

New ride-on mower in Italian design

MTD presents its new "MiniRIDER" ride-on mower

Saarbrücken, June 28, 2007

The popularity of small ride-on mowers continues to increase. Those who have to mow an area of approximately 600 to 1.200 square metres and are looking for an easier alternative for a push lawn mower are sure to give this class of mowers a second look. Naturally MTD, one of the world's leading manufacturers of powered garden equipment, has long had a number of models in this category as part of their product range. With the "MiniRIDER", the latest addition to the MTD family, the company has introduced a real treat for the eyes.

The design is the key

When designing the new MiniRIDER, MTD has placed particular emphasis on the optical balance and harmony of the contours. A glance at any of the details makes clear just how much care was exercised – both with regards to the selection of materials, which result in a high-quality appearance, and with the ergonomic operating controls. The design, which appears to have been inspired by Italian automotive engineering, is of a standard seldom attained in this class.

Yet the MiniRIDER does not simply look incredible. There is a lot inside of it to back up its excellent appearance. This is because the "Mini" is an astounding product. Its frame construction is particularly robust. It also offers powerful single-cylinder petrol engines with approx. six hp from renowned manufacturers such as Briggs & Stratton and Kawasaki. This means that the customer can be sure that his MiniRIDER is a reliable piece of equipment with state-of-the-art technology. The engines are completely insulated. This is not only an optical but also an acoustical advantage, as this serves to reduce the engine noise. The machines can either be started in the normal manner by pulling the starter cord, or by using an electric starter on the deluxe versions.

A mowing deck is fitted between the axles of the MiniRIDER. The advantage: the cuttings only have to travel a very short distance to reach the grass catcher, which means that it is practically impossible for it to clog.

The single-blade mowing unit has a cutting width of 60 centimetres. One special feature: there are five possible cutting height adjustments – from 25 millimetres to 90 millimetres. The MiniRIDER is equipped with a classic gearbox which offers the driver the option of manually selecting one of four forward gears and one reverse gear.

One thing is already clear: the MiniRIDER offers excellent performance parameters. It is also an attractive entry-level model. Even so – and this must be made absolutely clear – no compromises have been made with regard to the driving and operating characteristics.

A clean cut in any situation

Instead of the standard rigid axle, MTD has equipped this ride-on mower with a suspended front swing axle. Not only does it help eliminate any rocking motion when driving over uneven ground, but it also offers improved traction while cutting more evenly.

The MiniRIDER is distinguished by its excellent agility and manoeuvrability, something which will be of particular value to those who need to maintain areas with shrubs and trees, or who need to drive their mowers through narrow paths and gates. Thanks to its compact dimensions, it can be stored in a space which is hardly larger than a push lawn mower. Those who weigh all the criteria – performance, size of the area to be mowed, space requirements, convenience and, not least, the outstanding aesthetic quality of this excellently designed product – will be certain to give serious consideration to the MiniRIDER by MTD when purchasing a ride-on mower.

MTD will be launching this ride-on mower – which is innovative in every sense of the word – on the market in spring 2008, producing a number of versions with different features and performance characteristics.

About MTD Products AG:

MTD Products AG, Saarbrücken-Bübingen, is the European headquarter of MTD Inc., which is based in Cleveland, Ohio (USA). It was established after the takeover of the tradition-rich German manufacturer Gutbrod by MTD in 1996. MTD has more than 20 production and sales locations worldwide, employing more than 10.000 people. Its market share places it among the top-ten manufacturers of powered garden equipment worldwide.

In Europe, MTD has its own sales locations for Germany, France, Belgium, Austria, Denmark, Hungary, Sweden, Switzerland and Poland. All other European markets are serviced via sales partners and importers.

The MTD portfolio in Europe comprises the brands MTD, Bolens, Gutbrod, Yard-Man and Cub Cadet. Its product range includes electric and petrol lawn mowers, verticutters, lawn tractors, compact tractors, ride-on mowers, shredders, trimmers, garden tillers, snow throwers and quads. The European product plants are located in Saarbrücken-Bübingen and in Nemesvamos (Hungary).

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