



Press release

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Husqvarna Automower® wins Red Dot Design Award

The robotic mower Automower® from Husqvarna has succeeded in the prestigious industrial design competition Red Dot Design Award in the product design category.

4,252 different entries from 57 different nations participated in this year's Red Dot Design Awards. The robotic mower Automower® 260 ACX succeeded to convince an international jury of 30 design experts, that Swedish industrial design is at the highest level.

- Design and ergonomics are two of our strongest competitive edges. The recognition from Red Dot Design Awards indicates that our priorities have paid off, says Towe Ressman, Head of design for Husqvarna Group.

Among other succeeded products, Husqvarna Automower® 260 ACX will be displayed at a four-week special exhibition arranged by the Red Dot Design Museum. The exhibition will be held in the German city Essen, the European Capital of Culture 2010. Husqvarna Automower® will then be on display at the Red Dot Design Museum's permanent exhibition, the world's largest museum of modern design.

Husqvarna Automower®

The Husqvarna Automower® robotic mower is a global success, with over 100,000 units sold. The design was made by a team of internal designers in Huskvarna, Sweden. This spring Automower® Color Collection, a set of four exclusive covers, inspired by the four elements, was launched.

Red Dot Design Award

The Red Dot Design Award competition was established in 1955 and is the largest and best known design competition in the world. It consists of the disciplines product design, communication design and design concept. Thousands of contributions are submitted annually from over 50 different countries.

For additional information

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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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