



INDEPENDENT CHANNEL SALES MEETING

Scott Porteous & Chris Price

PRODUCT OVERVIEW

Husqvarna Automower iQ Series



MSRP

410 iQ: \$2,999.99 (4,199.99 CAD)
420 iQ: \$3,499.99 (4,899.99 CAD)
440 iQ: \$4,299.99 (5,999.99 CAD)
435 iQ AWD: \$4999.99 (6,599.99 CAD)

No Wires Req'd

All iQ mowers are
boundary wire free

New



Flexible
Install

All Cut System

1" – 4" Cut height*
for use on ALL grass
types

New



1"-4"

Superior Design

Optimized to tackle hard
surface transitions

New



Multi
Surface

- **Coverage that matters** three mowers to cover almost all residential customer's needs from ¼ Acre – 2 Acre's of coverage
- **NEW EPOS Reference Station** included with ALL mowers!
- ***NEW AWD BWF** launching with iQ series (cut height 1.2" – 2.8")
- **Wired install support** models support wired install's where necessary.

New Product Overview



Key product benefits

USP and/or key selling points	Features that build these up
Robust wire free installation and flexible area management.	Boundary wire free installation
Expanded cut height range from 1’ – 4”	“All Cut”
Detection and avoidance of objects on the lawn, creating precise cutting and reduces the risk of unplanned stops.	Object Detection & Radar Odometry

New Product Objectives

- Secure continued leadership on the market by offering our customers a premium product and user experience.
- Wire free installation option for the Residential suburban customer with a yard up to 2.0 Acre’s
- New functionality like “All-Cut” for the expanded cut height range & “Point Perfect” to eliminate the need of a reference station

Product Detail

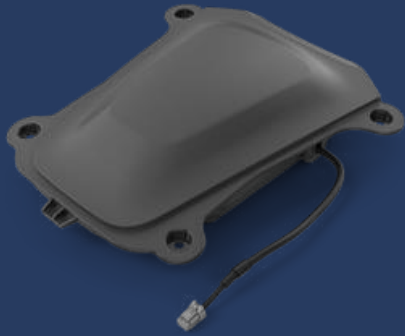
Commercial Reference	Automower® 410 iQ, 420 iQ & 440 iQ
Product Category & Sub-Group	Residential NA, Robotics (LRL_C)
Factory/Country of Manufacture	Aycliffe / UK
PNC	970727401(410), 970727501(420), 970727601(440)
Replaces / New	Will replace 415X, 430X/H, 450X/H, 450X/H EPOS
Variants (if appl)	-
IRP	\$2999 (410), \$3499 (420), \$4299 (440)
End Target Customer	Suburban PGE & Convenience Seeker
Most Common Applications	Maintenance cutting of lawn
PM Contact (Name)	Scott Porteous
Key Dates (samples/SOP/SSG):	MP Unit Feb ’25, SOP Unit Mar’25, SSG Apr. ’25.

Initial Specifications (NOT FINAL)

Specification	410 iQ, 420 iQ, 440 iQ
Max working area	0.5 Acre, 1 Acre, 2.0 Acre’s
Slope Performance	45%
Work area definition	Virtual boundary RTK
Cutting height main disc.	1” – 4”
Cutting height adjustment	Electric
Connectivity	BlueTooth+Cell+WiFi
Object avoidance	Yes (Radar)
Zone Control	Yes
Hose washable IPx5	Yes

Lightning Round

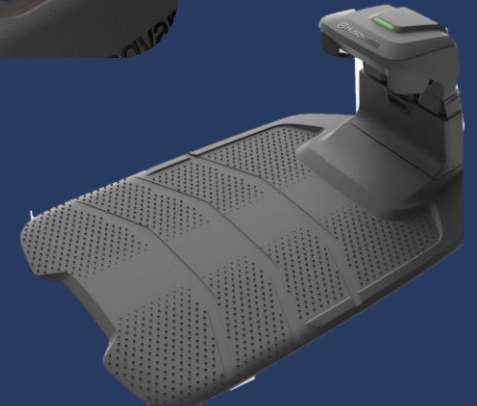
EPOS Module



Automower Access HMI



Radar



Charging Station



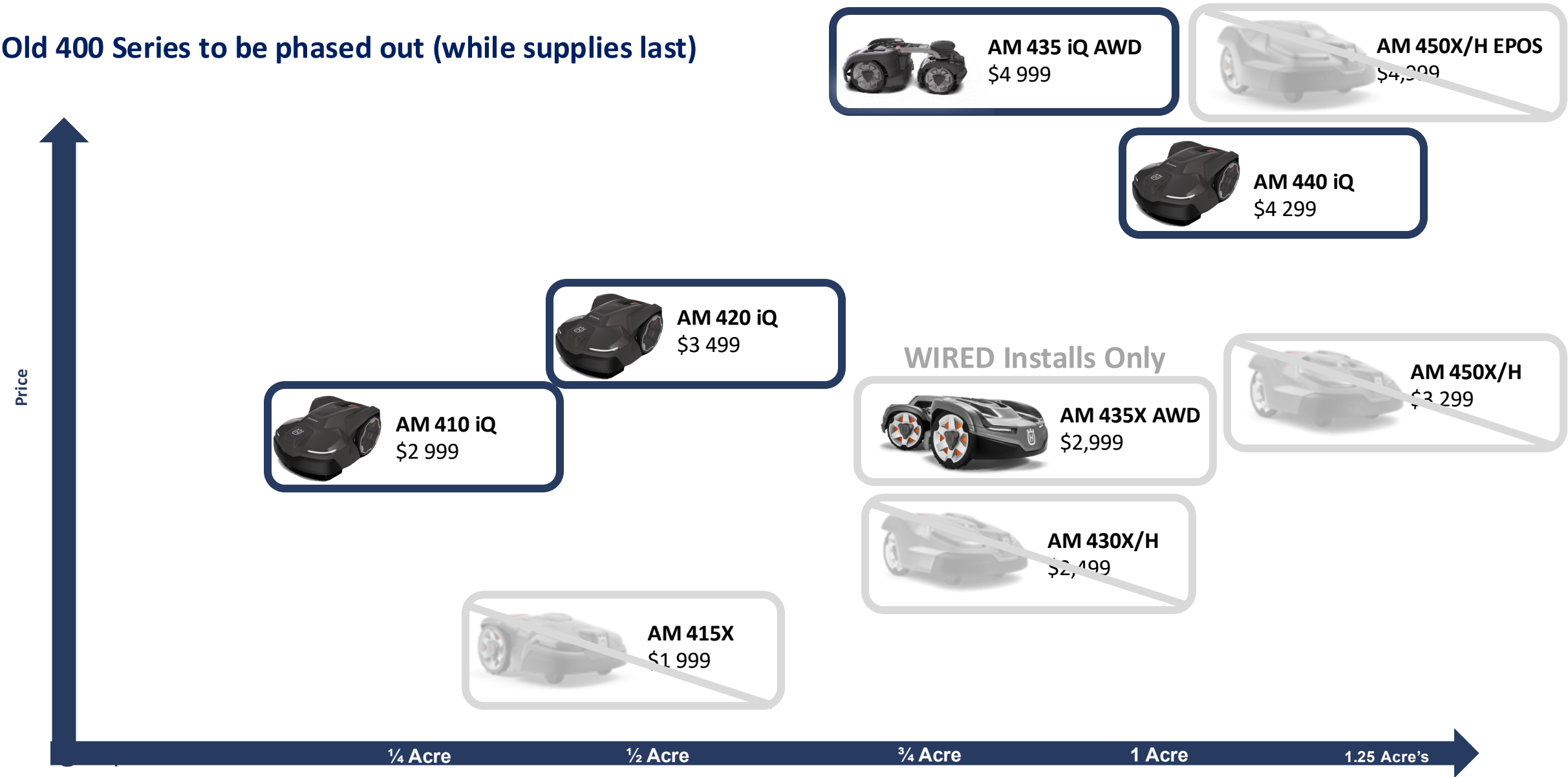
Reference Station



Improved Carry

Residential Range 2025

Old 400 Series to be phased out (while supplies last)



The image features a dark green background with a complex, organic pattern of lighter green, wavy lines that resemble topographical contours or liquid ripples. These lines flow across the frame, creating a sense of movement and depth. In the center of the image, the word "EPOS" is written in a clean, white, sans-serif typeface. The letters are bold and evenly spaced, standing out prominently against the dark, textured background.

