



## **Husqvarna Virtual Vault Tour Uncovers Product Innovations Designed to Make DIY Lawn and Garden Care Easier and More Efficient**

*All-new battery powered handheld products, tractor series, Automower® technologies, accessories, giveaways and more to be announced during virtual event*

**CHARLOTTE (October 22, 2020)** – Husqvarna, a division of the world’s largest producer of outdoor power products and lawn care equipment, is launching several new, innovative solutions, designed to make lawn and garden care more productive and intuitive for the weekend warriors tackling the most common do-it-yourself (DIY) projects. In lieu of the traditional GIE tradeshow, which was cancelled due to COVID-19, these new products will be unveiled online during Husqvarna’s very first Virtual Vault Tour on October 22 and 23<sup>rd</sup>. **Tune in to the Virtual Vault Tour Event today at 12 p.m. EST** on Husqvarna’s [Facebook](#) and [YouTube](#) pages.

“As a company, Husqvarna is always looking towards the future and continuing to deliver the most cutting-edge and innovative solutions for our customers, and being the disruptors of the typical outdoor power equipment industry” said Robert McCutcheon, President of Husqvarna North America. “We’ve continued to work tirelessly on new innovations, including digital solutions and connectivity options that we know are important to our customers.”

Husqvarna is dedicated to leading through innovation and committed to delivering products that are at the forefront of today’s technology trends. This dedication and commitment has been showcased through many advancements in technology, connectivity and digital product solutions across its various product lineups from handheld battery, Automower® models, wheeled products, accessories and more.

### **Seamless Connectivity**

To meet the needs of today’s always-on, hyper-connected consumer, the brand is launching the **Husqvarna Connect application**, an app that connects users directly to their personal outdoor power equipment and provides immediate access to information, guides and other resources designed to help customers stay safe and to make outdoor projects easier and more efficient. It is also the best way for customers to keep track of important documents and videos, easily find the dedicated accessories and parts for their equipment, and have direct access to suggested maintenance schedules and trouble-shooting guides.

Husqvarna has also partnered with Amazon, Google and IFTTT to bring new smart home technology integration to **Automower® Connect**, one of Husqvarna’s flagship mobile applications. DIYers that use products like Amazon Alexa and Google Home devices will find that their Automower® robotic mower is now a native device, allowing their robotic mower to integrate more naturally into their daily routine. Enhanced Smart Home capability through our partnership with IFTTT that will automatically park your Automower® robotic mower in instances of heavy rain, snow or ice storms.

### **Best in Class Lawn and Garden Solutions**

Husqvarna continues to expand its battery-powered product lineup with two new additions for 2021 – the 230iB Blower and the 220iL String Trimmer.

The **Husqvarna 230iB Blower (MSRP: \$299.00 for kit)** delivers best-in-class blowing power and performance with 650 CFM. With perfect balance and a lightest-in-class weight (weighing under 9 pounds), this blower is partnered with the QC250 charger to provide quicker battery turnaround with more power supply overlap when using one battery while charging another.

The **Husqvarna 220iL String Trimmer (MSRP: \$299.00 for kit)** delivers perfect balance, a lightest-in-class weight (under 10 pounds) and features a new dedicated **RapidReplace™** Head for easy string loading. The 220iL also features Husqvarna's exclusive Dual-Direction rotating head for user safety and debris control, and is the only consumer trimmer with dual direction capabilities.

Husqvarna has also built quite the wheeled portfolio over the years with the latest launches of its **100, 200 and 300 series tractors**, the most comfortable tractors series from Husqvarna, all protected under Husqvarna's industry leading lifetime warranty.

### **DIY Accessory Additions**

Husqvarna's new **RapidReplace™ Trimmer Head (MSRP: \$29.99)** is designed to simplify the reloading process. This new design lets users align, load and twist line for faster reloading, without disassembling the head. It holds up to 22 feet of .095 trimmer line, for extended runtimes. This solution is suitable for all Husqvarna gas trimmers and select competitive models. It is a commercial grade trimmer head and can be used by both consumers and professionals.

### **400 Series Chainsaw Advancements**

The relaunched 400 series chainsaws now boast best-in-class starting performance, and feature Husqvarna's Effortless Starting™ technology, which reduces pull force through a spring assist device and provides a low rpm spark injection to support an early start with short pull. This feature is on the **435, 440, 445 and 450 models. (MSRP starts at \$269.99).**

To learn more, **tune in to the Virtual Vault Tour Event today at 12 p.m. EST** on Husqvarna's [Facebook](#) and [YouTube](#) pages and join in on the conversation by also following Husqvarna on [Instagram](#) and [Twitter](#).

### **About Husqvarna**

Husqvarna is a brand within Husqvarna Group. Since 1689, Husqvarna has manufactured high performing products and delivered industry-changing innovations such as anti-vibration and automatic chain-break on chainsaws, as well as the world's first commercial robotic mower. Today, Husqvarna offers a broad range of high performing outdoor power products for parks, forest and garden, and represents technological leadership in the key areas; chainsaws, trimmers, ride-on mowers and robotic mowers. Husqvarna products are sold in more than 100 countries, mainly through servicing dealers. More info: [www.husqvarna.com/us](http://www.husqvarna.com/us)

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