



Press release

Cub Cadet: A premium brand by MTD

The quintessence of MTD when it comes to performance: Cub Cadet is the leading garden equipment brand in the premium segment.

Saarbrücken, June 28, 2007

Within the MTD corporate group, the Cub Cadet brand embodies the very best in garden equipment. When uncompromising quality, performance and ease of use are called for, Cub Cadet brand products are the tools of choice. Designed for semi-professional and professional users, they are the expression of a simple product philosophy: always be a bit better. Cub Cadet tools are only available from specialist retailers. The Cub Cadet product range includes a lawn mower, various lawn tractors, garden tractors, compact tractors, zero-turn mowers, a 4x4 diesel multipurpose transport vehicle and a range of quads.

History

In the early 1960s, International Harvester, a manufacturer of agricultural machinery, automobiles and trucks in Chicago, developed an entirely new line of tractors. International Harvester met the increasing demand for garden equipment for private gardens with the Cub Cadet product line. The first Cub Cadet tractors were built in 1961 – they were available in seven-, ten- and twelve horsepower versions. These were joined by numerous add-ons and accessories, such as dozer blades, snow blowers and trailers. Cub Cadet tractors quickly made a name for themselves in the USA, becoming popular products among consumers.

At the end of the 1970s, however, International Harvester stopped producing these tractors. MTD took over Cub Cadet in 1981, and Cub Cadet has been part of the renowned international MTD Group ever since. MTD adopted the brand concept and refined it even further. Cub Cadet tractors have die-cast front axles and only use high-quality Kohler engines. In addition, all Cub Cadet tractors are equipped with a hydrostatic drive system.

Cub Cadet – endless power

Cub Cadet – unique in its class – offers tractors with a direct drive shaft from the engine to the transmission. The advantage is clear: power is transferred directly, and thus effectively. An extensive range of accessories supplements the Cub Cadet equipment, offering customised assistance for all house and garden needs to create a broad and powerful product range.

When it comes to handy features and ease of use, Cub Cadet equipment is hard to beat, boasting such things as an electromechanical grass bag opener, RevTEK – a technology which allows for safe mowing in reverse gear, high backrests, aluminium pedals, cruise control, an exclusive deck wash

system, adjustable seats and much, much more ... Cub Cadet tools are developed and built by professionals – for professionals.

Cub Cadet – technology that is setting new standards

Cub Cadet means state-of-the-art technology. The all-rounder from the "TimeSaver" series – part of the product range since 2007 – is a tractor which is an excellent example of the brand's innovation excellence, and one which is unrivalled in the marketplace.

The product range also includes a lawn tractor with a diesel engine and rear discharge. The new aluminium lawn mower is a tool for professionals which is capable of withstanding any operational demands. From aluminium rims and wheels with ball bearings to the robust aluminium chassis, this mower is suitable for all the needs of professional users such as landscapers. To find your nearest Cub Cadet dealer, simply visit our website at www.cubcadet.eu.

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).

For any additional information, please contact us – we will be happy to assist you:

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