EPOS

Multiple Boundary Options for iQ Mowers



EPOS

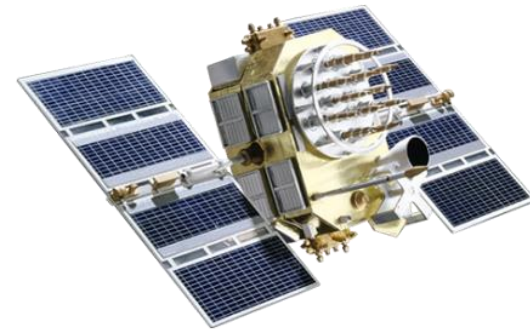
EPOS
Supported by
Wire



Wired

Why RTK (EPOS) and not just GPS?

Typical GPS accuracy is only accurate to about 6 feet.



Positioning satellites are very far away! Their signals are susceptible to interference from the atmosphere.



12,000 miles



RS1 Included in 2025
~100m Range

EPOS Module Installed
from Factory



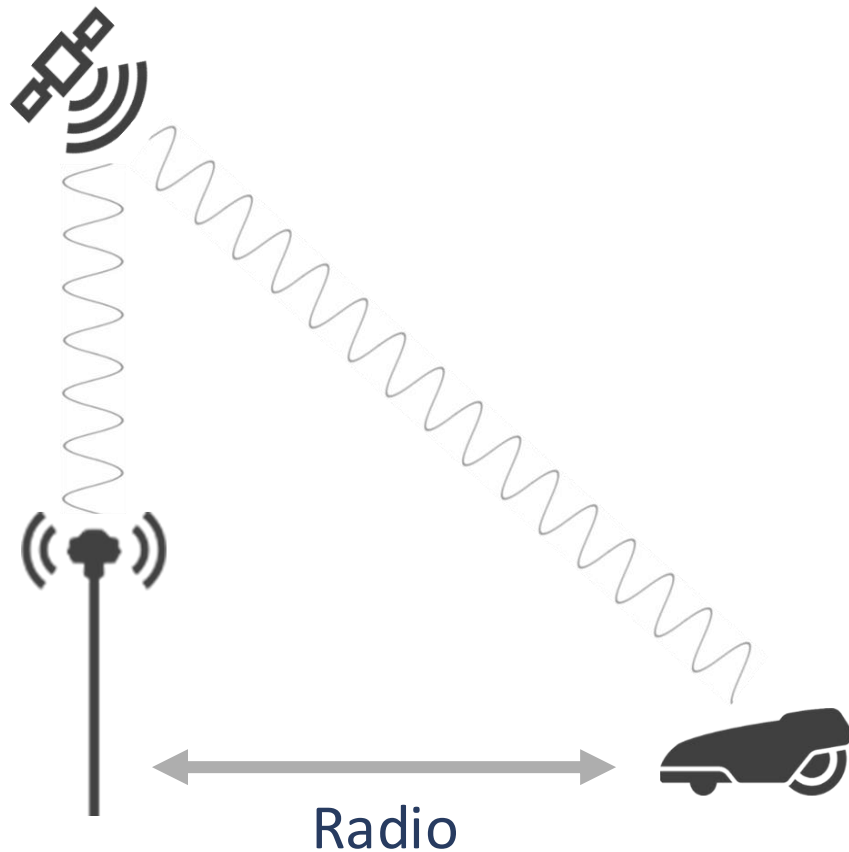
RS5 is Compatible
with P21NA
~250m Range



What does the reference station do?



What does the reference station actually do?



Both the reference station AND the mower talk to the satellites

Being stationary allows the reference station to track the satellite distortion.

The reference station does some complex calculations to generate a “correction factor.”

This correction factor “focuses” the mower’s satellite signals down to 2cm accuracy

EPOS Limitations

- EPOS cannot perform under heavy tree cover
 - Reference station
 - Mowers will struggle close to buildings
 - Especially systematic boundary passes

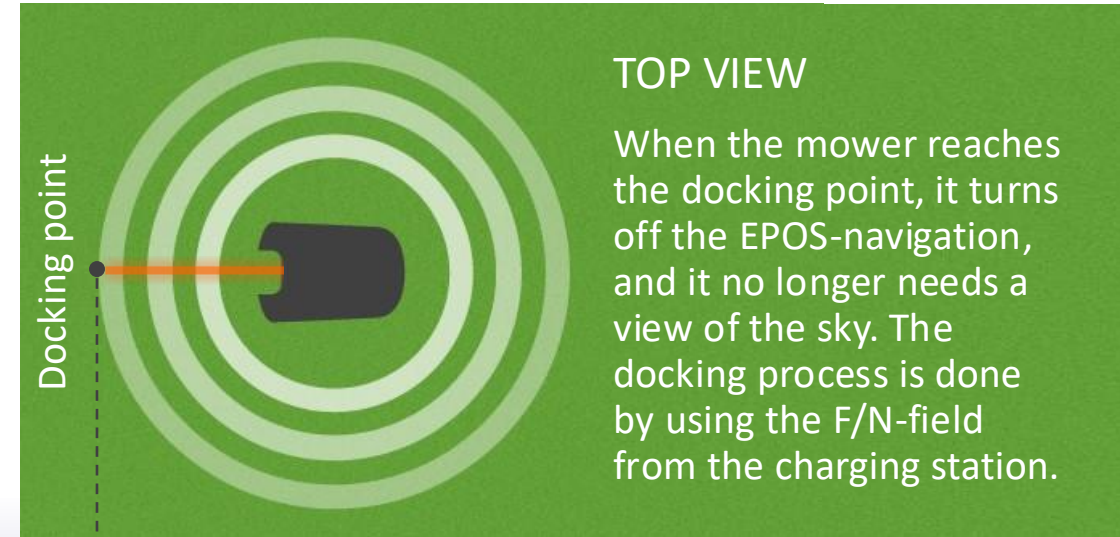


Both yards pictured here would be best installed as wired-only.



Optimal Installation Practices

Husqvarna EPOS is optimized for installations in open areas. This is because the mower, the docking point and the reference station must all have an unimpeded sky view. This requires the virtual boundary to be placed an appropriate distance from buildings and other obstacles.



