



CUB CADET ESTABLISHES REVOLUTIONARY STANDARD FOR GASLESS OUTDOOR POWER EQUIPMENT WITH LAUNCH OF CUB CADET POWERED BY CORE

Louisville, Ky. – October 22, 2015 – A bold, new approach to outdoor power equipment that rivals the power of gas, Cub Cadet Powered by CORE (Conductor-Optimized Rotary Energy), debuted at GIE+Expo in Louisville, Kentucky. This addition to Cub Cadet’s product offering is a new line of hand held power equipment that uses sophisticated CORE motor technology to deliver more torque with longer runtimes.

“With zero emissions, little noise and torque levels equal to two-cycle engines, Cub Cadet Powered by CORE brings a new level of power to outdoor power equipment like string trimmers, hedgers and blowers,” said Emily Sword, Cub Cadet director of brand marketing. “Now owners of these products can get all the muscle of gas with none of the hassle.”

With printed circuit board technology and magnetic rotors to generate concentrated, efficient power and torque, CORE’s innovative, proprietary motor design replaces traditional electric motors. The motor generates torque on par with gas power so the toughest outdoor challenges can be tackled without the fill-ups, fumes or pull-starts. By delivering high-torque performance with no dependence on battery voltage, CORE technology establishes a revolutionary standard for outdoor power.

For 2016 the Cub Cadet Powered by CORE line includes a dedicated string trimmer and a unique system called the Power-Lok system. The Power-Lok system includes a string trimmer, hedge trimmer and blower attachments all designed to fit one standard Power-Lok drive unit. This system allows users to convert the drive unit into multiple tools, saving storage space and cost.

Cub Cadet Powered by CORE products will be available in Spring 2016 at Cub Cadet Independent Dealers and at Tractor Supply Company. They are backed by the strongest warranty in the industry – a 5-year limited product warranty and a lifetime motor warranty – giving extra assurance that your investment is built with strength and supported for years to come.

“This innovation is yet another example of how Cub Cadet is constantly working to create the future of lawn care by challenging the perceived limitations of design and technology,” said Sword.

About Cub Cadet

Established in 1961, Cub Cadet engineers, designs and builds outdoor power equipment using the highest quality components sourced locally and globally. Through a dedicated and extensive network of dealers and retailers, Cub Cadet delivers a full line of high performance power equipment and services that cover all aspects of grounds care for professionals and homeowners – including four-wheel steer zero-turn riders; lap bar zero-turn riders; utility vehicles; lawn and garden tractors, lithium ion- and gasoline-powered handheld and chore products; snow throwers and more. Based in Valley City, Ohio, Cub Cadet is recognized worldwide for its legacy in engineering excellence and its progressive dedication to exceeding owner expectations by delivering on its promise of better products, a better experience and better results. For more information on all Cub Cadet products, visit www.CubCadet.com.

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