

KLIPPO 07

PRELIMINARY INFORMATION FOR OUR PARTNERS

**NEW COMET
NEW RIDER**

**NEW DRIVE SYSTEM
NEW HANDLES
NEW ENGINES**



KLIPPO

A PROFESSIONAL CHOICE

The strongest Klippo range ever.

Dear Klippo partner,

It is with pride and pleasure that we now present the strongest Klippo range ever.

For many years, our products have reaped success and won market shares. We are now investing even more in new products within the area we know best of all – lawnmowing.

The major news is that we can now finally present a new Rider: The Klippo X-series is a brand new product that will interest many customers.

Another important piece of news is that we are now following up the success of the Excellent/Pro 19 by launching the newly-developed Comet/Pro 21.

I can promise that you will be just as impressed by the cutting results now as when the Excellent model was launched.

In connection with development of the new Klippo Comet, we have taken the opportunity to develop a new drive system, which means that we can now offer Honda engines, even on self-propelled Klippo machines.

We are enforcing marketing

In order to create significant interest among customers for our new and existing products, we make more and better marketing material.

We are therefore counting on more customers than ever becoming curious and visiting your stores.

Our best year yet

As you will gather from all the new products and extra investment in attracting customers, 2007 will be an extraordinary year in Klippo's history.

Traffic to your dealers will probably also increase – and so it would be better to be prepared. For this reason, take the opportunity to inform and train your personnel.

Now is also the time to make sure you sign your orders so that you are ready when

Klippo's investments are up and running and the season starts. If we all do our best, then success will surely follow.

2007 has all the potential to be the best Klippo year ever.

Good luck!



Roger Klotz, CEO Klippo AB



FERRARI OR KLIPPO?



Experience Formula 1 with Klippo

We can promise you one of your best experiences ever. A Formula 1 race attracts hundreds of thousands of spectators "live" on location.

Before going, you might have difficulty understanding the magic of Formula 1 racing – the reality is virtually a million miles away from what you see on TV.

The sound alone makes the hairs on your arms stand up – and you will never forget it. But the whole experience around you, with exhibitions of the teams, huge markets and the mixture of celebrities and ordinary people, makes this a memory for life.

How do you get there?

By selling more Klippo machines than anyone else.

The retailer who purchases Klippo products for the highest net sum by 31 July 2007 will win. Naturally, the prize also include travel and accommodation. More details will follow during the season. So put your foot down, as they say.

**A little extra encouragement
to get up to speed from the beginning**

An introductory discount.

That's what your customers will get when they purchase a Klippo Rider. We are investing heavily in our new Rider. Your customers will be offered an introductory price for the Rider X15 and Rider X16awd.

NEED A LITTLE MORE

THE NEW KLIPPO COMET!

A Klippo with the best of everything.

It has not just worked forever.

It has also a lot through the years.

The Klippo Comet has always found new customers. Thanks to the extra width that people with a larger lawn appreciate. But also thanks to its reliability – once you've had a Comet, you'll purchase another one next time as well.

The time has now come - A new ultra modern Klippo Comet makes its entrance in 2007.

You will see immediately that it is related to the new Excellent. The deck has the same design, but is a little higher with a mulcher insert to be able to cut high grass effectively. The Klippo Comet comes in three models, one with a Honda engine, one with a Briggs & Stratton engine and one with an electric-start Briggs & Stratton engine. The B&S engines are also a brand new generation. The version we are using for the Klippo Comet has an overhead valve and is particularly easy to start thanks to a "ready-start" system.

The Klippo Comet also has the new handle, which is now being introduced for the Comet, Excellent and Cobra models. The new handle has been developed using our experience of professional machines, which means a handle in two parts with a softer rubber grip instead of the previous hard, red plastic handles.

A sales comet?

We think so.

Klippo's new, modern appearance and technology, together with the Klippo Comet's strong reputation means that we see a huge potential for the new Klippo Comet. This is one of the major new products of the year – the machine to turn to when you need a little more.

Of course, the new Comet will also feature prominently in our marketing efforts for the new season.

ENGINE

Three new engine options. Two Briggs & Stratton, one with electric start. The B&S engines are a brand new generation of overhead-valve engines with a "ready start" system that makes them particularly easy to start. The new Comet also has a Honda engine among its options.

HANDLE

New handle in two parts and with a soft rubber grip for greater comfort.



DRIVE

New drive that makes it possible to offer Honda engines for self-propelled machines.

DECK

A new deck based on the same design as for the new Excellent, which is perfect for mulcher cutting.

CROSS-CUT BLADE

A new type of mulcher blade that shreds the cuttings using four cutting edges.

