



**Husqvarna®**

**THE MARKET**

As long as grass keeps growing, leaves and snow keep falling and forests need managing, there will always be a market for Husqvarna products. In fact, it could be said that ultimately, Husqvarna's business activities are defined

place with the help of forestry workers from Quebec and Northern Ontario. The 162 is generally regarded as the chainsaw that really kick-started Husqvarna's success in Canada. With the benefit of hindsight, Husqvarna chainsaws and the Canadian logging industry were always going to be a perfect match. To this day, the spirit of cooperation that exists and the benefits this creates continue to give to loggers not only the equipment they need, but because of their ergonomic designs, a working day that is "out of the ordinary."

invaluable insight. Applied to the development of other products, the lessons learned have both challenged and inspired Husqvarna development teams, and the result is a truly comprehensive product portfolio. Furthermore, it is the application of this manufacturing expertise across the product range that has allowed the company to assume the dominant position in the market that it



by nature — Mother Nature! As the world's longest established supplier of outdoor power products, you might expect the company to be found in the most far-flung outposts — and you'd be right. From the Queen Charlotte Islands to the Avalon Peninsula, chances are you won't be far from a Husqvarna dealer. Look closer and you'll find four distinct groups of users — forest professionals, landscape professionals, homeowners and landowners. Although their needs in terms of equipment may differ according to specific working environments, one constant remains: a desire to ensure that the Husqvarna equipment they use is developed and constructed to respond to their needs, using unique professional knowledge and expertise. Today, the result of that knowledge and expertise is a line of efficient, high-performance, ergonomically superior and particularly user-friendly equipment that is distributed through a global network of over 20,000 authorised dealers in over 100 markets. Ultimately, it is this knowledge and expertise that allows Husqvarna to use the phrase with confidence and pride right around the world: "professionally proven outdoor power equipment."



**HISTORY**

Before we talk history, let's start by getting things in perspective. The Declaration of Independence in the United States was still 87 years away. In what is now Canada, French explorer Samuel de Champlain had arrived only 84 years earlier and established the first permanent European settlement at Port Royal. A four-year period of intercolonial wars had just broken out. The Hudson's Bay Company was only 19 years old. The year was 1689. Back in Sweden, the home of Husqvarna, 1689 was the year the company started its long and continuing journey of manufacturing excellence. Initially, Husqvarna was involved in the precision engineering of firearms. At this time Sweden was a nation at war, and weaponry of all types was required by the Royal Swedish armies. Husqvarna responded to the call. As the years and centuries passed, products as diverse as bicycles, sewing machines and motorcycles have been developed and built at their Swedish factory. The wealth of experience this provided eventually led to the introduction of outdoor products into the company's portfolio. In 1959, Husqvarna launched its first chainsaw, at just 270 years of age. The rest, as they say, is history.

currently occupies. In Canada, Husqvarna enjoys the largest market share of one of the country's traditional and most important industries — logging. Moving out of the forest, landscape and park professionals, homeowners and landowners of all types continue to enjoy the benefits of Husqvarna yard tractors, lawn mowers, brushcutters, trimmers, leaf and snow blowers, Zero-Turn ride-on mowers and much more, on a daily basis. Looking to the future, smart products such as the self-regulating Automower™ and environmentally friendly Solarmower™ are expected to be standard-bearers for the company's long tradition of ingenuity and perhaps point the way when it comes to how we care for that growing grass and those falling leaves in the future.

