

Press release

Stockholm, March 28, 2023

Husqvarna becomes main partner for Volvo Car Scandinavian Mixed 2023

Husqvarna, the global market leader within robotic lawn mowers, is proud to announce its partnership as main partner for the Volvo Car Scandinavian Mixed 2023 golf tournament. This partnership marks an important step for Husqvarna Group as it further expands the Husqvarna brand into the golf industry and positions itself as a leader in autonomous green space technology. The agreement makes Husqvarna main sponsor through 2025.

This year the tournament takes place at Ullna Golf & Country Club in Stockholm, 8-11 of June. As main partner, Husqvarna will have a significant presence throughout the tournament, providing an opportunity to showcase its state-of-the-art autonomous solutions to a global audience of golfers, green keepers, and industry leaders.

"We are thrilled to partner with the Volvo Car Scandinavian Mixed 2023 golf tournament as main partner. This is an incredible opportunity to showcase our innovative technology to a wider audience and demonstrate how our products can bring benefits not only to homeowners but also golf courses with exceptional expectations on turf management", says Glen Instone, President Husqvarna Forest & Garden Division.

"We are proud to welcome Husqvarna as one of our main partners for the Volvo Car Scandinavian Mixed 2023. Their innovative technology and commitment to sustainability aligns perfectly with our values and we look forward to working together to provide an exceptional experience for our golfers and spectators", says Henrik Hilford Brander, COO, Volvo Car Scandinavian Mixed.

Robotic mowers are great for maintaining golf courses and large green spaces as they offer a cost-effective way to maintain landscapes and turf. With no CO₂ emissions during use, these battery powered products can work continuously without the need for breaks or time off. Husqvarna is a pioneer in autonomous lawn mowing solutions, having launched its first solar-powered robotic lawn mower in 1995. Today Husqvarna Group is the undisputed market leader with more than three million operating robotic lawn mowers globally.

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Husqvarna Group

Husqvarna Group was founded in 1689 and is today a world-leading manufacturer of innovative products and solutions for forest, park, and garden management. The range includes robotic lawnmowers, chainsaws, trimmers, riding lawnmowers and garden irrigation. Husqvarna Group is also a leader in equipment and diamond tools for the construction and stone industries. The Group's products and solutions are mainly sold under the global Husqvarna and Gardena brands via direct sales, dealers and retailers to consumers and professional users in more than 100 countries. Sales in 2022 amounted to SEK 54 billion and the Group has approximately 14,400 employees in 40 countries.