TECH TRENDS INFLUENCING THE LANDSCAPE INDUSTRY
NETFLIX ➔

UBER ➔
TRENDS INFLUENCING THE INDUSTRY
Commercialization

Robotic Mowers
- 19% YOY

Robotics
- Overall: $64B
- 2022: $124B

Companies:
- Robomow
- Husqvarna
- Gardena
- Bosch
- Stiga
- AL-KO
- SABO
- John Deere
- WOLF Garten
- Honda
- Flymo
- Meecools
- Ryobi
- Makita
- Zucchetti
- Belrobotics
- Metesia
- Worx

Year:
- 1995
- 1998
- 2003
- 2011
- 2012
- 2013
- 2014
- 2015

Spans by:
- $64B
- $124B
AUTOMOWER 450X

- BRUSHLESS MOTORS
- GPS
- SECURITY
- SAFE CUTTING BLADES
- DUAL Li-ION BATTERIES
- WEATHER PROOF
THE CONCEPT
HOW IT WORKS!

PRINCIPLE FUNCTION
- Unattended mowing.
- Mow little but efficiently and frequently.
- Good performance even in wet weather.

GUIDE WIRE

RECHARGING
When it’s time to recharge, the mower finds the charger by one of three methods.
1. By picking up a signal from the charge station antenna.
2. By following the guide wire back to the charging station.
3. By following the boundary until within reach of the home signal.

BOUNDARY WIRE

COLLISION AND LIFT SENSORS
Collision and lift sensors increase safety. When the mower runs into an object it will reverse, turn and choose another direction. If it is lifted the blade and mower will stop immediately.

IT’S EASY TO SET UP
Working area and areas you want the Husqvarna Automower® to avoid is defined by a boundary wire, which is easily laid out around the desired cutting area. See page 21 for further information on installations.
ROBOTIC MOWERS

COST OF AUTOMOWER OVER 7 YEARS

With a 3 year payment plan on the Automower and estimated service cost included.

Automower does not miss a mow due to weather or personal issues.

COST OF LAWN CARE COMPANY OVER 7 YEARS

Service plan for Bi-weekly lawn care at $45 every other week.

Consider noise, missed mows, and security issues.
OTHER ROBOTIC EQUIPMENT COMING…
TRENDS INFLUENCING THE INDUSTRY

Connectivity / Internet of Things
Automation
Efficiency
Social Tool
Environmental and Regulatory Concerns
Water Savings
Connectivity
Weather Station
Remote Control
Soil Sensors
Flow Meters
Notifications
TRENDS INFLUENCING THE INDUSTRY

Connectivity / Internet of Things

Automation

Efficiency

Environmental and Regulatory Concerns

Social Tool
GAS VS. BATTERY
536LiHD60X
$730 (with battery and charger)
$470 (w/o battery and charger)

226HD60s
$500

1 battery = 1 tank

$0.06 per charge*
1800 re-charges / re-fueling

$0.92 per fueling**

$730 + $108 = $838

$500 + $846 + $801 = $2147

saving $1309
TRENDS INFLUENCING THE INDUSTRY

- Automation
- Connectivity / Internet of Things
- Efficiency
- Social Tool
- Environmental and Regulatory Concerns
FIELD SERVICES ONLINE TOOLS

COCONSTRUCT™
coordinate + communicate + control

Service Autopilot™
TRENDS INFLUENCING THE INDUSTRY

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