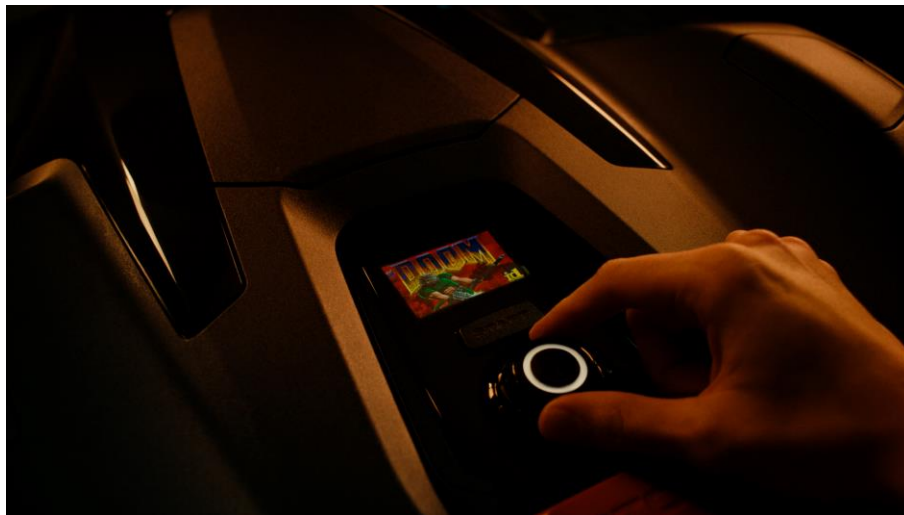


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Legendary video game DOOM released worldwide on Husqvarna robotic lawn mowers



Husqvarna, the market leader in robotic lawn mowers, will make the seminal 1993 video game DOOM available to play on the company's robotic mowers this spring. The DOOM-installed lawn mowers have already made waves across the globe, after being showcased at DreamHack Winter 2023, where Husqvarna organised the world's first multiplayer DOOM tournament on a non-gaming device. "This is one hell of an update", says Björn Mannefred, Robotics Software Engineer at Husqvarna.

The original shareware episode of DOOM (1993) will be released as a free update for owners of Husqvarna's robotic lawn mower range Husqvarna Automower® NERA, for a limited time between April to September 2024. This means that approximately 30,000 end-users will be able to play the game during this limited period.

Watch the trailer here: https://www.youtube.com/watch?v=lp3X4IL4_UA

"The original team at id Software boasted some of the greatest developers ever. What they created in 1993 with DOOM was world class and set the stage for many of today's great games. They are also a big inspiration for us at Husqvarna. This is one hell of an update that both highlights the pioneering spirit that characterize the engineers at Husqvarna and serves as a tribute to the originators of DOOM", says Björn Mannefred, Robotics Software Engineer at Husqvarna.

“Over the past 30 years, we’ve continually been amazed by the passion and ingenuity of the DOOM community. The list of ‘things that run DOOM’ is absolutely incredible, and we’re thrilled to see robotic lawn mowers finally added to the list. The engineers at Husqvarna have done a terrific job and we appreciate the inventive and fun tribute,” says Marty Stratton, Studio Director at id Software.

Great interest in playing DOOM on lawn mowers

Husqvarna showcased the unexpected collaboration with DOOM, at DreamHack Winter, which took place 23-26 November last year. The collaboration attracted a lot of attention from visitors eager for a chance to play id Software’s DOOM (1993) on the lawn mowers. By playing the game visitors also competed for a place in the finals on the main stage, where Husqvarna hosted the DOOM LA(w)N Party, the world’s first multiplayer championship on a non-gaming device. The collaboration sparked global interest in more than 20 countries and Husqvarna was awarded “Best Booth Activation 2023” at the event.

Watch the event at DreamHack Winter 2023 [here](#).

“We are overwhelmed by the positive response to this innovation. When we showcased the update at DreamHack, people were really excited. Since then, we have been looking at how we can make the update available to product owners. We are happy to announce that we will release DOOM on our Automower, in the spring of 2024”, says Björn Mannefred.

How to play

The game is played using the robotic lawn mowers onboard display and controls. Players navigate the game with the control knob to turn left and right, and pressing the START button will make you run forward, and the STOP button is used to strafe and open doors. To fire, the user presses the control knob.

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About Husqvarna

Husqvarna, a brand within Husqvarna Group, is a market leader in innovative and high-quality products and services for shaping green spaces in parks, forests and gardens. Since 1689, Swedish-born Husqvarna has a strong focus on research and development and is a pioneer in robotic lawn mowers and chainsaws. Today, the product portfolio consists of the next generation of robotic mowers, riders, chainsaws and trimmers for professional as well as private use. Sustainable value creation, product innovation and digitalization remain important for the journey ahead. Husqvarna products are sold in more than 100 countries. Husqvarna Group, which also includes Gardena and Husqvarna Construction, has 14,400 employees around the world and net sales in 2022 amounted to SEK 54 billion.

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