



POWER BEYOND BELIEF.

THE NEXT GENERATION OF GARDEN POWER

The next generation of products from EGO Power+ have been unveiled and the expansion of the range will see the brand increase its ever-growing presence in the garden machinery market.

The range of 56 volt lithium-ion products launched in the UK and Europe in spring 2015 and proved incredibly popular. The original range consisted of six core products – a mower, a blower, a chainsaw, a hedgetrimmer, a 30cm line trimmer and a 38cm line trimmer. Now for 2016, the range has expanded to include seven new products.

Three new lawnmowers have been added to the range and includes a steel deck mower with a 50cm cutting width and the option of self-propel. A 52cm poly deck model with self-propel has also been added to the range to offer a wider alternative to the existing 49cm mower. All four mowers are able to be compactly folded for vertical storage.

Two new line trimmers with brushless motors have been introduced to complement the existing two. These are a 33cm option with a 2mm twin line and two speed functionality and a 38cm option, with a 2.4mm twin line and variable speeds, with a bike handle for extra manoeuvrability and operator comfort.

The number of hedgetrimmers has been boosted by the addition of a new 51cm models with a brushless motors and articulating head for improved user comfort, and a new, more powerful, longer 40cm chainsaw has been added to the range. Finally, the incredibly powerful blower has been made even more powerful, yet lighter, thanks to a new fan design that offers improved air intake.

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 lithium-ion products offer them just that!

"We've almost tripled the amount of products in our core range to give customers more choice whilst still utilising the same battery technology of the old range. We've got high hopes for our new products and we're now ready to convert petrol fans and show them the less noise, zero fuss and zero fumes benefits of EGO!"

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. All batteries are interchangeable across the whole range so users need only buy one battery to maintain their entire garden!

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

ENDS

No: 16/002

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