol for good quality, reliable outdoor equipment.

Masport introduced an iron foundry in 1911 and started manufacturing vacuum pumps and stationary engines for a range of agricultural equipment. After establishing a solid base in the farming industry, Masport started to diversify, producing its first hand mowers in 1930 and New Zealand's first petrol-powered lawn mower in 1938.

Masport made munitions for the army during World War 2. Post-war the company refocused on its core business, introducing further farm machinery such as ride-on tractors. With a growing reputation for engineering excellence, the company expanded offshore – with an increasing range of agricultural, horticultural and lawn care products.

Today Masport delivers a range of quality lawn and garden products and continues to enjoy a growing global reputation for providing quality products, exporting to over 40 countries worldwide.

Masport products have been developed and refined in the tough outdoor environment of Australian and Kiwi backyards. With a surge in demand from international markets the company has re-positioned itself to become a quality provider to the global outdoor equipment market.

Masport has a competitive platform to develop its core strengths. This platform is based on the following key drivers:

- Sales and service value: creating a focused outdoor business that supports its distribution channels
- Brand values: continuing to grow brand values and deliver quality products
- Distribution excellence: becoming an international 'best practice' distribution oriented company
- Market leader in lawn mower innovation
- Genius 4N1™, Chipper Chute™, Smart Chute™



MASPORT MISSION

Masport's Mission:
To be a leading manufacturer and distributor of consumer outdoor

power equipment, and patio lifestyle products in our chosen markets worldwide.

The Masport brand is extremely strong in the New Zealand and Australian outdoor markets. Masport's rugged outdoor product range has proven itself consistently in some of the hardest outdoor environments on earth.

For Masport's commercial partners there is a clear and simple vision: to create a seamless distribution system that delivers quality outdoor products to a receptive market. Our goal is to grow market share through our distribution partnerships. To do this we now have a well proven distribution model coupled with a world leading product range.



Proud Member of
the Outdoor Power
Equipment Institute



Quality
ISO 9001



Environment
ISO 14001

Masport products are covered by the following design registrations: 000660071-0001, 000660071-0002, 000660071-0003, 000660071-0004 & 000660071-0005 and European registered designs: 000660071 & 001100382