

MEDIA RELEASE

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HUSQVARNA KICKSTARTS A NEW ERA IN SUSTAINABLE COMMERCIAL TURF CARE WITH THE LAUNCH OF CEORA™

After a successful introduction to a select number of European markets during 2022, Husqvarna's ground-breaking robotic solution for commercial turf care management, is finally available in Australia. Husqvarna CEORA™ is expected to revolutionise an industry dominated by heavy, conventional petrol powered mowers by automating time and resource consuming tasks and, at the same time, helping to reduce CO₂ emissions by as much as 83 percent during the machine's life cycle compared to a petrol Husqvarna P 525DX ride-on mower*.

Husqvarna is a world leader in robotic mowing solutions, and with CEORA™, a new standard has been set for large-scale robotic commercial turf care. After the introduction on a number of European markets, the reception has been extremely positive, underlining – among many things – the great cutting quality and the consistently good turf quality over time.

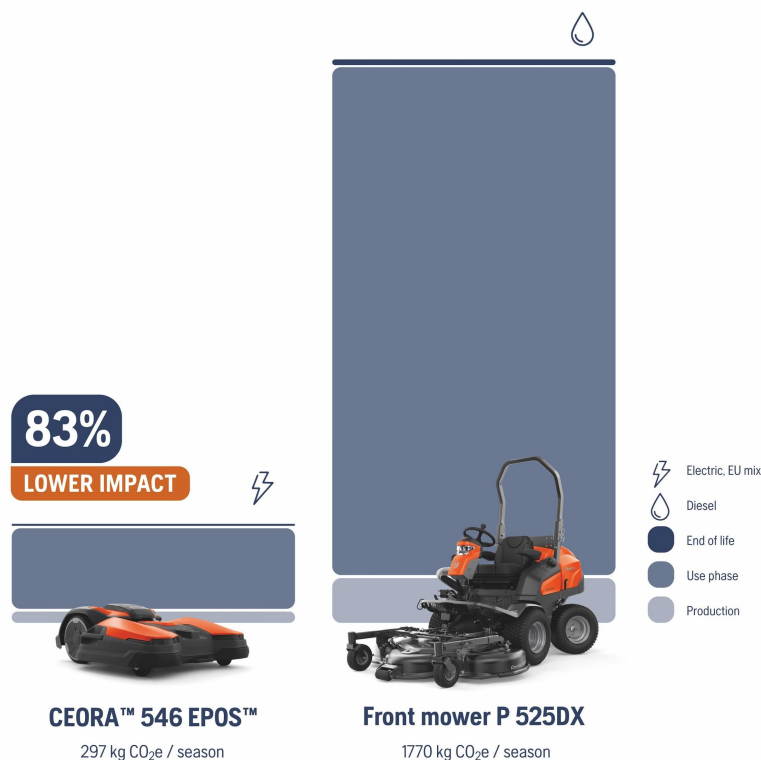
"We have seen a rapid acceleration of the use of robotic lawn mowers for commercial turf care in Europe over the past few years and it's clear that CEORA™ is a solution that lives up to the expectations and hopes of greenkeepers, golf course and sports fields managers, and we are looking forward to seeing the same acceleration occur here in Australia." Pauline Nilsson, Vice President at Husqvarna Australia.

Reducing your carbon footprint

The benefits of choosing CEORA™ are many, especially for professionals caring for large grass areas. Switching from conventional commercial mowers, is estimated to result in cost savings up to 50 per cent[^], and the electric operation of autonomous machines, minimises noise and reduces CO₂ emissions significantly.

"Husqvarna is dedicated to a sustainable future, leading the industry with low-carbon, battery-powered, resource-smart solutions. Through pioneering solutions, we empower people to make sustainable choices daily." says Nilsson.

Over the complete product lifecycle – from production via transportation and operation, to end-of-life – the overall carbon footprint can be reduced by as much as 83 per cent, when comparing a CEORA™ robotic mower with a petrol Husqvarna P 525DX ride-on mower*.



The comparison is made on a scenario of a 30-week cutting season per year. The Lifecycle assessment (LCA) is based on the functional unit of cutting two football pitches (16,000 sqm) of average pitch grass lawn. CEORA is powered by EU electricity grid mix and Husqvarna P 525DX is powered by standard diesel. Result in global warming potential per season (kg CO₂e/season)*.

