

# Press release

Stockholm September 28, 2015

## Husqvarna Group appoints Sofia Axelsson SVP Group Communications, Brand & Marketing

**Sofia Axelsson has been appointed SVP Group Communications, Brand & Marketing, responsible for a team consisting of Group Staff Corporate Communications and Brand & Marketing. Sofia is member of Group Management and she will take on her new position as of October 1, 2015.**

The aim is to further focus on driving an active and consistent overall communication from the Husqvarna Group targeting our main stakeholders, while capturing synergies and share best practices.

“During the past few years, Sofia Axelsson has built a strong Group Brand & Marketing function which has supported the new brand-driven approach in the company. Given the stability in the new Divisional structure and the opportunity to leverage Corporate Communications with the Brand & Marketing function, we have decided to combine these entities under the leadership of Sofia. It will create conditions for synchronizing Group with Divisions and take an even more active role going ahead,” says **Kai Wärn**, President and CEO of Husqvarna Group.

**For additional information, please contact**  
+46 8 738 90 80 or [press@husqvarnagroup.com](mailto:press@husqvarnagroup.com)

### Husqvarna Group

Husqvarna Group is a world leading producer of outdoor power products including chainsaws, trimmers, robotic lawn mowers and garden tractors. 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 end-customers in more than 100 countries. Net sales in 2014 amounted to SEK 33 billion, and the Group had more than 14,000 employees in 40 countries.