



POWER BEYOND BELIEF.

EGO QUADRUPLES MOWER OFFERING AND INTRODUCES STEEL DECK

EGO Power+ is set to challenge beliefs and expectations about lawnmowers with its new range of lithium-ion powered products.

Three new lawnmowers have been added to the range which now includes a contemporary steel deck design that is available with a 50cm width with the option of a self-drive feature that runs from an independent motor. This can be operated at variable speeds dependent on the user and grass conditions. Due to the independent motor, the self-drive feature operates separately to the cutting system.

A 52cm poly deck model has also been added to the range to offer a wider alternative to the existing 50cm mower. The new poly model also features the self-drive option.

All four mowers in the range are able to be compactly folded for vertical storage and have mulching capabilities.

EGO's European marketing director, Steve Roskell, commented: "Our 2015 launch season showed us that gardeners are desperately seeking an alternative to petrol and electric products. The popularity of our range immediately showed us that our 56 volt products offer them just that! Our 49cm poly deck mower was the most popular product last year which is why we quadrupled the size of the mower product offering".

New batteries, featuring EGO's patented arc design and "keep cool" cell technology, have also been added to the range with a 5Ah and 7.5Ah being introduced to power the mower's new features.

Prices of the new lawnmowers start at £539.

EGO Power+ products are available nationwide from independent Henton & Chattell dealers, and online at www.egopowerplus.co.uk.

ENDS

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Prices

LM2001E	49cm poly deck	£499
LM2011E	50cm steel deck	£539
LM2012E	50cm steel deck + self drive	£599
LM2102E	52cm poly deck + self drive	£699

For more information about EGO or this press release please contact:

Paskett PR

Holly Daulby

Fay Wilkinson

01332 258335

07850 314040

07850 314039

hollydaulby@paskett.co.uk

faywilkinson@paskett.co.uk