



Press Release

Positive Development in Europe

MTD Benefits from Global Upturn

WOLF-Garten brand is included

“2010 and the start of the 2011 season were brilliant”, as Peter Janssen summarizes the past 18 months. All the hard work has paid off after the takeover of WOLF-Garten. “We are on a very positive track!”, remarks Executive Board Chairman of MTD Products AG. However, the restructuring programme of MTD Europe is by no means complete. “From the 2012 season, we will concentrate on the brands MTD, CubCadet and WOLF-Garten”, Janssen says.

At MTD’s Cleveland headquarters everyone is equally enthusiastic about the development at the European subsidiary. This is entirely in keeping with the extremely positive global development of the company as a whole. “Especially in the German-speaking world, our development is more buoyant than the industry sector,” Janssen outlines the reasons for success. Meanwhile, the WOLF-Garten brand is also making a substantial contribution to this development.

“We were now able to win back market shares for the WOLF-Garten brand”, Peter Janssen characterizes the current situation and anticipates the continuation of this trend in 2012. “However, the WOLF-Garten brand is re-establishing itself mostly in the specialist trade sector”, notes Janssen. Here, the group’s trustworthy reputation and expertise are having a definite influence. In future, a total of five brands will represent MTD.



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CubCadet is the world premium brand. In addition, there is the pan-European brand of WOLF-Garten as well as Troy-Bilt in North America and Rover in Australia and Asia. Additionally, MTD has already been a highly successful brand for many years.

Further information about on this subject can be obtained from MTD Products AG in 66129 Saarbrücken.

Note for editors:

This text and photographs can be found and downloaded under the following link: www.waschzettel.de/page.cgi?ID=32146

MTD, the "Modern Tool and Die Company", with its headquarters in Cleveland, Ohio is the world's largest manufacturer of motorised gardening tools. MTD Products Inc. was founded in 1932 and is still family owned. MTD has manufacturing capacities in the USA, Europe and Canada.

MTD offers every gardener – whether professional or hobby gardener – a product range from three brands on the European market; CubCadet, WOLF-Garten and also MTD, which covers nearly every application in the garden. Every brand makes its mark through individuality and unmistakable optic. All of the brands compliment a wide spectrum if motorised garden tools; from electric lawnmowers to motor hoes and snow blowers all the way up to miniature tractors.



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