**BE PART OF EGO’S RELENTLESS GARDEN TAKEOVER AND BE THE ENVY OF THE NEIGHBOURHOOD**

**March 2017 –** Lawnmowers from EGO Power+ will be the source of intrigue and envy among neighbourhoods, when the quiet machines start up and breeze through mowing the lawn.

The stylish mowers are not only the best in product design but also feature ground-breaking battery technology from the cordless equipment specialist.

EGO Power+ lawnmowers are powered by EGO’s intelligent lithium-ion battery which is designed like no other, making it the industry’s highest energy capacity in a hand held battery, giving the user all the power to get the job done. All EGO batteries are interchangeable across the entire EGO range and featured the brand’s ground-breaking patented Arc-Lithium design and Keep Cool™ cell technology.

EGO Power+, the only brand with a 56-volt battery on the market, has extended its revolutionary range of lithium-ion powered lawnmowers, and with it has developed the features within the range, helping the brand to conquer the market and silence its competitors, whilst delivering products that power through gardening tasks until the job is done.

Two new innovative, stylish and powerful mowers, the LM2024E and the LM2024E-SP, have been added to the line-up. Both have a steel deck and a 50” cutting width. They boast a new feature to the EGO range of the brushless motor that offers greater efficiency, durability and power. Packed with intelligent power, the LM2024E has a 700W motor, and the LM2024E-SP has 1000W to power the self-propelled function, even in the toughest grass conditions.

These models join the four other mowers in the EGO range, all of which are able to be compactly folded for vertical storage in seconds. This is aided on these new models by the addition of new aluminium handles that offer improved ergonomics, sturdier storage and easier grass box emptying. EGO mowers range from 49cm to 52cm and are available with either a steel or poly deck, as well as push or self-propelled.

EGO’s European marketing director, Steve Roskell, commented: “Since the inception of EGO, we have re-written the powered garden products rule book and our latest product developments further that. As innovators in the sector we are constantly developing our range and the two new mowers have new features, such as the brushless motor and the aluminium handles, that help gardeners maintain their lawns without the hassle associated with petrol machines.”

Unlike many competitors’ cordless systems, the EGO Power+ system has the power to match petrol without the noise, fuss or fumes; silencing many cordless sceptics and proving that battery power is the new way forward in the garden power sector.

The EGO Power+ range is available through Henton & Chattell’s nationwide dealer network.

For more information visit [www.egopowerplus.co.uk](http://www.egopowerplus.co.uk).

**ENDS**

Prices:

LM2001E £519 including 4Ah battery and rapid charger

LM2011E £519 including 5Ah battery and rapid charger

LM2102E-SP £729 including 7.5Ah battery and rapid charger

LM2014E-SP £629 including 6Ah battery and rapid charger

LM2024E £599 including 6Ah battery and rapid charger

LM2024E-SP £679 including 6Ah battery and rapid charger

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