

# Press release

18, NOVEMBER 2022

## Husqvarna CEORA™ Kickstarts a New Era in Commercial Turf Care

After a truly successful introduction to a select number of European markets during 2022, Husqvarna's ground-breaking robotic solution for commercial turf care management, is finally available in 2023. Husqvarna CEORA™ is expected to revolutionize an industry dominated by heavy, conventional diesel mowers by automating the time- and resource consuming tasks and, at the same time, helping to reduce CO<sub>2</sub> emissions by as much as 83% during the machine's lifecycle compared to a diesel Husqvarna P 525DX ride-on mower.

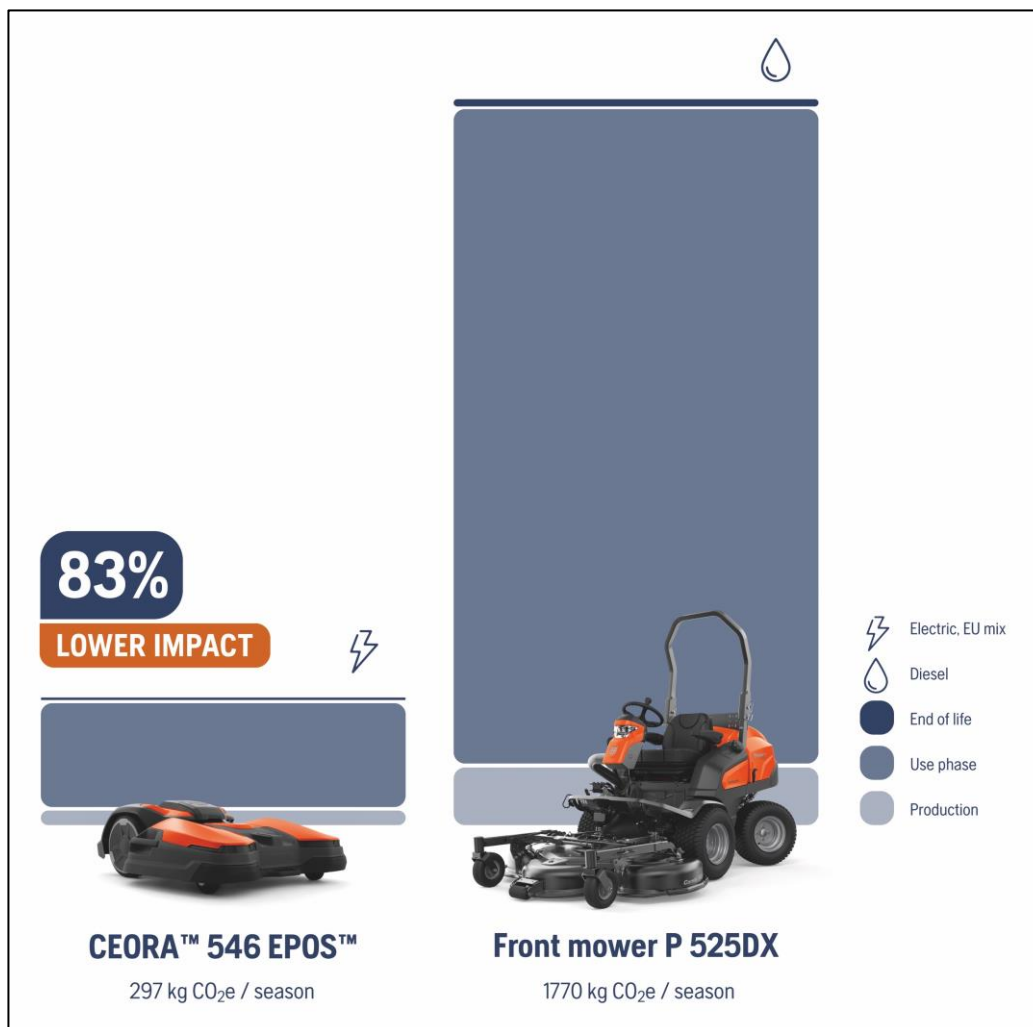
Husqvarna is a world leader in robotic mowing solutions, and with CEORA, a new standard has been set for large-scale robotic commercial turf care. After the introduction on a number of European markets, the reception has been extremely positive, underlining – among many things – the great cutting quality and the consistently good turf quality over time.

