

Press release

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Husqvarna Group opens concept store

On January 17 2015, the Husqvarna Group opens its first concept store, located in Barkarby Retail Park, north of Stockholm, Sweden. The store will offer a wide range of Husqvarna and Gardena products and solutions.

“The concept store will give customers a unique brand experience and allows us to collect customer insights, test new shop concepts and train dealers and retailers. The concept store is an opportunity to interact with end-customers directly and pilot new shop concepts, enabling us to become an even better business partner to our dealers,” says **Kai Wörn**, President and CEO of Husqvarna Group.

Customers will be offered to experience and purchase a wide range of Husqvarna and Gardena products and solutions. “Our ambition is that the store will be a meeting and competence center for dealers and their staff, as we will arrange meetings, product trainings and shop development. We hope it will become a forum for our dealers when they want to learn more about our products,” says **Pavel Hajman**, President of the Husqvarna Division.

Sofia Axelsson, SVP Global Brands & Marketing says: “The way our customers shop is developing and changing at an increasing speed, and we need to constantly optimize our instore experience concepts to meet our customers’ needs. Our concept store will allow us to evaluate new communication and store concepts before introducing them to our dealers.”

The Husqvarna Group has a dealer network of approximately 25.000 dealers around the world.

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Husqvarna Group

Husqvarna Group is the world’s largest producer of outdoor power products including robotic lawn mowers, garden tractors, chainsaws and trimmers. The Group is also the European leader in consumer watering products and one of the world leaders in cutting equipment and diamond tools for the construction and stone industries. The Group’s products and solutions are sold via dealers and retailers to both consumers and professional users in more than 100 countries. Net sales in 2013 amounted to SEK 30 billion, and the Group had 14,000 employees on average in more than 40 countries.