



## Press Release

**BluePower 40 E clears the board at the Plus X Award**

# **WOLF-Garten lawnmower best product of the year**

**New technology only uses half as much power**

The WOLF-Garten lawnmower BluePower 40E has won the award for “Best Product of the Year 2011” in its category. It picked up the Plus X Award in no fewer than four categories: Innovation, high quality, operating comfort and ecology. In addition, another petrol mower, the Blue Power 48 AHW ES, was also presented with awards for innovation, high quality and operating comfort.

WOLF-Garten has once again revolutionised lawn mowing. Despite only using half the electricity, the BluePower aggregates provide the same or even a higher capacity as previous machines. This was honoured by the Plus X Award Jury.

Gardening enthusiasts will have to get used to something new. If they needed 1600 Watt per hour to mow 1000 m<sup>2</sup> of grass, they now only need 700 Watt!

The best lawnmower no longer has the highest Watts in terms of motor performance – what it can do counts! The electronically controlled permanent magnet motors achieve a high level of efficiency for a minimal input.

The device operates with a minimum amount of vibration and has a pleasantly quiet motor sound. Because the drive starts gently, the rpm



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is electronically controlled and, as one would expect, it has overload protection.

The Plus X Award was initiated to give exceptional products the recognition they deserve. According to statements from the organiser, it has become Europe's largest technology prize in a matter of a few years. Compared to other similar events, the Plus X Award names the award categories clearly, therefore greatly helping the consumer.

The equally optimised cutting system of the BluePower devices also contributes to a reduction in energy consumption. In addition, it provides an excellent cut and very good collection results. The three BluePower models are: 34E, 37E and 40E, according to their cutting width.

The plastic chassis is attractively designed; large wheels at the back and smaller wheels at the front offer a high level of mowing comfort. The cutting height is regulated centrally and has five settings. The clipping container is generously sized at 35 or 55 litres on the 40 E; there is of course a filling level indicator. A high-level performance for a low level of energy consumption – WOLF-Garten has started the lawn mowing revolution.

Further information about on this subject can be obtained from WOLF-Garten, c/o MTD Products AG in 66129 Saarbrücken and online at [www.bluepower.info](http://www.bluepower.info).

### **Note for editors:**

**This text and** photographs can be found and downloaded under the following link: [www.waschzettel.de/page.cgi?ID=31353](http://www.waschzettel.de/page.cgi?ID=31353)



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MTD, the "Modern Tool and Die Company", with its headquarters in Cleveland, Ohio is the world's largest manufacturer of motorised gardening tools. MTD Products Inc. was founded in 1932 and is still family owned. MTD has manufacturing capacities in the USA, Europe and Canada.

MTD offers every gardener – whether professional or hobby gardener – a product range from five brands on the European market; MTD, GUTBROD, Yard-man, Cub Cadet and also WOLF-Garten, which covers nearly every application in the garden. Every brand makes its mark through individuality and unmistakable optic. All of the brands compliment a wide spectrum of motorised garden tools; from electric lawnmowers to motor hoes and snow blowers all the way up to miniature tractors.



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