



## Press release

### **Bolens: Brand-name quality at attractive prices**

*In the USA, Bolens has had a loyal fan base for more than 150 years; in Germany it has been possible to purchase Bolens garden equipment since Spring 2006 – exclusively from specialist dealers.*

Saarbrücken, June 28, 2007

**In Spring 2006, the Bolens brand experienced a revival on the German market for powered garden equipment. With the takeover of this tradition-rich American brand, leading global manufacturer MTD was able to expand their product range to cover the low price segment. Available only from specialist dealers, this equipment is characterised by two fundamental attributes: its practically unbeatable, affordable prices and its top-notch features and technology.**

**Or, to put it another way – Bolens offers a lot of equipment for a little money.**

#### **Tradition demands quality**

Bolens has a loyal fan base in the USA, where this name has an excellent reputation among gardening fans. With more than 150 eventful years behind it, Bolens continues to follow its motto: "Reliable and affordable equipment since 1850."

The Bolens brand name is used solely for products which have been developed, manufactured and sold for a single purpose – making garden work as easy as possible. The resulting equipment is extraordinarily easy to use and affordable for all. Each and every piece of equipment offers excellent reliability.

When MTD launched Bolens on the German market in Spring 2006 with a new product range and new image to win over German consumers, a conscious decision was made to use specialist dealers as the sole distribution channel. There were two primary motives behind this decision. One of these was the fact that the company wished to give dealers the opportunity to offer their customers affordable, high-performance products with state-of-the-art technology. Another goal of MTD in selecting specialist dealers was the fact that Bolens products are excellently suited for addressing a customer sector which has so far met the garden equipment needs in garden centres and DIY stores.

#### **Bolens: robust and reliable**

Simple, robust tools excelling at state-of-the-art technology without superfluous gadgets, Bolens equipment is ideal for both clever beginners and professionals – anyone wishing to take care of garden work quickly. In order to ensure maximum flexibility of use, Bolens does without additional elaborate functions which would only be required for special situations. The Bolens product range includes a wide variety of equipment types: electric and petrol lawn mowers, verticutters, garden tillers, trimmers and lawn tractors. These items are supplemented by a large selection of accessories,

such as trailers and spreaders. The ergonomic designs and robust, easy-to-use technology have made Bolens products popular garden helpers – since 1850.

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**About MTD Products AG:**

MTD Products AG, Saarbrücken-Bübingen, is the European headquarter of MTD Inc., which is based in Cleveland, Ohio (USA). It was established after the takeover of the tradition-rich German manufacturer Gutbrod by MTD in 1996. MTD has more than 20 production and sales locations worldwide, employing more than 10.000 people. Its market share places it among the top-ten manufacturers of powered garden equipment worldwide.

In Europe, MTD has its own sales locations for Germany, France, Belgium, Austria, Denmark, Hungary, Sweden, Switzerland and Poland. All other European markets are serviced via sales partners and importers.

The MTD portfolio in Europe comprises the brands MTD, Bolens, Gutbrod, Yard-Man and Cub Cadet. Its product range includes electric and petrol lawn mowers, verticutters, lawn tractors, compact tractors, ride-on mowers, shredders, trimmers, garden tillers, snow throwers and quads. The European product plants are located in Saarbrücken-Bübingen and in Nemesvamos (Hungary).

For any additional information, please contact us – we will be happy to assist you:

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**Bolens**