> 135°

> 90°

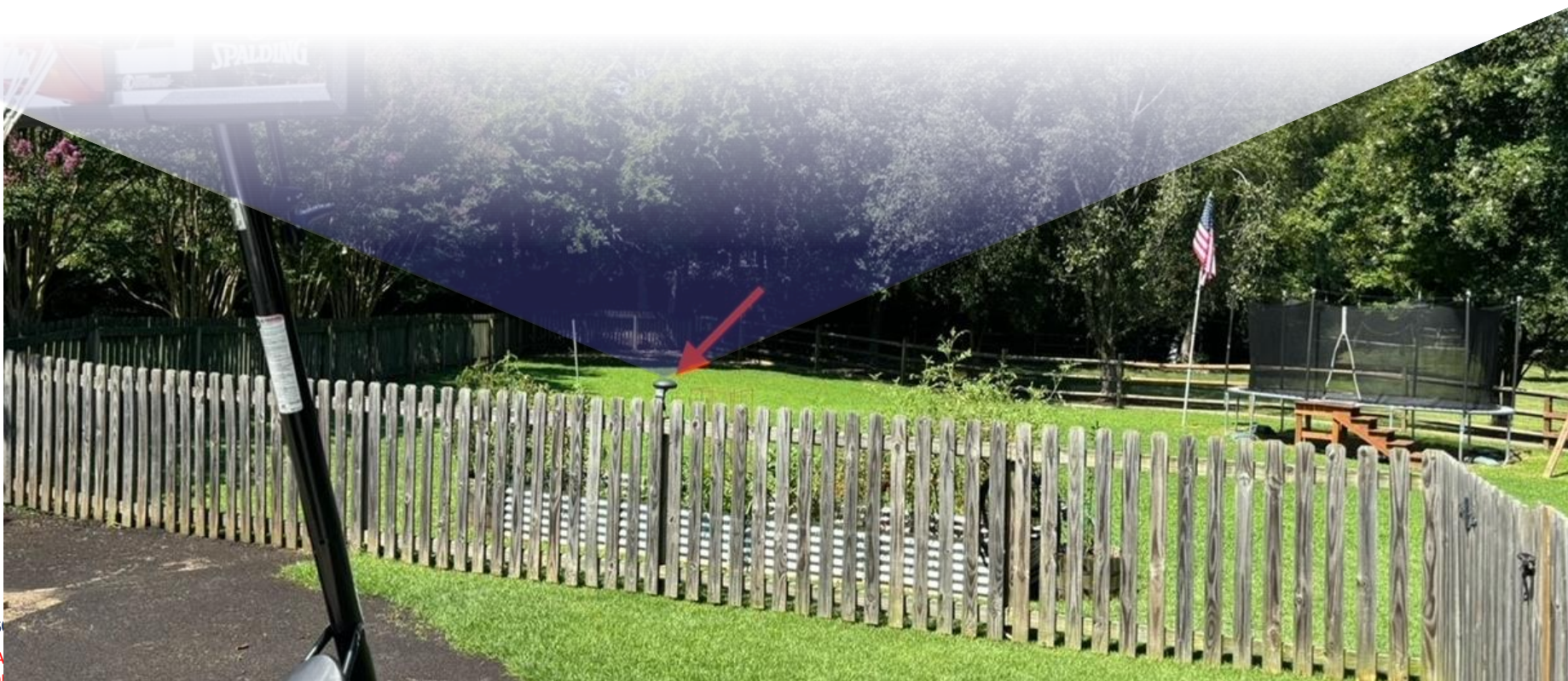
> 90°



Clear view of the sky is the most important factor of a good reference station install!



Clear view of the sky is the most important factor of a good reference station install!



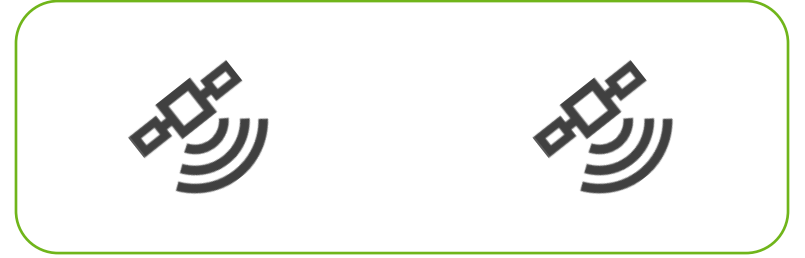
Clear view of the sky is the most important factor of a good reference station install!



Mower and RS need to see the SAME sky



Mower Satellites



RS Satellites



Mower and RS need to see the SAME sky

Line of sight not always necessary!



Mower Satellites

RS Satellites

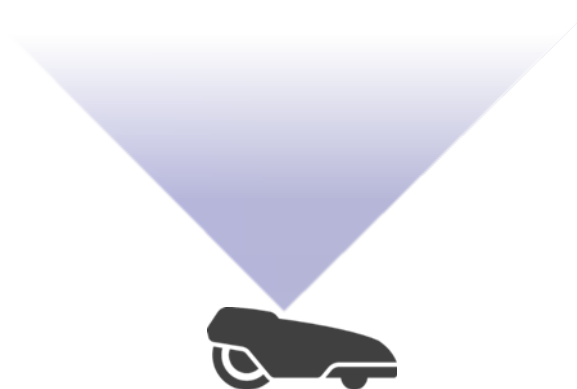


Mower and RS need to see the SAME sky

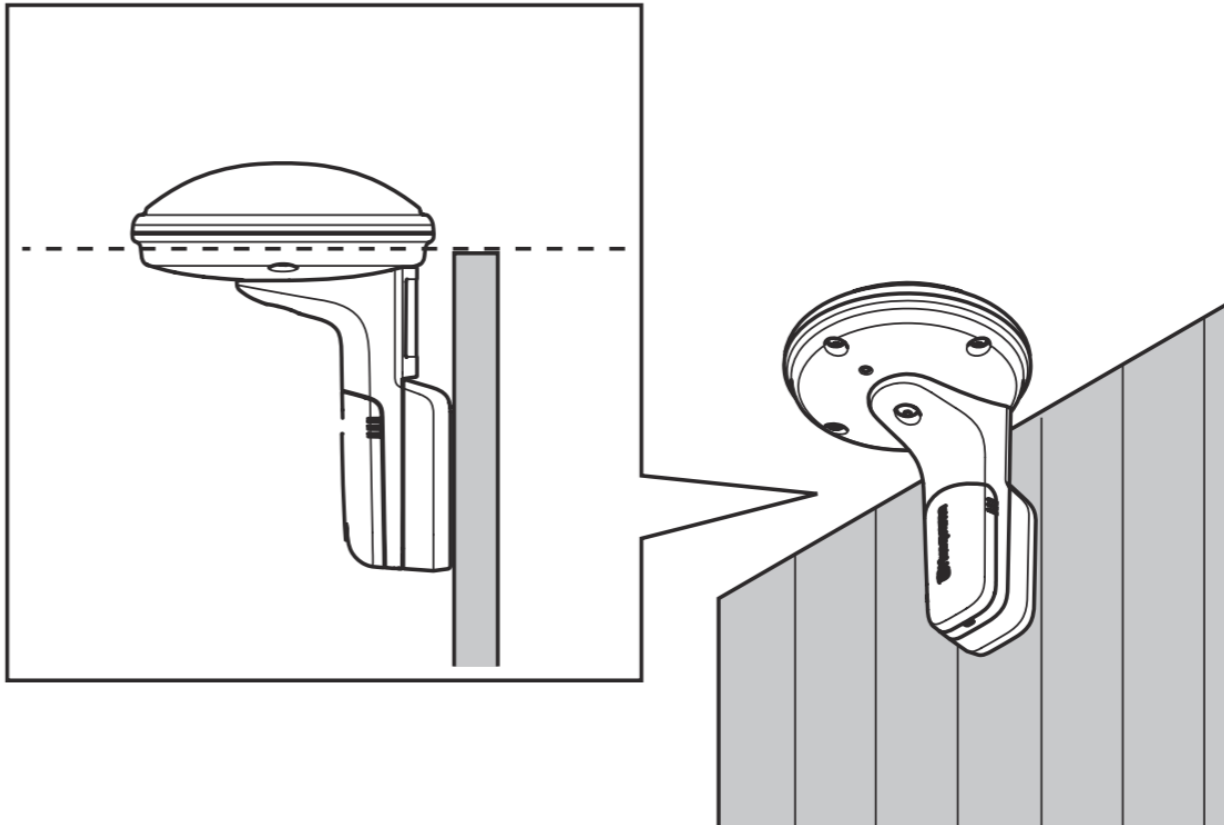


Mower Satellites

RS Satellites



RS1 Mounting Best Practice



Its critical when mounting the reference station to ensure that the “dome” is above structural

More Installation Examples!