"We've seen an outstanding reception and a high demand on all markets where CEORA has been made available, and it's clear that this is a solution that lives up to the expectations and hopes of greenkeepers, golf course and sport field managers", says Brian Parker-National Business Manager at Husqvarna.

### Reducing your carbon footprint

The benefits of choosing CEORA are many, especially for professionals caring for large grass areas. Switching from conventional commercial mowers, we estimate can result in cost saving of up to 30%\*, and the electric operation of autonomous machines, minimizes noise and reduces CO<sub>2</sub> 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%, when comparing a CEORA robotic mower with a diesel Husqvarna P 525DX ride-on mower.



The comparison is made 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 CO<sub>2</sub>e/season).

*Lifecycle assessment performed by accredited analyst Ramboll and reviewed by 3<sup>rd</sup> party reviewer Research institute of Sweden (RISE), accessible at [husqvarna.com/ie/ca-ceora](https://husqvarna.com/ie/ca-ceora).*

### A wide range of benefits

The machine itself is purpose-built to be autonomous and is designed with safety in mind. In the future, the ground-breaking solution CEORA will be able to function with a wide range of accessories, making it possible to use as help with fertilizing, lawn striping or collecting golf balls.

“We’re actually just seeing the start of all that can be made possible with CEORA”, says Brian, of Irish market. “We see there could be overall cost savings that users of CEORA could experience, such as being able to free up staff from time consuming, repetitive tasks, allowing them to use their expertise for more varied and value-adding tasks, is an enormous benefit for just about any maintenance or landscaping business in our market.”

### Healthier grass with minimal maintenance

CEORA makes the lawn greener and denser thanks to its unique cutting technology, low weight and opportunity to mow more frequently. And instead of manually operating the mower, professionals simply use their smartphones to control how, when and where CEORA mows. The performance on the lawn is efficient and systematic, mowing in a lane-by-lane sequence. Maintenance during the season is limited to changing blades and cleaning.

### Flexible operation and intuitive control

CEORA is robustly built and easy to manage even for somebody not used to robotic mowers. Greenkeepers can expect CEORA to navigate with a precision of 2-3 cm, thanks to Husqvarna's satellite navigation system, EPOS™. It is possible to select individually defined areas on demand, with different schedules as well as height-settings. The user keeps perfect control of all mowers in the fleet, through the Husqvarna Fleet Services application. CEORA is backed by Husqvarna's maintenance and support program, UpCare, which provides fast repair and replacement services.

### Obstacle detection

CEORA is designed to avoid obstacles. With the ultrasonic remote object avoidance system, the mower slows down soon as it senses an approaching object. As a positive side effect, this increases uptime by eliminating interruptions and undesired stops.

### Availability

Presently, for the Irish market, Husqvarna introduces two models: Husqvarna CEORA™ 544 EPOS and Husqvarna CEORA™ 546 EPOS. They will be available at selected Husqvarna pro-partners from Spring 2023. As part of a first-year introductory offer, CEORA™ 544 EPOS has a RRP of €30,000 (approx.) EUR and Husqvarna CEORA™ 546 has a RRP of €34,000 (approx.) EUR.

*\* Based on calculations made by Husqvarna in August 2022, using estimates of total cost of ownership of CEORA™ compared with 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 Husqvarna CEORA™ 544 EPOS and Husqvarna CEORA™ 546 EPOS

Dimensions:	124 x 108 x 44 cm
Weight:	72 kg
Maximum cutting capacity	20 000 m <sup>2</sup> /25 000 m <sup>2</sup> for every single day mowing. 40 000 m <sup>2</sup> /50 000 m <sup>2</sup> for every second day mowing. 60 000 m <sup>2</sup> /75 000 m <sup>2</sup> for every third day mowing.
Cutting height with CEORA 43M cutting deck:	20-70mm
Cutting height with CEORA 43L cutting deck:	10-60mm
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
Accessory:	Rear wheel brushes EPOS reference station

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**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 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 13 900 employees around the world and net sales in 2021 amounted to SEK 47bn.