

Press release

Stockholm, February 6, 2025

Husqvarna Group Introduces its Largest Launch in History with 13 New Boundary Wire-Free Robotic Lawnmowers

Husqvarna Group, global leader in robotic lawnmowing, announces the expansion of its boundary wire-free robotic lawnmower range with 13 new models for the 2025 season. This brings the total to 24 boundary wire-free models, catering to both residential and professional customers, with capabilities for lawns from 600 sqm to over 50,000 sqm. This expansion strengthens the Group's position within autonomous lawnmowing with the largest offering on the market – built to last.

Strengthened Residential Assortment

Husqvarna has upgraded all mowers in the residential Husqvarna Automower NERA range with systematic mowing capabilities. This upgrade, also available for products already in use, increases cutting area capacity by 50% and allows for patterned lawn designs like stripes or checkerboards. The company also introduces Husqvarna Cloud, which offers wire-free mowing and user convenience without the need for an external reference station.

The new residential models from Gardena will be the Group's first boundary wire-free models to be sold in retail channel, such as DIY stores, garden centers and e-commerce. These models are designed to provide homeowners with a seamless and efficient lawn care experience, utilizing GPS-guided technology without the need to install a reference station.

Expanded Professional Assortment

The four new professional mowers expand the offering for maintaining large green spaces such as sports fields, golf courses and parks, ensuring high-quality turf management with minimal effort. These mowers are future-proofed and prepared for adding functionalities like advanced AI-driven features like night vision and obstacle avoidance in 2026, further raising the bar in professional landscaping solutions.

"We are dedicated to offer innovative, low-carbon solutions for lawn care, and the new models are designed to meet the needs of more customers and applications worldwide. This expansion represents a significant step forward in providing the largest offering of the most advanced and user-friendly lawn care technology available," says Pavel Hajman, CEO of Husqvarna Group.

30 years of pioneering

2025 marks 30 years since Husqvarna launched the world's first robotic lawnmower, solidifying its position as the pioneer in robotic lawnmowing. Over the years, Husqvarna Group has continued to innovate and lead the market, offering cutting-edge solutions that meet the evolving needs of both residential and professional customers.

More information about the new models can be found in the following links:

[Husqvarna Residential Europe](#)

[Husqvarna Residential North America](#)

[Husqvarna Professional Europe](#)

[Husqvarna Professional US](#)

[GARDENA](#)

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Husqvarna Group

Husqvarna Group is a global leader in innovative solutions for managing forests, parks, and gardens, as well as cutting equipment and diamond tools for the light construction and stone industries. With an innovative mindset, we are dedicated to deliver high-quality solutions ranging from robotic mowers to chainsaws, watering systems and power cutters, with a strong focus on our customers and future generations. Founded in the Swedish town Huskvarna in 1689, we have been pioneers in our business for more than three centuries. Today, we are mainly operating under the global Husqvarna and Gardena brands, serving consumers and professionals in over 100 countries through direct sales, dealers, and retailers. Headquartered in Stockholm, Sweden, Husqvarna Group employs approximately 13,300 people in 40 countries and reported net sales of SEK 48.4 billion in 2024. Husqvarna Group is listed on Nasdaq Stockholm.