Pole mounted in middle of back yard along fence line, at least 20+ feet away from a two-story house.

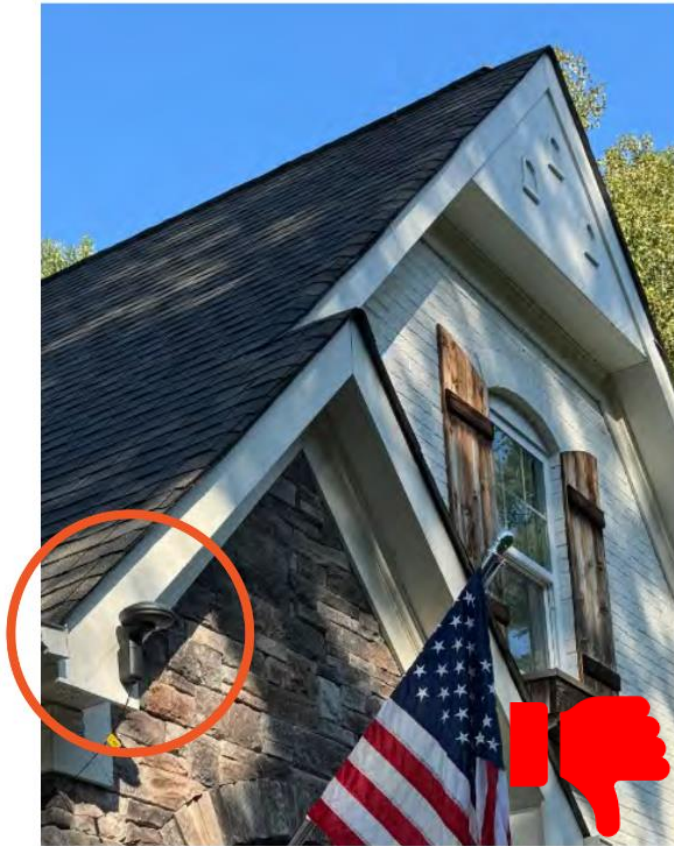


On roof utilizing existing Satellite TV mount. Raised to give plenty of clearance.



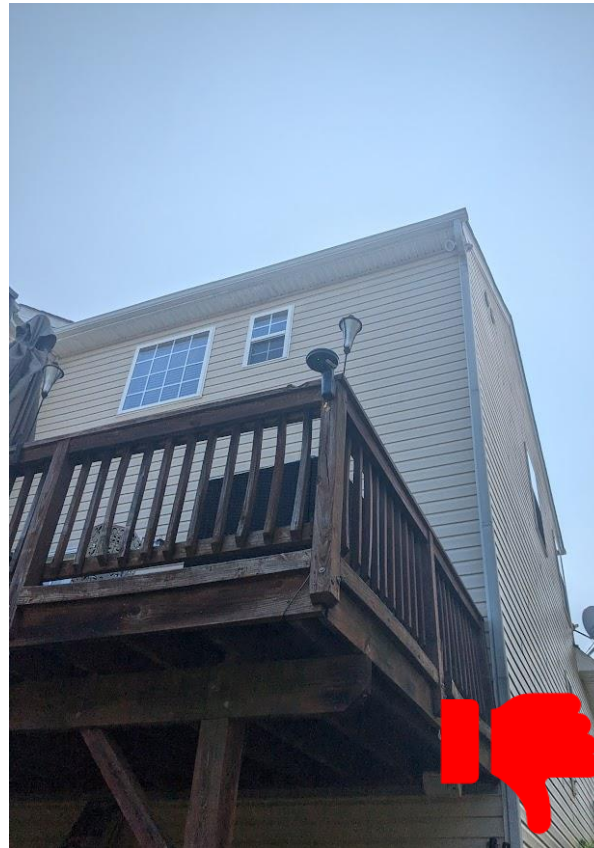
On side of house using a Satellite/Star Link mount to ensure that dome is above the roof line.

More Installation Examples!



Mounted on the house, but too LOW to be useful. Dome of RS1 should be ABOVE the edge of the building.

Husqvarna



Edge of RS1 above deck railing, but too close to the house. The house blocks too much of the signal.



Too LOW to get clear view of the sky, much of the signal will still be blocked by the house. The peak of the house would be better.

EPOS Support by Wire

What is it?

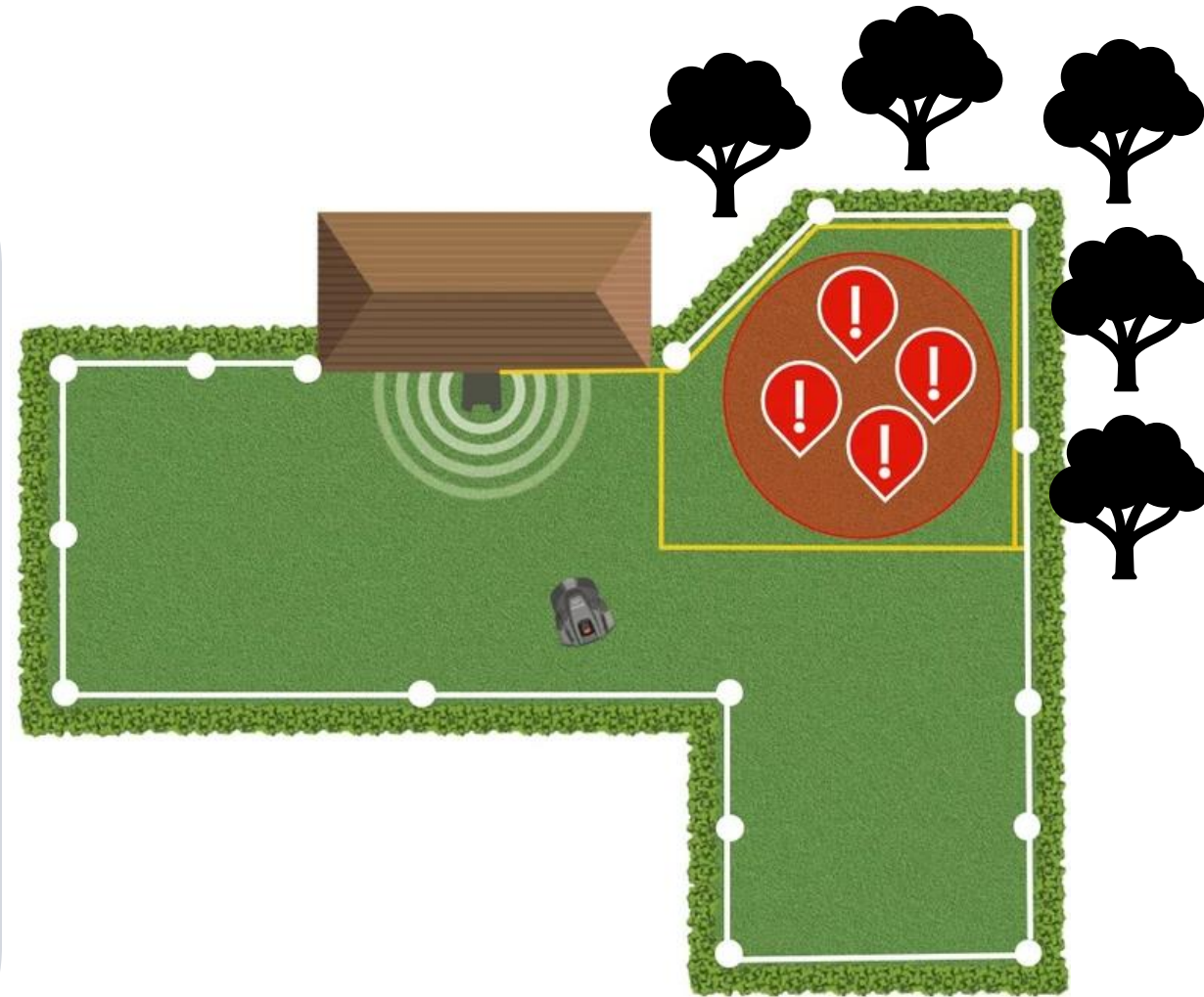
- New feature allowing user to help an EPOS mower continue working in areas with weak satellite.

