

FOR IMMEDIATE RELEASE

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## **HUSQVARNA CONTINUES TO EVOLVE BOUNDARY-WIRE-FREE ROBOTICS RANGE FOR HOME GARDENS, WITH 2 NEW AUTOMOWER®, BRINGING THEIR GAME-CHANGING TECH TO MEDIUM SIZED SPACES**

HUSQVARNA, the world leader in robotic lawn care, is utilizing its knowledge and expertise of sports and professional turf care by extending its range of wire-free robotic lawn mowers with two new Automower® models for the home garden.

Following past launches specifically targeting professionals and landowners, garden owners will be pleased to hear that the new models cater to midsized gardens. Both Automower® 310E NERA and 410XE NERA are compatible with Husqvarna's EPOS<sup>1</sup> satellite navigation system, letting the user create virtual boundaries with the ease of a mobile phone. With these two models, Husqvarna also introduces its groundbreaking EdgeCut technology, designed to keep the edges of the lawn perfectly cut.

Last year, Husqvarna introduced a new era in robotic lawn care with NERA, a residential range that supports boundary wire-free autonomous mowing. The range now grows with two robotic lawn mowers designed for gardens up to 1000 square metres. Husqvarna Automower® 310E NERA and Husqvarna Automower® 410XE NERA support Husqvarna's trusted EPOS satellite technology system, which gives a precision of 2-3 cm. The user simply uses the Automower® Connect app to create the virtual boundaries of the garden. The app can also help the user create anything from different work areas and stay out zones, to adjust the cutting height electronically. It offers full control of the lawn mowing even remotely.

The new models also feature the launch of Husqvarna's new EdgeCut technology. EdgeCut reduces the need for manual trimming around the edges of the lawn, thanks to an additional, smaller, cutting disc in the rear that does the job with high precision. Automower® 410XE NERA comes with radar technology that helps the mower navigate

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<sup>1</sup> Husqvarna EPOS (Exact Positioning Operating System) is a pioneering satellite-based technology which enables robotic lawn mowers to work within virtual boundaries.

around objects on the lawn, ensuring the mowing is not interrupted by toys or other objects left behind on the lawn.

The advanced technology for home gardens has been tried and tested in the commercial space for years, with Husqvarna's professional autonomous lawn mowers, including the new Automower® 520 EPOS and popular CEORA™, taking care of sports facilities including 300 golf courses worldwide with unmatched results, freeing up time for the team to tackle more rewarding tasks. With the launch of the new Automower® NERA robotic lawn mowers, sports enthusiasts can now enjoy the same high-quality cutting results at home as they do at their favourite clubs.

“With these new models, we are offering our smoothest and smartest lawn care experience to date for the regular garden owner. NERA is designed to give the user full control via their mobile phone, with the added flexibility of virtual boundaries. It is designed as a fully automated and hassle-free experience”, says Ryan Patterson, Residential Segment Manager at Husqvarna.

With NERA, the user always has a choice of using physical boundary wires, virtual boundaries, or a combination of both. Virtual boundary mowing requires an EPOS kit, which consists of a small plug-in accessory for the mower and a discrete reference station that is typically attached to the roof/wall of the house. The EPOS kit is sold as a separate accessory.

## ENDS

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### **Notes to editors**

#### **About Husqvarna Automower® 410XE NERA and 310E NERA**

Working area capacity: 1000m<sup>2</sup>

Max slope performance: 30%

Accessories: EPOS Plug-in module for Wire-free operation

Connectivity: 410XE NERA BT/Wi-Fi /Cellular; 310E NERA BT/Wi-Fi

Cutting height: 20-55mm

Edge cutting down to 1 cm

Object avoidance: 410XE NERA - yes

Zone control: 410XE NERA - yes /310E NERA - with EPOS-kit

### **Pricing**

410XE NERA - £2399

310E NERA - £1999

EPOS Plug In Module - £299

EPOS Reference Station - £399

### **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.