

Press release

Stockholm, 11 March 2010

Husqvarna launches Automower® Colour Collection

Robotic mowers – now in colour

Today Husqvarna, the global leader in robotic mowing, unveils Automower® Colour Collection, robotic lawnmowers in four exclusive metallic colors - white, brown, blue and orange.

Gone are the days when the lawnmower was something hidden away in the garage. Robotic mowers stay out on the lawn in all seasons and become a part of the garden. Therefore Husqvarna has added colour to their state-of-the-art robotic mower Automower®, giving homeowners the choice of four colours to match their garden, house or car.

The colours represent the Earth's four elements - orange (fire), brown (earth), white (air) and blue (water) - and symbolize Husqvarna's commitment to sustainable product development and design. The colours are also evidence that Husqvarna recognizes the increasing individualism of consumers.

- Automower® Colour Collection sets a new standard for lawnmowers. Not only do they deliver a perfect lawn without emissions and noise, they also add style to the garden, responding to homeowners' aspiration to individualize their homes and gardens, says Towe Ressman, head of Husqvarna Global Design Center.

In 2009, Husqvarna counted more than 100,000 Automower® units sold since the start 1995. The Automower® Colour Collection was officially unveiled at the annual garden fair Rum & Trädgård in Stockholm.

Pricing & availability

The new colours will be available for purchase at Husqvarna retailers, starting in March, 2010. The coloured bodies are sold separately and are compatible with the two most popular models: Husqvarna Automower® 220 AC and Husqvarna Automower® 230 ACX.

The original Automower is still available at a starting price of 1290 EUR. The recommended retail price for a metallic painted cover for Automower® is 249 EUR.

About Husqvarna Automower®

Automower® is a fully automatic and silent robotic lawn mower for homeowners and hotels. Without emissions, day or night, rain or shine, it fertilizes and cuts the lawn to perfection, all by itself.

Designed and developed in Sweden since 1995, Automower® meets the changing demands of customers who want to minimize their impact on the environment, but still want to enjoy a professional looking garden and have time for other activities.

Automower® manages lawns up to 6,000m². The programmable mower is battery driven and recharges itself through solar cell panels or an electrically powered charging station. With an almost invisible wire staked into the ground, the mower stays within a pre-determined area and mows the lawn to perfection throughout the entire season.

Images are available on www.husqvarna.com/press, "image bank"

For more information, please contact

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The Husqvarna Group is the world's largest producer of outdoor power products including chainsaws, trimmers, lawn mowers and garden tractors. It is the European leader in consumer irrigation equipment under the Gardena brand. The Group is also one of the world leaders in cutting equipment and diamond tools for the construction and stone industries. Net sales in 2009 were SEK 34 billion and the average number of employees was 15,000.

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