**ACHIEVEMENTS**

1968 was a groundbreaking year. It was in this year that Husqvarna introduced its first chainsaw to the Canadian market. The model was called the 65, and its success led directly to the development of its successor, the 162. This chainsaw was designed in Lachute, Quebec, and in keeping with the company's long tradition of consulting with professional users, development and testing took

**THE PRODUCT**

Husqvarna is about much more than chainsaws. However, the longstanding policy of cooperation and consultation with professional chainsaw users in the development process has provided

**RECENT DEVELOPMENTS**

A great deal of the company's product development starts with something extremely vital at its core — the user. It is — and has been for hundreds of years — Husqvarna's commitment to ensuring that whenever someone uses a Husqvarna machine, they come away certain in the knowledge that they have just experienced quality. To achieve this, many issues have to be considered. One of these is constantly analysing

and improving products, both in terms of performance and the working environment they create. In 2003 the X-TORQ™ engine was launched. Designed to generate higher torque, deliver smoother, more effective cutting performance and reduce emissions by up to 60%, this engine proved to be a massive success with forest professionals. The ultimate professional endorsement of the XP series is the fact that chainsaws powered by this thoroughbred engine have been used by the last four World Logging Champions. Indeed, the X-TORQ™ engine proved to be so popular when it was introduced to chainsaws, it has now been applied to several other product groups with similar results, a great example of Husqvarna innovation and professional cooperation being shared with every potential user. Safety is another area that Husqvarna tackles with great enthusiasm. One outstanding example of this is the Triobrake™ system for chainsaws. The system allows the chain brake to be activated in three ways — automatically by using the inertia release mechanism or mechanically by using the left or right hand, a feature that is particularly useful when the chainsaw bar kicks back unexpectedly. Moving away from manufactured machinery, in recent years Husqvarna has actively focused on improving working conditions for the user. In doing so, it was identified that an important factor in getting the most from a product is how well, physically, the user can operate the machine. With this in mind, a range of stretch clothing for professional users was recently launched. These garments are not only extremely light and comfortable, they also offer increased levels of user protection. At Husqvarna, much emphasis is placed on the fact that a comfortable, safe user is a more productive user.

**PROMOTION**

Over the past few years, the company has invested heavily in ensuring that its brand promise and everything it conveys reach the right people, in the right context, at the right time. In Canada, this has involved integrated marketing communication across a wide media spectrum. Focused, consistent and relevant campaigns roll out as Direct Mailers, printed press advertising, instore material, TV and radio spots as well as new media channels like the Internet and dedicated campaign sites. The aim of every activity is underpinned by a desire to promote the fact that Husqvarna has unique experience of consulting with professional users and that this has been applied for the benefit of non-professional target groups. By doing so, the company is now starting to be perceived as they wish



— the first choice for both private and commercial users of professionally proven outdoor power equipment. On a more hands-on promotional level, not only are forestry clearing saws still tested in northern Quebec, but forest management specialists from Canada have visited Sweden to see firsthand how the Husqvarna product development process works, as well as testing new equipment and consulting with Swedish forestry professionals. Within Canada itself, ties are actively being created with forestry schools and other educational establishments, undoubtedly a sound investment in our forest professionals of the future.

**BRAND VALUES**

The Husqvarna brand is very much based around unrivaled knowledge and expertise. These characteristics express themselves in several distinct but equally defining ways. First, and perhaps most literally, is the company's unique heritage and the experience over 300 years of manufacturing excellence provides. Add this to an established commitment to consult with professional

users and respond to their demands and the result is a product range that leads the way in ergonomics, efficiency, operational ease and safety. Second, Husqvarna has displayed a long-standing desire to give every user a more fulfilling and productive working day. By focusing on quality and remaining true to the company's guiding principles, Husqvarna products deliver an experience that encompasses pride, working satisfaction and ultimately, enjoying outstanding results, no matter the job, no matter the location and no matter the user.



**THINGS YOU DIDN'T KNOW ABOUT HUSQVARNA**

- Husqvarna's global corporate headquarters are in Huskvarna, Sweden. The town lies at the southern tip of Vättern, Sweden's second-largest lake.
- The original Husqvarna logo was created to symbolise the sights of a musket — the company's original product, first manufactured in 1689.
- In 1968, the model 65 chainsaw was Husqvarna's first to be launched in Canada. Today, the company is the country's largest supplier of chainsaws to the professional logging industry.
- In 2006, Husqvarna provided employment to 11,412 persons worldwide.
- There are over 20,000 authorised Husqvarna dealers globally. The brand is represented in over 100 markets.

