



Press release

GUTBROD: Tradition demands quality

The tradition-rich GUTBROD brand has an excellent reputation among gardening fans. The name stands for high quality, advanced technology and excellent service.

Saarbrücken, June 28, 2007

When thinking of GUTBROD, the values of a great traditional brand immediately come to mind. Since the invention of the first European motorcycle with rear wheel suspension in 1938, GUTBROD has been synonymous with high quality, state-of-the-art technology and extreme longevity. It should come as no surprise that service is given top priority at GUTBROD.

MTD is one of the world's largest manufacturers of powered garden equipment, with production locations in the USA, Canada, Mexico and Europe. The purchase of the GUTBROD company in 1996 marked the union of two companies with rich traditions which have been instrumental throughout the history of the development of the lawn mower. Today, MTD is the only manufacturer of lawn tractors which are produced in Germany. With a few exceptions, all tractors offered in Europe are produced at the plant in Saarbrücken-Bübingen.

History

The foundation for the development of the current GUTBROD product range was laid back in 1939. Following the production of the first European motorcycle with rear wheel suspension, the engineer Wilhelm GUTBROD developed the first power mower in Germany. Soon thereafter he founded the company Moto-Standard GmbH, based in Saarbrücken-Bübingen. In addition to power mowers, the company also built an agricultural tiller that was considerably more advanced than the tillers commonly in use up to that time. In 1962, the first small tractor came off the production line in Bübingen. Another milestone was reached in 1991, when GUTBROD lawn mowers became the first in Germany to be awarded the "Blue Angel".

GUTBROD AG becomes MTD Products AG

In 1996, GUTBROD AG was acquired by the US company MTD Products Inc. Since this time, the former GUTBROD AG in Saarbrücken has been known as MTD Products AG. It is now the European headquarter of MTD. By taking on the personnel from GUTBROD and expanding the location, it was possible to integrate both the expertise and production facilities in a sensible fashion into the overall MTD network. Since this time, the tradition-rich GUTBROD brand has been part of an internationally successful company famous for its customer orientation and overarching corporate philosophy.

Broad product range

The GUTBROD product range includes lawn mowers (electric and petrol mowers), mulching mowers, verticutters, ride-on mowers, lawn tractors – also with a high-grass cutting deck – and a two-wheel tractor. The lawn tractors of the VISION L series offer especially high quality. When it comes to versatility, ergonomic design and safety, these tractors are setting standards for their class. An extensive range of accessories – including a front sweeper, dozer blade, and a dump cart – turns this lawn tractor into a real multi-talent for year-round use.

A tradition of innovation

GUTBROD products are designed with user-friendliness, reliability and longevity in mind – features which have characterised the brand for decades. GUTBROD specialist dealers can be found throughout Germany – from Lake Constance to Schleswig-Holstein, and naturally at www.mtdproducts.eu

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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