TWO DECKS IN ONE

The single-cast aluminium deck has a detachable insert that gives you "two mowers in one". The insert can be removed if you have not cut the grass for a while. This helps to prevent tall, thick grass from jamming the cutting mechanism.

NEW KLIPPO RIDER DOES NOT FALL AT THE FIRST HURDLE.



When Klippo launches a new Rider, you can be sure of one thing: It's built to last.

A lawnmower is a complicated machine with a lot of technology and transmissions that can tolerate tough conditions.

It is also built to be simple to operate. Of course, the cutting unit sits at the front to give you greater and easier access to borders, bushes, trees, fences and house walls. This also means that the grass is not flattened by the wheels before it is cut.

It is also built to ensure a safe working environment. The comfortable seat offers a good view over the machine and your work surfaces.

The standard version uses front-wheel drive, but you can also get a Klippo Rider with 4-wheel drive. Both models are built for optimum balance and weight distribution, which makes the Rider safe and stable to operate, even on slopes. The driver's seat is ergonomically designed, which, in combination with the 18 inch wheels, provides optimum comfort.

The cutting height can be adjusted for 10 different positions from 9 to 100 mm. You can also lift the cutting deck to a "washing position" when you want to clean the cutting unit.

Mulcher technology

Of course, the Rider also uses Mulcher technology. The advantage of a Mulcher is that the grass is pulverised and returned to the lawn as fertiliser, which also reduces the risk of the lawn drying out. A tall grass cutting deck is available for the Klippo Rider for cutting very high grass effectively.

Saving the best for last?

It just has to be said. The Klippo Rider is fun to drive and work with. It can turn on a threepenny bit, as people used to say. With direct steering, a flexible engine in the stern and a cutting deck in the front, the whole machine turns around its own axle without damaging the grass.

With a 14-litre fuel tank, you can also work for longer, and who knows, perhaps anyone purchasing a Rider will spend a lot more time mowing the lawn at home. Cutting the lawn has suddenly become a pleasure to look forward to.

So if you are able, let your customers try the Klippo Rider – it's one of the best arguments for purchasing it. Plus knowledge of Klippo's quality – that this is a machine built to last.



The new drive makes it possible to fit either B&S engines or Honda engines in our self-propelled models. The new drive is manufactured from a durable, impact-resistant composite material.

Now with new handle, new engines and new transmissions.

At Klippo, we are constantly working to develop our product range. The fact that these machines are built to last is good enough, but nothing is so good that it cannot be improved.

The new handles are split into two parts and fitted with a grip that absorbs most of the vibrations.

A lot is happening on the engine front at the moment.

We are continuing to intersperse B&S engines with Honda engines. The Excellent, with a B&S engine, now has 6 hp and is a so-called "ready start" machine – which means that you avoid "choking" or priming fuel before starting the engine. It is also easier to start the engine using the start cord.

We have also further developed the drive and the transmission is now manufactured from a very durable composite material.

Some improvements here, some there – Klippo never stands still – even when it comes to developing new ideas to make lawnmowing more effective and hassle-free.



New appearance and technology. Klippo is being constantly improved in order to live up to its reputation as a quality machine.

KLIPPO IS ALWAYS ON THE MOVE.



Gentle on the hands. The previous hard plastic handle has now been replaced by a softer rubber that is gentler on the hands and which also helps to reduce vibrations.



The new, two-part handle has been developed using experience gained from our professional machines. Maximum vibration dampening and a better ergonomic "driving position".

THE LINE-UP FOR 2007.



