

Press release

Stockholm, May 7, 2012

Husqvarna Group wins a grand slam at the red dot design awards

This year, no less than nine Husqvarna Group products have been awarded the international "red dot design award 2012". Eight products received awards for their high design quality, with the Husqvarna Battery Rider receiving the top award "red dot: best of the best". All in all, a grand slam including products by three different brands within the Group.

The red dot design award is a well-known international design prize awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany. Founded in 1955 the jury now gets about 14.000 submissions from 70 countries annually, making it the biggest product design competition in the world. This year the Husqvarna Group – the world's largest producer of outdoor power products including chainsaws, trimmers, lawn mowers and garden tractors – was awarded a total of nine different product awards.

"We are very honoured to receive a recognition of this magnitude. It shows that our central focus on esthetics and function truly resonates throughout the organization and is appreciated on a global scale," says Towe Ressman, Vice President Global Design at Husqvarna Group.

The announcement by the red dot jury means that all three of the Husqvarna Group's global premium brands have been awarded the red dot design award: Husqvarna, McCulloch and Gardena. Each submitted product has been rated on criteria such as innovation, functionality, self-explanatory quality and environmental compatibility.

"All of our premium brands have a leading position within their respective market segments, which these nine awards certainly prove," says Towe Ressman.

The most notable prize, "red dot: best of the best", was awarded to the Husqvarna Battery Rider – a title given to a mere 1.37 per cent of the submitted entries. The grand award ceremony will be held at a gala event in Essen, Germany on July 2nd.

For more information please contact:

Gunilla Gustavs, Corporate Communications

Direct: +46 8 738 9224

Mobile: +46 703 00 95 57

E-mail: gunilla.gustavs@husqvarnagroup.com



reddot design award
best of the best 2012

**Three of the award-winning products.
More on the following page.**



About Husqvarna Group

The Husqvarna Group is the world's largest producer of outdoor power products including chainsaws, trimmers, lawn mowers and garden tractors. The Group is also the European leader in consumer watering products and one of the world leaders in cutting equipment and diamond tools for the construction and stone industries. The product offering includes products for both consumers and professional users. The Group's products are sold via dealers and retailers in more than 100 countries. Net sales in 2011 amounted to SEK 30 billion, and the average number of employees was approximately 15,700.

These are the award-winning Husqvarna Group products:

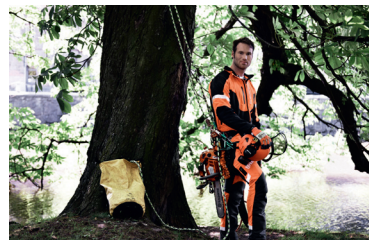


Rajinder Mehra, Brand Design Manager at Husqvarna.

"We strive for a powerful, dynamic and product-optimized design that you can't resist, where every detail has been refined. An intuitive design with a strong end-user focus."



The **Battery Rider** is Husqvarna's first ever battery powered ride-on mower with unique articulated steering and a front mounted cutting deck.



Technical Extreme protective clothing is especially designed for tough situations. The light garments, in flexible stretch materials, offer a close fit and excellent breathing ability.



Towe Ressman, Vice President Global Design.

"The design is powerful, masculine and unconventional and the whole range expresses a very consistent brand message. We wanted to create a very strong and unique visual impression, which I believe we have succeeded with."



The **CS 410 Elite** is a robust and light-weight all-around chainsaw. Powerful yet extraordinarily easy to use. Including a useful combi-tool to maintain perfect condition, cleverly hidden inside the back handle.



The **M125 97FH** front mower offers an all-new sporty exterior design and features like key start, easy-access controls and cast iron rear-end frame. The rear-wheel steering means high manoeuvrability and best in class uncut circle.



Jens Näslund, Brand Design Manager at Gardena.

"Our design language has always been used very consistently. You could say that shapes, colours and the chosen materials all come together to elevate function. Using a Gardena product should always be a totally intuitive experience."



The **R40Li** is a robotic mower that keeps the lawn in order all by itself. When needed it even recharges automatically. All you have to do is sit back and enjoy the show.



The **Water Smart Flow Meter** puts the user in total control of his or her water consumption – with one single button covering all functions. Easily connected and battery powered.



The **Terraline Range** shares a solid and longlife design. Ergonomically optimized for great handling. An extra-wide two-handed grip with soft plastic guarantees good force application.



With the **Water Computer C 2030 duo plus** you can irrigate two different garden areas. Both outlets can be individually programmed. That means: you individually select the start of watering, duration and frequency.



Lightweight and easy to use the **AccuJet 18-Li** is the perfect tool to blow leaves, remove small debris from decks, driveways and garages. Quickly and without effort. Its compact size makes it easy to store in your basement, garage or shed.