



Celebrating 1 million robotic lawn mowers on a growing market

In 1995, Husqvarna Group created the robotic lawn mower market by introducing the Solar Mower, the world's first-ever robotic mower. In addition to being robotic and automatic, it was also solar-powered. Today, the Group is celebrating a total of 1 million robotic mowers sold since its introduction. The Husqvarna Group family of robotic mowers include offers under the Husqvarna, Gardena, McCulloch and Flymo brands.

Husqvarna Group is a pioneer in robotic grass cutting technology and through the success of its range of products and solutions the global market leader in robotic lawn mowing. Western Europe is the main market for robotic mowers and is estimated to grow well above 20 percent per year.

"Celebrating 1,000,000 environmentally friendly robotic mowers is a milestone for the Group. More than twenty years ago, we created the robotic mower market and have developed the market ever since. We naturally have a strong market leadership within this category while many of our competitors still are fairly new in the market. We see that in many countries the market for robotic mowers still remain small, while others have grown substantially - meaning sizeable growth opportunities in this exciting segment remains. Our aim is to maintain our leadership position by providing the most reliable, safe and efficient products and solutions", says Kai Wäm, CEO and President for Husqvarna Group.

20 years of innovation

Extensive knowledge and experience built into the products mean reliable, safe and proven products. With a mindset of continually making improvements, the robotic mowers have become more robust, easier to install and use and can handle even more complex gardens. A robotic mower is energy efficient and has almost no emissions during use. The electricity consumption for maintaining a 1,000m² lawn is approximately equal to a 11W light bulb. Today it is possible to control, program and track your robotic mower via a smartphone or tablet app as well as easily control the watering and lawn care from anywhere, anytime. During the years, much effort has also been invested to reduce the product's noise level to a minimum. Husqvarna Group sells robotic mowers under the brands Husqvarna, Gardena, McCulloch and Flymo and offer solutions for different end-customer and market segments.

"Our advanced robotic mower solutions has created our market leading position. All our robotic mowers are designed in Sweden and produced at our state of the art plants in Europe, before they are shipped all over the world. As the market leader we are committed to continue stand at the forefront, delivering the best end-customer solutions as well as continuously evolve our offer based on how people connect and engage within this area", continues Kai Wäm.

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Husqvarna Group

Husqvarna Group is a world leading producer of outdoor power products for garden, park and forest care. Products include chainsaws, trimmers, robotic lawn mowers and ride-on lawn mowers. The Group is also the European leader in garden watering products and a world leader in cutting equipment and diamond tools for the construction and stone industries. The Group's products and solutions are sold under brands including Husqvarna, Gardena, McCulloch, Poulan Pro, Weed Eater, Flymo, Zenoah and Diamant Boart via dealers and retailers to consumers and professionals in more than 100 countries. Net sales in 2016 amounted to SEK 36 billion and the Group has more than 13,000 employees in 40 countries.