How does it work?

- Entire yard must first be mapped with EPOS
- Wire loops added to areas with intermittent satellite coverage

What is it NOT?

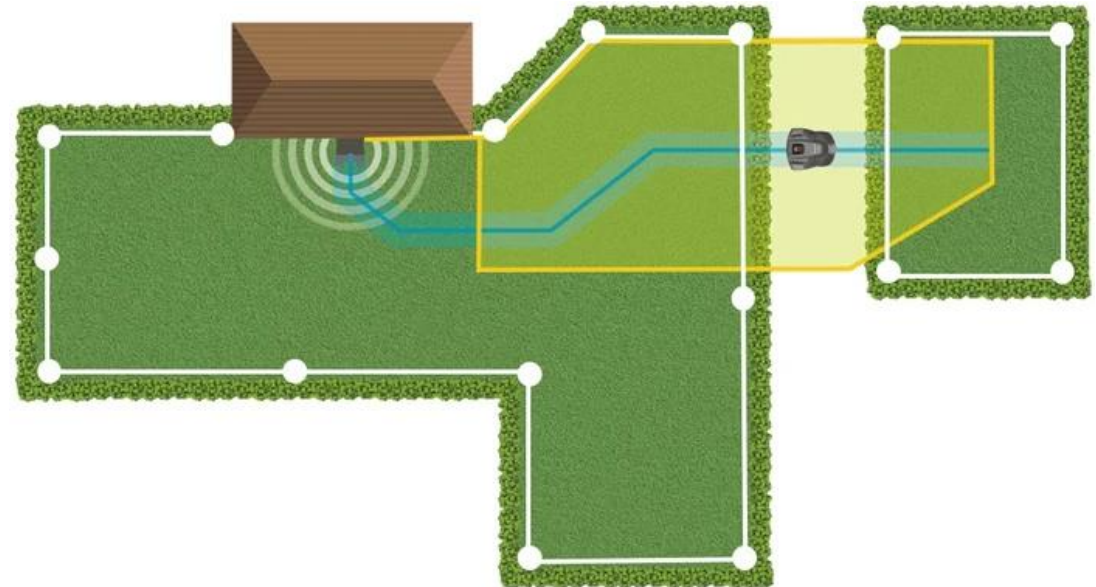
- This does not allow for wired areas outside of the EPOS maps. You **MUST** be able to create the EPOS map first for support by wire to ever work.



When to use Support by Wire

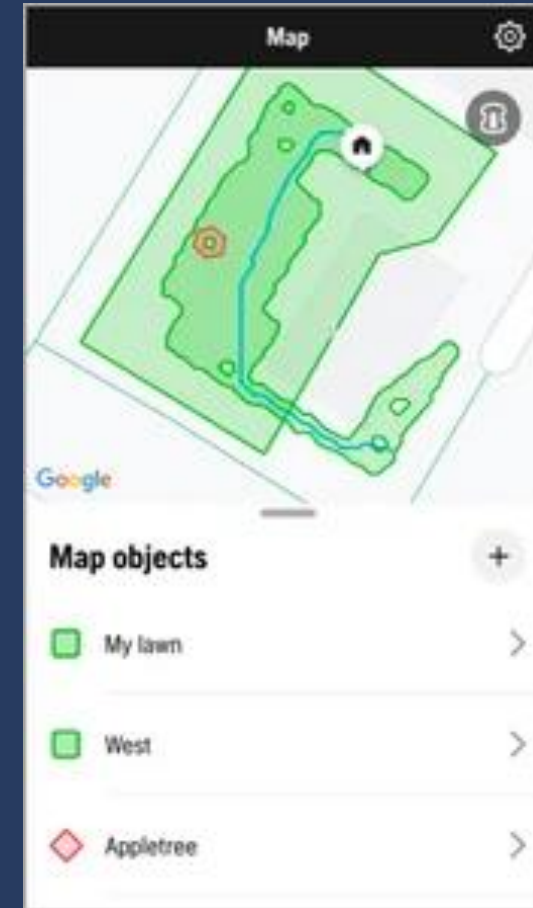


- Tight areas between houses
- Tree coverage throughout the yard
- Supporting transport paths through covered areas



Don't forget about wires!

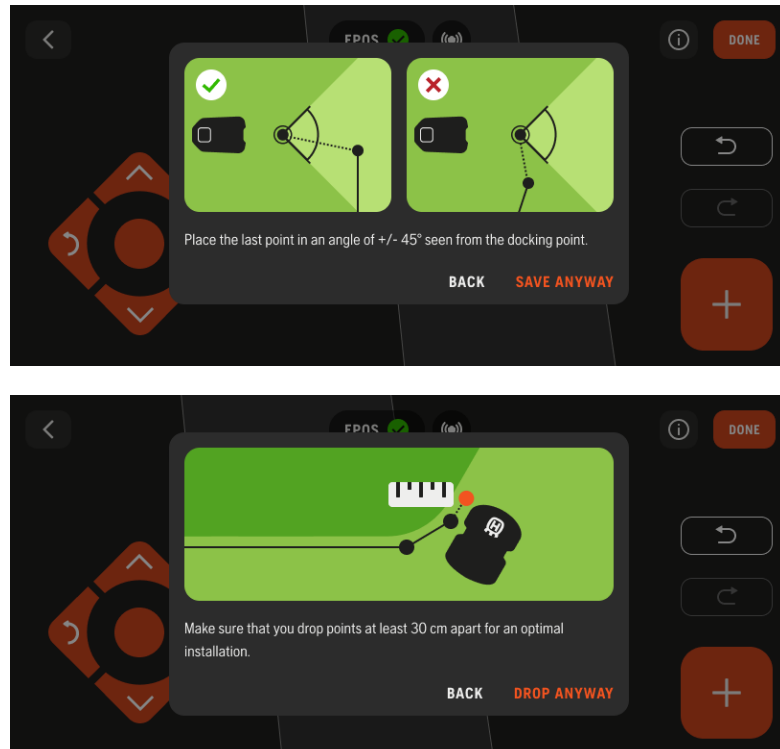
- AIM
- 3 guide wires each
- NOT hybrid
- Installation material not included
- Advanced obstacle avoidance – ideal for tight installs with heavy tree coverage



