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MEDIA CONTACT:
Barry Crowhurst
0428 153 343
media@egopowerplus.com.au

New EGO Cordless Mower Ends Power Struggle between Petrol and Electric

Latest in rechargeable lawn mowers delivers 40 percent more power than 36-volt options, available at Masters Home Improvements and Trade Tools



Homeowners waiting for the day when a rechargeable lawn mower could perform as well or better than petrol-powered options do not have to wait any longer. The new [EGO POWER+ Mower](#) offers something no other cordless lawn mower has before—56 volts of unbridled lithium-ion power. This industry leading innovation is one of four interchangeable battery powered EGO products designed to give those who cut and maintain their yards the convenience they need along with the uncompromised performance they demand.

“When it comes to lawn and garden equipment, consumers have long desired the convenience of battery power, but until now they had to compromise on power and performance. That is why we developed EGO. It’s the powerful, no compromise solution homeowners have been asking for,” said Barry Crowhurst, National Business Manager for EGO.

More Power, Better Performance

At the heart of the EGO POWER+ Mower is the EGO POWER+ System, a battery and charger combination that is interchangeable with the complete line of EGO lawn and garden products. The industry leading 56-volt lithium-ion battery makes the EGO POWER+ Mower 40 percent more powerful than 36-volt options, which also means it is the most capable of delivering consistent cutting and mulching whether the conditions are wet, dry, thick or thin.

To achieve a premium cut and mulch in any condition, special consideration was put into the design of the mower’s motor, deck and blade. The mower boasts a high torque, high efficiency 600W magnetic DC motor that is ideal for high power output, while its large 20 inch (490mm) cut capacity polymer composite deck allows for fewer passes. It includes an electronic feedback control to keep the blade speed constant no matter how hard the user pushes or how uneven the grass is. In addition, to ensure optimal mulching, the deck was wind tunnel tested to ensure it performs equal to or better than petrol powered models.



More Convenience

The toughened polypropylene deck also houses the battery compartment. Installing the battery takes seconds and a LED battery life indicator gives an instant update on the charge level. A single lever offers five different height of cut adjustments from 25mm to 80mm. The machine has LED headlights with an on/off switch on the motor housing to enable cutting in low light conditions. Simple push button starting powers up the engine and the comfort grip handlebar, allied to dramatically reduced vibration and noise levels, ensures relaxing and comfortable operation. The other major benefit of the EGO POWER+ mower is that it folds neatly away and can be stood on its end without any fear of oil or fuel spills, optimising storage space.

In addition to industry leading power, EGO features a charging system that is in a class of its own. With the option to purchase the Fast Charger taking just 30 minutes to completely recharge the 56-volt 4.0Ah Battery, users no longer have to wait hours to get back to work. When purchased with an additional battery, mowing time is infinite as the run time meets or exceeds the charge time.

Comfortable, agile and portable, the EGO POWER+ Mower is more than 40 percent lighter than equivalent petrol mowers and features a structure that allows it to fold in seconds for convenient storage and cleaning to be stood on its end without any fear of oil or fuel spills, optimising storage space.



Other convenience features include a system for easy rear grass bag removal and bright LED headlights, which combined with a quiet design allows homeowners to mow any time, day or night.

The EGO POWER+ Mower features a robust yet lightweight structure with an aluminum handle, cartridge-bearing wheels and an industry best five-year warranty. The product has a RRP of \$599 and includes the following: 56-volt Battery 4.0Ah, Standard Charger (charge 4.0Ah in 80 mins), Bag, Side Discharge Chute and Mulching Insert.

The complete line of EGO products includes the EGO POWER+ Mower, EGO POWER+ Blower, EGO POWER+ Line Trimmer and EGO POWER+ Hedge Trimmer. Additional product information is available at Line 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