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New EGO Range Takes Cordless Outdoor Power Equipment to a Whole New and Powerful Level

*First ever 56-volt system introduces powerful alternatives
to petrol powered lawn and garden products*



Petrol has finally met its match—and in an industry demanding it. Now available at Masters Home Improvements & Trade Tools, [EGO is a new line of outdoor power equipment](#) that features the industry's first ever 56-volt lithium ion battery, the most powerful and advanced on the market. The new power source is the centerpiece of a complete line of EGO products that includes the [EGO POWER+ Mower](#), EGO POWER+ Blower, EGO POWER+ Line Trimmer and EGO POWER+ Hedge Trimmer. With 40 percent more power than 36-volt options, EGO finally gives consumers what they have long desired—the convenience of cordless with the performance previously found only in petrol powered equipment.

EGO's 56-volt power is significant as until now, no lithium-ion battery powered lawn and garden product has been able to deliver more than 40 volts. This barrier has created a power struggle with consumers who want the convenience of cordless, but are discouraged by the lack of torque and performance that conventional rechargeable lawn mowers and other outdoor power equipment have delivered

Running costs are approximately one tenth of that for petrol-powered equivalents. This factor, plus reduced noise, vibration and a total absence of operating emissions is a compelling environmental argument in favor of EGO.

“Consumers today are familiar with cordless outdoor power equipment, but that’s not necessarily a good thing,” said Barry Crowhurst, National Business Manager for EGO. “Many of the rechargeable lawn and garden products that have come and gone have not met expectations. That is why we spent 10 years developing EGO, to ensure what we deliver to the market not only meets expectations, but also exceeds them. We describe EGO, as ‘Power Beyond Belief’ and it really does have to be experienced to fully appreciate what we are saying. This is a direct challenge to petrol, electric and existing cordless garden products. We have re written the powered garden products rule book”

“It is the first ever range of cordless outdoor powered equipment capable of matching or surpassing the performance of petrol powered machines without any of the noise, fuss or fumes. EGO products are powerful, quiet and easy to use,” adds Barry

To break the voltage barrier, EGO engineers went to the drawing board and developed all new technology along with a new way of arranging the battery cells and how they communicate with each other. This new design and sophisticated electronics became the foundation for the EGO POWER+ System, a battery and charger combination that allows EGO products to deliver more power and superior performance taking cordless technology to a new, higher level.

The EGO POWER+ System includes:

- **Industry’s Most Powerful Battery:** The first ever 56 volt lithium-ion battery has 40 percent more power than the leading 36-volt battery. It is removable and interchangeable with all EGO tools.
- **Industry’s Fastest Charge Time:** With the option to purchase a fast charger with a charge time of just 30 minutes from zero to full charge, it is in a class of its own. Because EGO’s battery run time equals or exceeds its recharge time, operation time is infinite with the purchase of an additional battery.
- **Keep Cool Battery Technology:** This special and innovative material completely protects every cell in the battery pack, keeping cells cool, even in the most extreme conditions.
- **Arc Slide Battery Pack Design:** Compared to the traditional brick design, the unique arc design allows battery cells to breathe easier, protecting them from overheating.
- **Power Management System:** State of the art electronics are integrated into the battery pack as well as the charger, protecting the battery during use and charging. It offers superior temperature control, protecting the battery from overheating, over-discharge and under-discharge.

The complete line of EGO products includes the EGO POWER+ Mower, EGO POWER+ Blower, EGO POWER+ String Trimmer and EGO POWER+ Hedge Trimmer. Additional product information is available at www.EGOPOWERPLUS.com.au

About EGO

EGO, a new brand of cordless outdoor power equipment that delivers POWER BEYOND BELIEF, is the brainchild of Chervon, one of the world's largest manufacturers of electric power tools and related products. For the past 20 years, Chervon has specialised in researching, developing and manufacturing electric power tools for many of the largest professional brands. The company's philosophy—to build a better world by building better tools—has earned it a reputation for quality and innovation. Notable achievements include introducing the first ever power tool equipped with a laser guideline, leading the laser level and digital level markets, lithium-ion power tools and, most recently, the launch of EGO. Chervon is a global operation with locations in the U.S., Canada, Europe, Australia and Asia. For more information, visit www.EGOPOWERPLUS.com.au