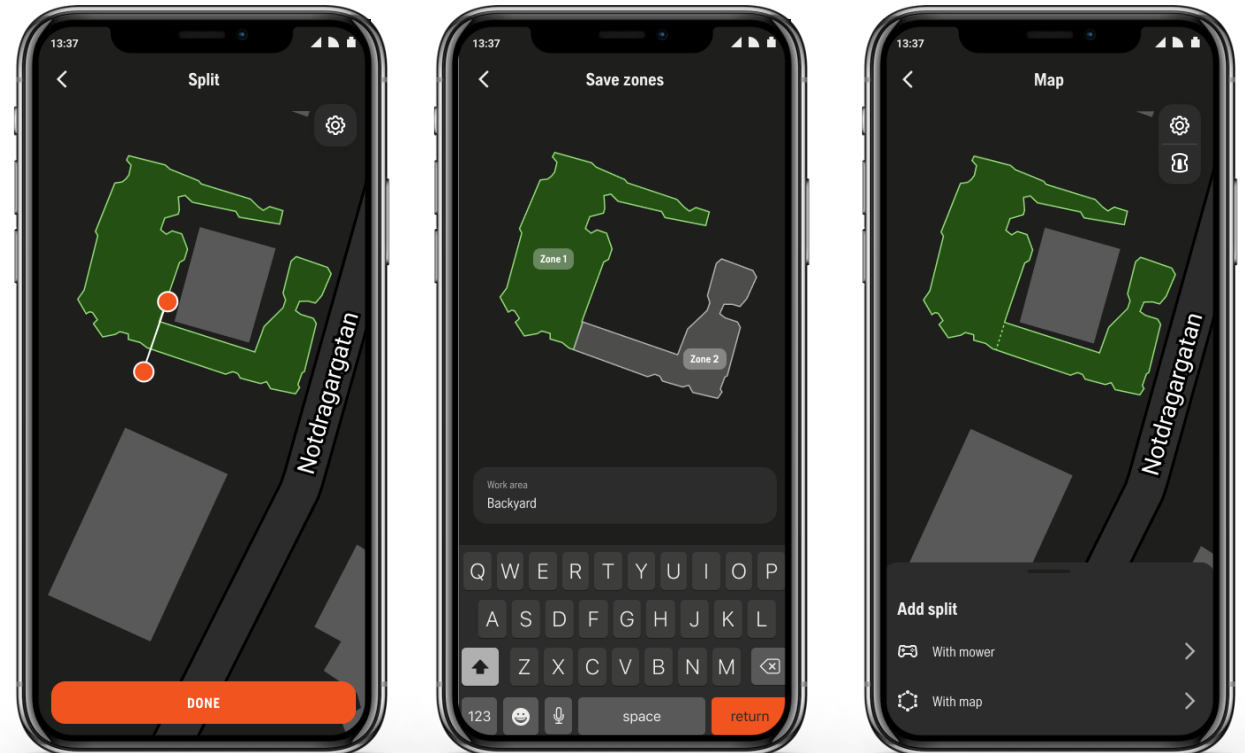
AUTOMOWER CONNECT APP

EPOS news in Automower Connect

Validations when creating a map object



Zone handling in the map (NOTE – DRAFT!)



Provide possibility to divide an area into zones.

Provide possibility to create stay-out zones directly in the map

MONITOR/CONTROL - Mower View

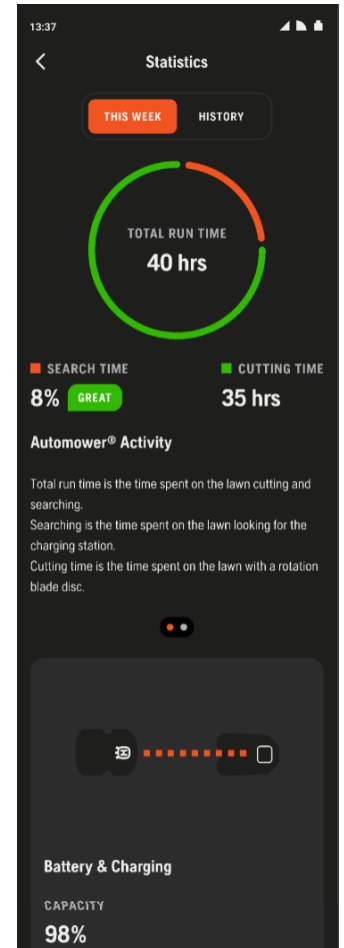
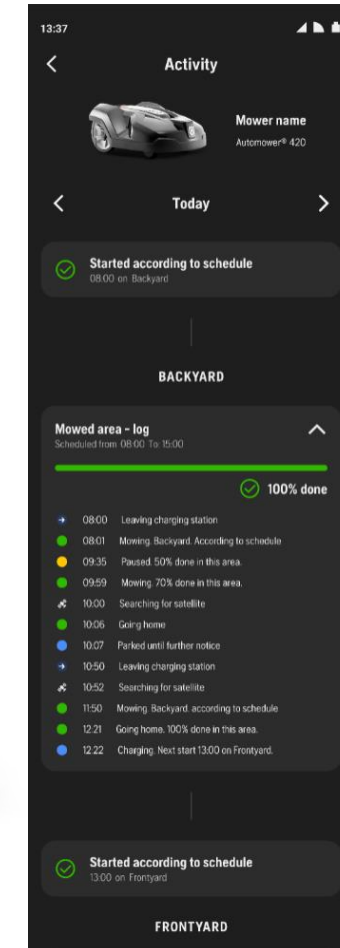
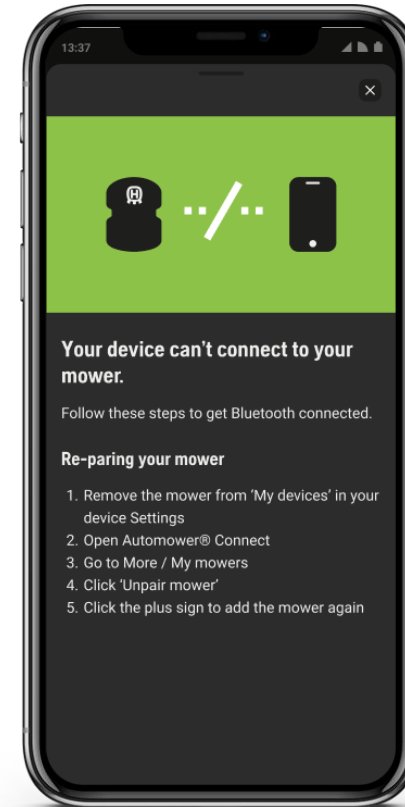
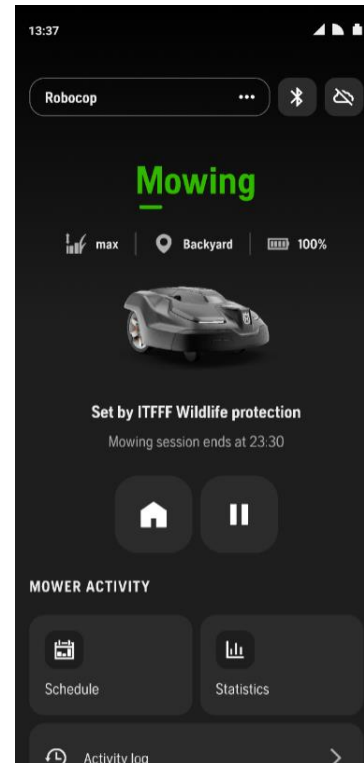
2024

- Help and guidance when user has lost connection

2025

- **Activity log updated every hour** for user to be able to **monitor** what the **mower has been doing during the day.**
- **Updated statistic view** with more information and **help to understand the data.**

Activity log / Statistics (NOTE – DRAFT!)



