

Press release

Stockholm June 5, 2019

Husqvarna Group invests in US robotic lawn care franchise business

Husqvarna Group, today announced a venture investment in Mowbot, a start-up robotic lawn care franchise business providing US property owners with robotic lawn mower services to automate their lawn maintenance.

Mowbot was founded in 2017 and provides a franchise platform for robotic lawn care services for residential and commercial customers. Three quarters of Americans are living on properties with lawns, Mowbot addresses this market with low-noise, environmentally friendly, and highest-quality robotics-based services.

“Mowbot is leveraging their experience and success building national franchises to help entrepreneurs to develop robotic lawn care in the US”, said Alex de Courcy, VP North America Dealer and Distributor for Husqvarna Division. “Mowbot complements our existing sales and distribution channels in the US by increasing our coverage, bringing the best possible automation and lawn care to customers through the delivery and installation of our robotics”.

“Husqvarna Group is the world leader in outdoor robotics, and created the robotic lawn mower market two decades ago. We are proud to work together to scale our businesses in the US”, said Tony Hopp, CEO of Mowbot. “We will use the investment to expand our national network, and continue the acceleration of franchise sales.”

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Husqvarna Group

Husqvarna Group is a global leading producer of outdoor power products and innovative solutions for forest, park and garden 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 global 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, Flymo, Zenoah and Diamant Boart via dealers and retailers to consumers and professionals in more than 100 countries. Net sales in 2018 amounted to SEK 41 billion, and the Group has more than 13,000 employees in 40 countries..