Reel mowers	Cutting system	Cutting width	Cutting height	Engine	Drive
Free	Cylinder, collector as optional extra	38 cm	14-45 mm	-	-
Lawnmaster	Cylinder with collector	50 cm	7-30 mm	Briggs & Stratton Vanguard 24 OHV	yes
Lawnmaster Golf	Cylinder with collector	50 cm	2-30 mm	Briggs & Stratton Vanguard OHV	yes
Mulchers	Cutting system	Cutting width	Cutting height	Engine	Drive
Energy	Mulcher blade	42 cm	25-50 mm	Electric motor 240 V / 1.3 kW	-
Triumph	Mulcher blade	42 cm	25-50 mm	Briggs & Stratton XT 45	-
Champion	Mulcher blade	48 cm	30-60 mm	Briggs & Stratton Quantum XLS 50	-
Excellent	Cross-Cut blade	48 cm	30-60 mm	Briggs & Stratton XRG 60 Ready Start	-
Excellent GCV	Cross-Cut blade	48 cm	30-60 mm	Honda GCV 135	-
Excellent S	Cross-Cut blade	48 cm	30-60 mm	Briggs & Stratton XRG 60 Ready Start	yes, front-wheel drive
Excellent S GCV	Cross-Cut blade	48 cm	30-60 mm	Honda GCV 135	yes, front-wheel drive
Comet S	Cross-Cut blade	53 cm	30-60 mm	Briggs & Stratton DOV 60 Ready Start	yes, front-wheel drive
Comet S GCV	Cross-Cut blade	53 cm	30-60 mm	Honda GCV 160	yes, front-wheel drive
Comet S Electric start	Cross-Cut blade	53 cm	30-60 mm	Briggs & Stratton DOV 60el	yes, front-wheel drive
Pro 17	Mulcher blade	42 cm	30-50 mm	Honda GCV 135	-
Pro 19 GCV	Mulcher blade	48 cm	30-60 mm	Honda GCV 135	-
Pro 19 S	Mulcher blade	48 cm	30-60 mm	Briggs & Stratton DOV 60 Ready Start	yes, front-wheel drive
Pro 21 S	Mulcher blade	53 cm	30-60 mm	Briggs & Stratton Intek Edge 60	yes, front-wheel drive
Pro 21 S GCV	Mulcher blade	53 cm	30-60 mm	Honda GCV 160	yes, front-wheel drive
Collectors	Cutting system	Cutting width	Cutting height	Engine	Drive
Brilliant S	Collector	45 cm	20-70 mm	Briggs & Stratton Quantum XLS 50	yes, rear-wheel drive
Brilliant S Self-start	Collector	45 cm	20-70 mm	Briggs & Stratton Quantum 50 T&M	yes, rear-wheel drive
Cobra S	Collector with mulcher insert	48 cm	25-55 mm	Briggs & Stratton Quantum 50	yes, front-wheel drive
Cobra S Electric start	Collector with mulcher insert	48 cm	25-55 mm	Briggs & Stratton Quantum 50el	yes, front-wheel drive
Pro Cobra S	Collector with mulcher insert	48 cm	25-55 mm	Briggs & Stratton Intek Edge 60	yes, front-wheel drive
Ride on movers	Cutting system	Cutting width	Cutting height	Engine	Drive
Trac C300	Mulcher/Rear discharge	97 / 107 cm	13-90 mm	B&S I/C OHV AVS 14,5 hp	Hydrostatic, rear-wheel drive
Trac C600	Mulcher/Rear discharge	97 / 107 cm	13-90 mm	Honda GC 2 cyl OHV 530 cm3 16 hp	Hydrostatic, rear-wheel drive
Trac C600 4WD	Mulcher/Rear discharge	112 / 123 cm	13-90 mm	Honda GC 2 cyl OHV 530 cm3 16 hp	Hydrostatic, 4-wheel drive
Trac A2050	Mulcher/Rear discharge	127 / 127 cm	13-90 mm	Honda GX 2 cyl OHV 614 cm3 20 hp	Hydrostatic, rear-wheel drive
Rider X15	Mulcher	97 cm	9-100 mm	B&S I/C OHV AVS 15,5 hp	Hydrostatic, front-wheel drive
Rider X16 4WD	Mulcher	112 cm	9-100 mm	Honda GC 2 cyl OHV 530 cm3 16 hp	Hydrostatic, 4-wheel drive

THE REST OF THE KLIPPO FAMILY 2007

Klippo isn't just about lawnmowers. There is more to do in the garden and more Klippo machines that are glad to help. Chippers, hedge trimmers and edge cutters, etc. And as they are Klippo, you know that they will deliver what they promise.

Your customers know as well – that's the strength of a strong brand.
A Klippo knows what is required. We are happy to arrange a demonstration.

	SHREDDER K 290 EL	SHREDDER K 310	SHREDDER K 390
Engine	Electrical motor 2,2 kW/3 hp	Honda GC 135 OHV, 4 hp.	Briggs & Stratton Intek 5,5 hp.
Branch width	Up to approx. 40 mm	Up to approx. 40 mm	Up to approx. 50 mm
Blade shaft	6 turnable blades	6 turnable blades	12 turnable blades
Weight	29 kg	ca 32 kg	ca 50 kg

	SHREDDER PRO K 400	SHREDDER PRO K 550	SHREDDER PRO K 1200
Engine	Honda GC 160 OHV, 5 hp.	Honda GX 270 OHV, 9 hp.	Briggs & Stratton Vanguard Twin OHV, 18 hp
Branch width	Up to approx. 60 mm	Up to approx. 75 mm	Up to approx. 120 mm
Blade shaft	12 turnable blades	20 turnable blades	24 turnable blades
Weight	ca 65 kg	ca 90 kg	ca 385 kg

