

HUSQVARNA EXPANDS CEORA™ ROBOTIC OFFERING TO REVOLUTIONISE FAIRWAY CUTTING

HUSQVARNA, the pioneer in smart commercial grounds care and robotic mowing, today announces the launch of its new low-cut deck for the golf market, enabling the newly introduced professional robotic mower, CEORA™ to effectively manage more areas of the golf course, cost-save and improve the playing experience.

With a capacity of 20,000–25,000m² per day, CEORA™ can now be equipped with the new 43L cutting deck, which will be able to mow an area of up to three regular-sized fairways every day and night. However, the new cutting deck is not limited to mowing fairways. With an electric cutting height adjustment system, the same robotic mower can operate fairways, semi-rough and rough, as well as other golf areas, at cutting heights from 10 to 60mm.

The autonomous, battery-powered mower enables more frequent mowing, as well as being able to minimise noise pollution and reduce CO₂ emissions by as much as 83% during the machine's lifecycle compared to an equivalent diesel Husqvarna P 525DX ride-on mower.

Mowing can make up almost half of a golf course's budget and by automating the mowing with a Husqvarna robotic mower, course managers can free up time for staff and also experience significant cost savings, while retaining and improving turf quality. It is estimated users could achieve cost savings of up to 30% through the use of CEORA™, compared to a conventional commercial mower*.

CEORA™ can navigate with a precision of 2-3cm, thanks to the satellite navigation system EPOS™ which uses GPS coordinates to map out the mowing areas. Virtual boundaries offer a high level of consistency, flexibility and reliability, with the mower able to be scheduled to operate in specific areas at different height settings, either on demand or according to different schedules.

The new Husqvarna CEORA™ with the low-cut deck was recently trialled at

Worcestershire Golf Club over a two-month period in late spring and early summer, giving the parkland golf course a chance to experience the market-leading mowing results for themselves with impressive results.

"With the new low cutting deck, we hope that more golf courses are able to offer players great golf experiences whilst reducing cost, noise, and CO₂ direct exhaust emissions without compromising the turf quality." says Hannah Cooper, Professional Segment Manager at Husqvarna UK.

Husqvarna also offers other robotic mowers to complement CEORA™ on golf courses – Automower® 535 AWD is perfect for steep areas that can be hard to maintain, on semi-rough and other parts of the course, while Automower® 550 EPOS efficiently handles smaller complex areas on fairways and semi-rough, of up to 5,000m².

The Husqvarna CEORA™ is already available for purchase across the UK, with the new 43L Cutting Deck going on sale in the first quarter of 2023.

ENDS

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NOTES TO EDITORS

**Based on calculations made by Husqvarna in August 2022, using estimates of total cost of ownership of CEORA™ compared to a conventional ride-on mower, on average over a 5-year period. Calculations of total cost of ownership include installation, staff, energy consumption, service, maintenance and repairs in Europe on average.*

About CEORA 43L cutting deck including CEORA 544/546 EPOS drive units and CEORA CS4 charging station (PRELIMINARY FACTS)

Dimensions: 124 x 108 x 44 cm

Weight: 72 kg

Slope performance: 20%

Maximum cutting capacity fairway (mowing frequency daily): 20,000 m² / 25,000 m²

Maximum cutting capacity semi-rough (mowing frequency every second day):

40,000 m² / 50,000 m²

Cutting height: 10-60 mm

Cutting pattern: Systematic, meaning it mows in a lane-by-lane sequence

Cleaning: IPX5

Area management: Up to 20 different areas

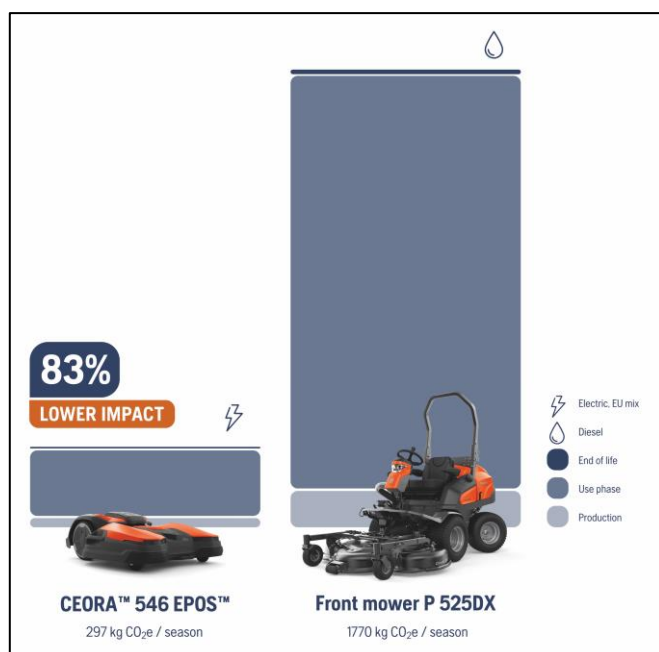
Reference station range: Up to 500m

Accessories: Rear wheel brushes and EPOS reference station

Key product benefits

The CEORA™ 43L cutting deck can be used in several areas, cutting at different heights. For example, the fairway could be mowed every day while the semi-rough can be set to be maintained less frequently. This minimises the operator's workload and helps golf courses become less vulnerable to staffing issues.

The electric operation minimises noise and reduces CO₂ direct exhaust emissions to zero. Over the complete product lifecycle – from production via transportation and operation, to end-of-life – the overall carbon footprint can be reduced by as much as 83%, compared to a diesel Husqvarna P 525DX ride-on mower.



The comparison is made based on a scenario of a 30-week cutting season per year. The Lifecycle Assessment (LCA) is based on the functional unit of cutting two football pitches (16,000 sqm) of average pitch grass lawn. CEORA™ is powered by EU

electricity grid mix and Husqvarna P 525DX is powered by standard diesel. Result in global warming potential per season (kg CO₂e/season).

Lifecycle assessment performed by accredited analyst firm Ramboll and reviewed by 3rd party reviewer Research Institute of Sweden (RISE), accessible at www.husqvarna.com/uk/learn-and-discover/news-and-media/ceora-lca/

About Husqvarna

Husqvarna, a brand within Husqvarna Group, is a market leader in innovative, 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 digitalisation 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 13 900 employees around the world and net sales in 2021 amounted to SEK 47bn.