



PRESS INFORMATION

MOW MORE, CORD LESS



As the sun shines and the summer hits, it's time for ice cream, barbeques and sitting out in the garden. The combination of good weather and wanting to get the most out of your garden makes it peak mowing season!

Bringing the very latest in battery technology to the garden, the **EGO Power Plus range of Self-Propelled Mowers** are simpler, cleaner, quieter and more comfortable to use!

Using a 56-volt lithium-ion battery, the industry's most technologically advanced, means you get a mower

with no petrol fumes and no cord to trip over or cut through, just unrelenting performance. They're easy to start needing only a push of a button, so no more problematic pull chords.

They are significantly quieter than petrol mowers and have a far lower running and upkeep cost.

Running up to 50-minutes on a single charge, the 52cm Self-Propelled Mower (**LM2122E**) can tackle lawns up to 1000m². And because they are fitted with an independent, variable speed self-propel motor you can take the effort out of pushing and choose to cut the grass at a pace that suits you.

Their easy-fold design makes cleaning and storage simple, while the mower's 3-in-1 functionality lets you bag, side discharge or mulch clippings while their LED headlights let you work further into the day.

EGO's Self-Propelled Mowers start from RRP of £629.00 for the **LM2014E-SP** and comes complete with the 56V 6.0Ah lithium-ion battery and Rapid Charger and tops out with the flagship **LM2122E-SP** and comes complete with the 56V 7.5Ah lithium-ion battery and Rapid Charger at £729.00 RRP.

EGO's advanced battery technology is at the heart of the success of the range. With patented keep cool technology each battery cell is kept cool for extended life, while the Power Management System Protects the battery. Each battery is compatible with all EGO Power Plus garden tools.



The EGO brand of cordless outdoor power equipment delivers **Power Beyond Belief**. As the market leaders in cordless outdoor power equipment, the innovative, durable and technologically advanced power tools deliver superior performance; the EGO range includes mowers, blowers, hedge trimmers, line trimmers & brush cutters, chain saws and the multi-tool – a single power unit with five interchangeable attachments.

IN BRIEF



50cm Self-Propelled Mower, RRP £629.00,
EGO Power Plus (egopowerplus.co.uk).



50cm Self-Propelled Mower, RRP £679.00,
EGO Power Plus (egopowerplus.co.uk).



52cm Self-Propelled Mower, RRP £729.00,
EGO Power Plus (egopowerplus.co.uk).

ENDS

For all press enquiries, please contact Ben Baker-Hollyhead on 0121 454 8181 or ben@wyattinternational.com



WORKING WITH EGO

Product Samples

Why not try an EGO Power+ product for yourself and put it to the test? To request a product sample, simply contact the EGO Press Office on 0121 454 8181

Photography

There is a range of lifestyle and cut-out product photography, simply get in touch with the EGO Press Office.

Competitions

Would your readers / listeners be interested in 'winning' some EGO Power+ products? Get in touch with the EGO Press Office to discuss your competition prize requirements and how we can help.

Commentary and Insight

Key spokespeople from EGO can provide informative commentary on a range of topics including:

- ✓ How EGO cordless technology will transform garden technology in the same way Tesla has revolutionised the automotive world
- ✓ The future of lawn mowers in 2018 and beyond . . . why the future's green
- ✓ Kinder to your hands, ears wallet and the environment . . . the case for cordless technology
- ✓ The hidden dangers of noisy and polluting garden power tools
- ✓ Spend to save – the economic benefits of cordless power technology
- ✓ Petrol vs Battery – key considerations