	PRO HEDGE TRIMMER 2.6 L	TRIM 2,5/LB ENJOY	PRO TRIM 3.0 L/B
Output	1,3 hp	0,9 kW (1,2 hp)	0,95 kW (1,6 hp)/1,2 kW (1,6 hp)
Handle	loop (L)	loop (L)/cycle (B)	loop (L)/cycle (B)
Weight	7,2 kg	5,2 kg/5,8 kg	5,8 kg/6,4 kg

	PRO TRIM 4,0 B	PRO TRIM 5,5 B	PRO TRIM VIPER X34
Output	1,4 kW (1,9 hp)	2,2 kW (3,0 hp)	1,4 kW/1,9 hp
Handle	cycle (B)	cycle (B)	cycle (B)
Weight	6,7 kg	8,2 kg	6,5 kg

	EDGE DRESSER PRO E 400	EDGE CUTTER PRO E 240
Engine	Honda 4,0 hp	Honda 5,0 hp
Weight	approx. 49 kg	approx. 34 kg

	CULTIVATOR ES03B	CULTIVATOR PS045H
Engine	Briggs & Stratton	Honda GCV
Output/Volume	3,5 hp/148 cm ³	4,5 hp/135 cm ³
Working width	40 cm	50 cm
Weight	30 kg	34 kg

	SCARIFIER S 400 E	SCARIFIER S 400 B	SCARIFIER PRO V 400	ELECTRIC CHAIN SAW
Engine	Electrical 230V	B&S Sprint	Honda GCV	
Output/Volume	1,6 kW	3,5 hp/148 cm ³	4 hp/135 cm ³	2,15 kW
Working width	40 cm	40 cm	40 cm	-
Weight	43 kg	45 kg	40 kg	4,3 kg
Other	Loose blades	Loose blades	Fixed blades	

SHREDDER K 290 EL



SHREDDER K 390



SHREDDER PRO K 1200



EDGE DRESSER PRO E 400

PRO HEDGE TRIMMER 2.6 L



PRO TRIM 3,0 L/B



PRO TRIM VIPER X34



CULTIVATOR PS 045H



SCARIFIER S 400 E



ELECTRIC CHAIN SAW



KLIPPO
PRO K 290
GARDEN PRO LINE



NOW WE'RE OFF!

One of the most interesting Klippo-years ever – supported by excellent marketing

Marketing

New products are important but it is also essential to get the message across to our customers. Klippo will support you with different kind of marketing materials. Here's some examples.

New in-store material

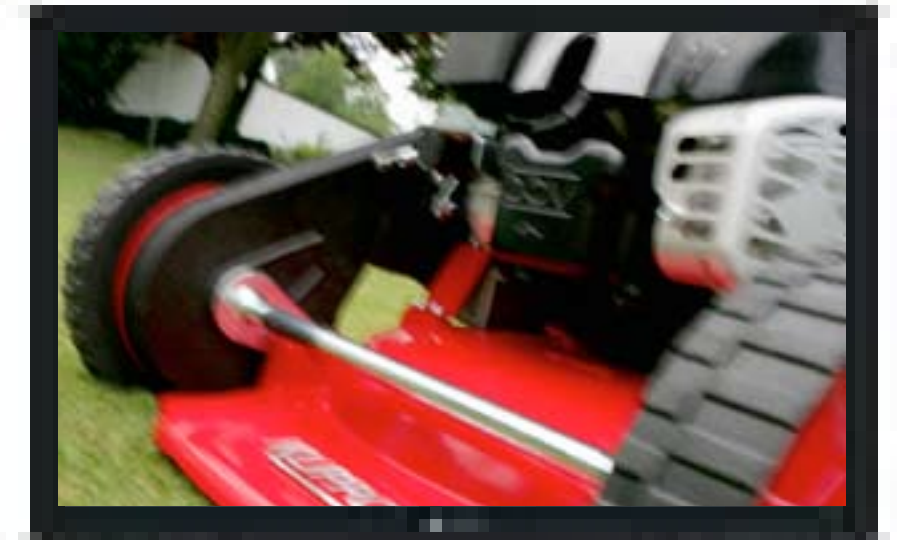
It's a premiere, isn't it? Of course, your store will also mark the fact that there is a new Comet and, let's not forget, a new Klippo Rider. There will also be material pointing out all the new products and improvements such as new handles, more new engines and a new drive system.

Advertisements

This year there will be material for TV, magazines (weekly and monthly) and professional user's magazines. There will also be dealers ads.

DM

Direct marketing has an intrinsic value and it very appreciated among dealers and customers. We will emphasise everything new that has happened and introduce our new machines together with other offers.



Commercials



DM



Catalogue



Catalogue stand



Banner



Price stands



Handle stands



Posters



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