Help to understand what to do when connection is lost

LEARN/UNDERSTAND- Explore

2024

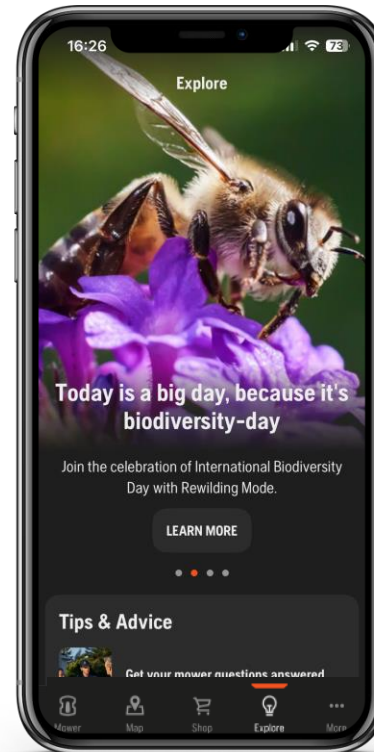
- Easy to see what is relevant for you as a consumer.
- Qualitative content to help consumer succeed with their mower and their lawn.
- Data driven messages for more personalized experience.

2025

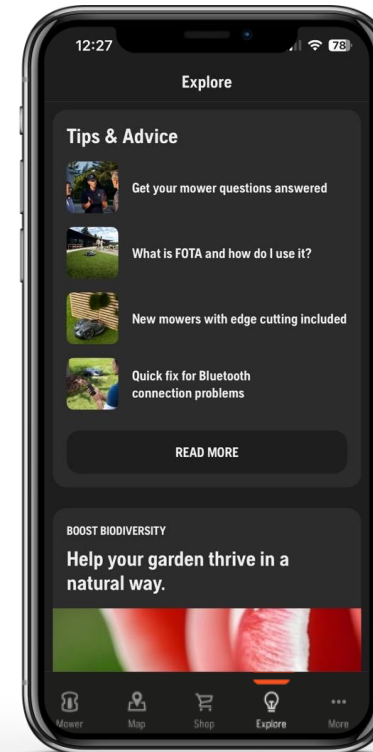
- **Messages** to individual consumers, or consumer groups **when they need to act** in some way for the **system to work as expected.**



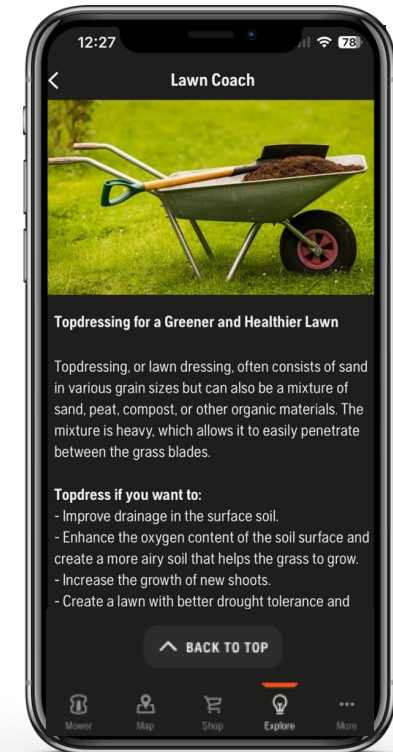
Explore 2024



Hero content to focus on what's most important right now



Groups of messages for better overview



PT for Lawn Care content

SMART SETTINGS – Smart Scheduling

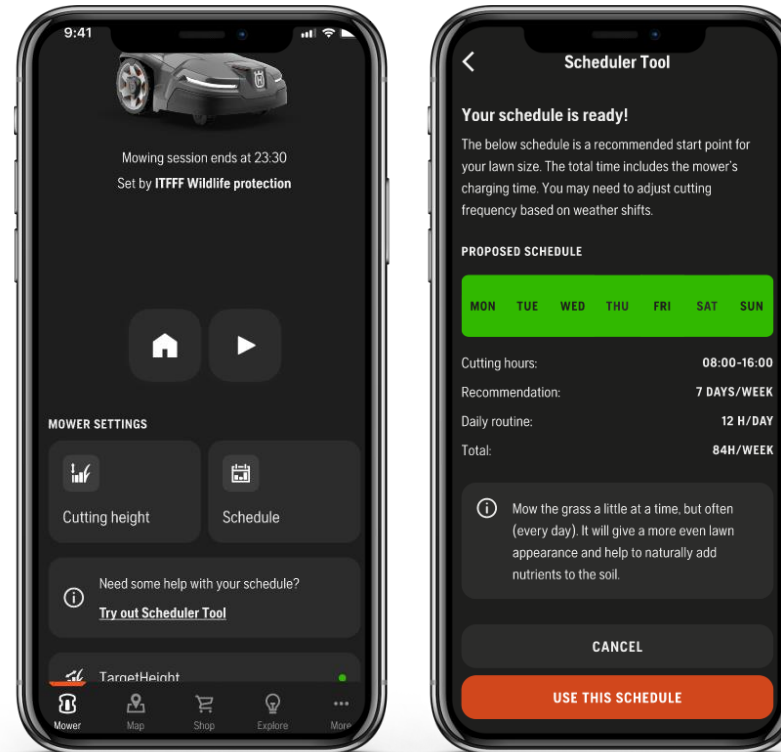
2024

- Schedule assistance taking size of lawn and capacity of your mower into consideration.

2025

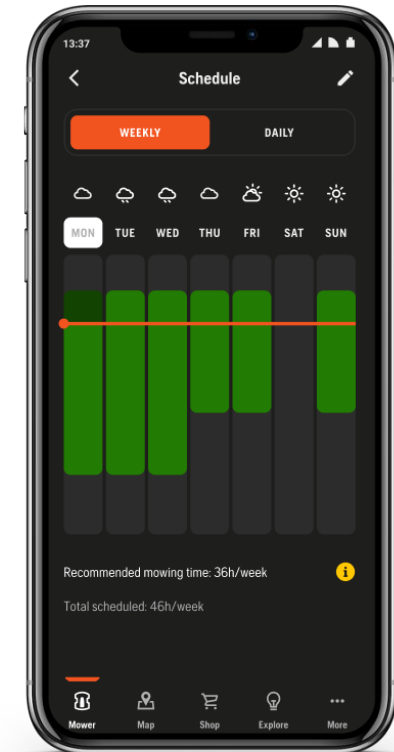
- Set **optimal schedule** for users with a **mix of work areas** and **different mowing patterns**.
- **Automate scheduling** when conditions change.

Scheduler Tool



Scheduler tool setting a schedule based on amount of hours needed for your mower to mow your lawn.

Smart Scheduling
(DRAFT!)



A smart schedule view that optimizes schedule for best result when conditions change.

LEASE PROGRAM

Husqvarna Lease Plus Program

LOW FIXED MONTHLY PAYMENTS

Payments are less than 0% when compared to purchase financing

EASY BUDGETING

Fixed operating expenses.
No additional expenses.
Products under warranty.

LATEST AND GREATEST

New equipment every three years keeps you on the job and out of the shop.

ACCOUNTING

May qualify for off-balance sheet and provide extra business benefits



LEASE DETAIL

Operational lease agreement.
Repairs & cutting equipment included.

ELIGIBLE EQUIPMENT

CEORA
500 Series Commercial Automower
400 Series Residential Automower

LENDERS

Trusted finance partners with years of equipment finance experience

LEASE LENGTH

36-Month standard term
Additional options available

Customer

Benefits

LEASE PLUS

ONE PAYMENT. ONE PARTNER. ONE SOLUTION.



Low Initial Capital Investment

ONE PAYMENT. NO HIDDEN COSTS.

With Lease Plus, commercial landscape contractors have easy access to premium products. Limited up-front costs reduces barriers and gives commercial customers the tools they need to maximize their business potential. One monthly payment means budgeting has never been easier.

