

PRESS RELEASE

January 2012



Reach Husqvarna Construction wherever you are: new mobile web site launched

From now on, it will be even easier for customers to receive and find information from Husqvarna Construction. All thanks to the launch of a new mobile website.

Husqvarna Construction continues to move forward in the field of digital communication and now further increases its availability for customers and users. November saw the launch of the Husqvarna Construction mobile website, tailor-made for mobile units like smartphones.

This venture follows in the wake of the 2011 launch of the new Husqvarna Construction website.

“More and more people use their phones to access the web and for finding information, and that’s a need we’re looking to meet. We want to make it possible for our customers and users to receive information from us quickly, even when they’re not close to their computers”, says David Hagström, Digital Media Manager at Husqvarna Construction.

“We’ll be launching mobile web sites for all the markets that have local web sites during 2012. That means we’ll have mobile sites in around 30 languages. Presently we’ve launched an international site,

one for the USA and one for Australia.

The mobile web site contains information and functions interesting to the user out in the field: product information, support, contact information and more. One example is the “dealer locator” function that helps the user find the closest Husqvarna representative, either via GPS or by choosing a location. Another example is the tool guide that guides the user to the right tool for a certain application. The user will also be able to access the Husqvarna product catalogue on the mobile web site. In this year’s catalogue, that’ll reach customers in a few weeks, the use of QR codes has been fully implemented. The codes can be read by mobile units and are connected to the mobile web site.

“The mobile web site is important in order to connect our different information channels – the full-scale web site, the product catalogue and other print materials and our channels on Youtube and Facebook – in an efficient manner”, says David Hagström.

For more information, please contact:
Helena Thiel, Vice President Marketing, Husqvarna
Construction Products
Tel: +46 31 94 90 08



In your pocket. *The new mobile website makes it easy to receive information from Husqvarna wherever you are.*

Husqvarna Construction Products, part of Husqvarna AB, is a market leader in machinery and diamond tools for the construction and stone industries. Its product range comprises power cutters, drilling equipment, diamond tools, floor saws, bench saws, wall and wire saws as well as machines for surface treatment and demolition. In 2010, Husqvarna Construction Products accounted for 22 percent of Husqvarna’s sales of products for professional use. Construction Products has 2,100 employees, 10 large factories around the world and is represented in more than 70 countries. Husqvarna is a registered trademark owned by Husqvarna AB (publ).

HUSQVARNA CONSTRUCTION PRODUCTS