A wide range of benefits

The machine is purpose-built to be autonomous and is designed with safety in mind. Future releases will see CEORA™ evolve to have a wide range of accessories to support the various needs of green space professionals.

“We’re actually just seeing the start of all that can be made possible with CEORA™”, says Kylie Berge, Robotics Acceleration Manager at Husqvarna Australia. “We see there could be overall cost savings that users of CEORA™ could experience, such as being able to free up staff from time consuming, repetitive tasks, allowing them to use their expertise for more varied and value-adding tasks, is an enormous benefit for just about any maintenance or landscaping business in our market.”

Healthier grass with minimal maintenance

CEORA™ makes the lawn greener and denser thanks to its unique cutting technology, low weight and opportunity to mow more frequently. Instead of manually operating the mower, green space professionals can simply use their smartphone to control how, when and where CEORA™ mows. The performance on the lawn is efficient and systematic, mowing in a lane-by-lane sequence. Maintenance during the season is limited to changing blades and cleaning.

Flexible operation and intuitive control

CEORA™ is robustly built and easy to manage even for somebody with little experience using robotic mowers. Greenkeepers can expect CEORA™ to navigate with a precision of 2-3 centimetres, thanks to Husqvarna's satellite navigation system, EPOS™. It is possible to select individually defined areas on demand, with different schedules as well as height-settings. The user keeps perfect control of all mowers in the fleet, through the Husqvarna Fleet Services application. CEORA™ is backed by Husqvarna's maintenance and support program, providing fast repair and replacement services.

Obstacle detection

CEORA™ is designed to avoid obstacles. With the ultrasonic remote object avoidance system, the mower slows down soon as it senses an approaching object. As a positive side effect, this increases uptime by eliminating interruptions and undesired stops.

Availability

Husqvarna introduces two models to Australia: Husqvarna CEORA™ 544 EPOS with a RRP of \$45,897 AUD and Husqvarna CEORA™ 546 EPOS retailing at \$51,397 AUD.

Reference station sold separately, installation costs apply.

About Husqvarna CEORA™ 544 EPOS and Husqvarna CEORA™ 546 EPOS

Dimensions:	124 x 108 x 44 cm
Weight:	72 kg
Maximum cutting capacity	20 000 m ² /25 000 m ² for every single day mowing. 40 000 m ² /50 000 m ² for every second day mowing. 60 000 m ² /75 000 m ² for every third day mowing.
Cutting height with CEORA 43M cutting deck:	20-70mm
Cutting height with CEORA 43L cutting deck:	10-60mm
Cutting pattern:	Systematic, meaning it mows in a lane by lane sequence.
Cleaning:	IPX5
Area management:	Up to 20 different areas
Reference station range:	Up to 500m
Accessory:	Rear wheel brushes EPOS reference station

^Based on calculations made by Husqvarna in June 2023, using estimates of total cost of ownership of CEORA™ compared with a conventional ride-on-mower, on average over a 5-year period. Calculations of total cost of ownership include installation, staff, energy consumption, service, maintenance and repairs in Australia on average.

**Lifecycle assessment performed by accredited European analyst Ramboll and reviewed by 3rd party reviewer Research institute of Sweden (RISE). The comparison is made based on a scenario of a 30-week cutting season (an April–October season in North Europe) per year. The Lifecycle Assessment (LCA) is based on the functional unit of cutting two football pitches (16,000 sqm) of average pitch grass lawn. CEORA™ is powered by EU electricity grid mix and Husqvarna P 525DX is powered by standard diesel. Result in global warming potential per season (kg CO₂e/season).*

More information on Husqvarna Ceora™, a ground-breaking solution for commercial turf care management [here](#)

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Imagery and product info for CEORA™ 544 EPOS and Husqvarna CEORA™ 546 EPOS can be viewed [here](#)

About Husqvarna

Husqvarna, a brand within Husqvarna Group, is a market leader in innovative, high-quality products and services for shaping green spaces in parks, forests and gardens. Since 1689, Swedish-born Husqvarna has a strong focus on research and development and is a pioneer in robotic lawn mowers and chainsaws. Today, the product portfolio consists of the next generation of robotic mowers, riders, chainsaws and trimmers for professional as well as private use. Sustainable value creation, product innovation and digitalization remain important for the journey ahead. Husqvarna products are sold in more than 100 countries.