Maximum Uptime

NEW EVERY THREE.

New equipment keeps commercial landscape contractors in the field and out of the shop. Lease Plus provides commercial customers with access to new and innovative turf care products utilizing the latest technology and takes the guesswork out of when to replace assets.

Asset Management

ALL-INCLUSIVE SOLUTION.

Lease Plus takes the pain out of managing assets. With the service component built in, you won't need a purchase order the next time you visit your dealer reducing administration time and saving you money. As an all-inclusive solution, the program takes care of equipment management, service, cutting equipment, and budgeting in one business-friendly package.

How Does it Work?



Exploration

- Landscape contractor inquires with their dealer about implementing robotics into their business
- Dealer does site assessment(s) and provides a proposal
- Dealer explains acquisition options
 - Landscaper can lease one or an entire fleet for a low monthly fee using Husqvarna Lease Plus



Application

- Dealer connects the landscaper with a Husqvarna finance partner
- Landscape contractor applies for credit
- Once approved, the landscaper signs the Lease Plus contract
- Dealer services and installs the fleet of Automowers
- Dealer is paid in full for the fleet by Husqvarna's finance partner



Support

- The dealer provides the landscaper with their annual supply of blades
- Landscaper receives alerts from Husqvarna when it is time for maintenance
 - Dealer performs annual maintenance activities
- If a unit repair is needed, the dealer performs repairs to get the unit back to work

Dealer is reimbursed for parts and labor by Husqvarna for blades, maintenance, and repairs



Renewal

- Landscaper is happy with the service they receive so they sign a new Lease Plus contract at the end of the term
- Dealer replaces Automowers with new models when new Lease Plus term begins
- Husqvarna ensures the machines are reconditioned and given a second life



Lease Plus Residential Robotics

Pricing

	AUTOMOWER® 410 iQ	AUTOMOWER® 435 iQ AWD	AUTOMOWER® 420 iQ	AUTOMOWER® 440 iQ	EPOS™ RS1 REFERENCE STATION
					
Mowing capacity in 24-hour period	Up to .5 acres	Up to 1.25 acres	Up to 1 acres	Up to 2 acres	-
MSRP	\$2,999.99	\$4,999.99	\$3,499.99	\$4,299.99	Included
Lease Plus Price Includes: ○ Equipment ○ Service ○ Maintenance	Starting at: \$139 Per month*	Starting at: \$209 Per month*	Starting at: \$159 Per month*	Starting at: \$179 Per month*	-

*Price reflects 36-month lease with a service contract. Prices do not include applicable taxes.

Lease Plus Commercial Robotics Pricing



**AUTOMOWER®
520/H EPOS™**



Up to 1.25 acres

MSRP
\$3,299.99

**AUTOMOWER®
535 AWD EPOS**



Up to .9 acres

MSRP
\$4,999.99

**AUTOMOWER®
550/H EPOS™**



Up to 2.5 acres

MSRP
\$5,299.99

CEORA™



Up to 18 acres

MSRP
\$32,829.94

**Mowing capacity in
24-hour period**

MSRP

Lease Plus Price

Includes:

- Equipment
- Service
- Maintenance

Starting at:

\$149

Per month*

Starting at:

\$209

Per month*

Starting at:

\$199

Per month*

Starting at:

\$999

Per month*

*Price reflects 36-month lease with a service contract. Prices do not include applicable taxes.

COMPETITOR SLIDES

Biggest BWF Competition 2024

AMMOTION



- ¼ Acre – 2.5 Acres
- \$2,099 - \$4,099
- Cut Height:
1.0" - 2.7"
2.2" - 4.0"
- Slope Handling: 80%
- RTK & Vision

High Cut

AMMOTION



- 0.36 Acre – 0.5 Acres
- \$1,599 - \$1,899
- Cut Height: 1.0" - 4.0"
- Slope Handling: 45%
- RTK & Vision
- Bagger Accessory
included separately.

All Cut

SEGWAY



- 1/8 Acre – 1/4 Acres
- \$999 - \$1,299
- Cut Height: 2.0" - 3.6"
- Slope Handling: 30%
- RTK & Vision

High Cut

Automower 410 iQ



 **Husqvarna**

WORX

TORO

AMMOTION

Kress

	Husqvarna	WORX	TORO	AMMOTION	Kress
Model	Automower 410 iQ	WR230	Haven RM1	Luba 2 AWD 3000	Mission RTKn KR172
MSRP (USD)	\$2,999	\$2,999	Unknown	\$2,499	\$3,299
Max Capacity	0.5 Acre	0.75 Acre	0.75 Acre	0.75 Acre	0.70 Acre
Recommended Capacity	0.5 Acre	0.75 Acre	0.75 Acre	0.75 Acre	0.30 Acre
Navigation	RTK GPS (EPOS)/ Systematic	Vision/Random	Vision/Random	RTK GPS/ Systematic	RTK GPS/ Systematic
RTK Support/Obj. Detection	Radar	Vision	Vision	Vision	Ultrasonic
Cut Height	1" - 4"	1.5" - 3.5"	0.75" - 3.25"	1" - 2.7" or 2.2" - 4.0"	1.57" - 3.54"
Slope	45%	30%	Unknown	80%	40%
Connected	Cellular/WiFi/BLE	WiFi/BLE	Cellular/WiFi/BLE	Cellular/WiFi/BLE	Cellular/WiFi

Automower 420 iQ



	 Husqvarna	WORX	 TORO	 AMMOTION	 Kress
Model	Automower 420 iQ	WR235	Haven RM1S	Luba 2 AWD 5000	Mission RTKn KR173
MSRP (USD)	\$3,499	\$3,499	Unknown	\$2,899	\$4,199
Max Capacity	1.0 Acre	1.0Acre	1.25Acre	1.25 Acre	1.25 Acre
Recommended Capacity	0.75 Acre	1.0Acre	1.25Acre	1.25 Acre	0.75 Acre
Navigation	RTK GPS (EPOS)/ Systematic	Vision/Random	Vision/Random	RTK GPS/ Systematic	RTK GPS/ Systematic
RTK Support/Obj. Detection	Radar	Vision	Vision	Vision	Ultrasonic
Cut Height	1" - 4"	1.5" - 3.5"	0.75" - 3.25"	1" - 2.7" or 2.2" - 4.0"	1.57" - 3.54"
Slope	45%	30%	Unknown	80%	40%
Connected	Cellular/WiFi/BLE	WiFi/BLE	Cellular/WiFi/BLE	Cellular/WiFi/BLE	Cellular/WiFi

Automower 440 iQ



Husqvarna

greenworks

AMMOTION

Kress

	Husqvarna	greenworks	AMMOTION	Kress
Model	Automower 440 iQ	AiConic	Luba 2 AWD 10000	Mission RTKn KR174
MSRP (USD)	\$4,299	Unknown	\$4,099	\$5,199
Max Capacity	2.0 Acre's	2.5 Acre's	2.5 Acre's	1.75 Acre's
Recommended Capacity	1.5 Acre's	2.5 Acre's	2.5 Acre's	1.0 Acre's
Navigation	RTK GPS (EPOS)/ Systematic	RTK GPS/ Systematic	RTK GPS/ Systematic	RTK GPS/ Systematic
RTK Support/Obj. Detection	Radar	Vision	Vision	Ultrasonic
Cut Height	1.0" - 4.0"	Unknown	1" - 2.7" or 2.2" - 4.0"	1.57" - 3.54"
Slope	45%	Unknown	80%	40%
Connected	Cellular/WiFi/BLE	Unknown	Cellular/WiFi/BLE	Cellular/WiFi



Husqvarna®