

Husqvarna Construction launches new website in 30 languages

Husqvarna Construction Products have launched a new international website. In 2011 it will be available in 30 different languages, to meet the demands of customers from all over the world.

“The new website provides a clearer presentation of our product range which will simplify for our customers. For example, we now have the possibility of presenting entire systems and solutions”, says Helena Thiel, Vice President of Marketing at Husqvarna Construction Products.

At the new website, www.husqvarnacp.com, it'll be possible to download product catalogues, user manuals, service manuals and to see interactive tool guides. When viewing a specific product, the customer will be informed about which tools, equipment and accessories that fit that product. In the same way it'll be possible to see the specific uses for machines: which machine is the best suited for tearing down a concrete wall with sewage pipes.

“One of the things that we've chosen to highlight on the new website is our innovations. We always strive to put the customer's needs first and drive the industry forward when it comes to product development. The use of films and animations is an excellent way to illustrate both innovations and practical uses”, says David Hagström, Global Web Manager at Husqvarna Construction Products.

The new website is built to be search engine optimized. This will make it easier for everyone searching for information, to find their way to the website.

It's also important for a global company like Husqvarna Construction to be able to launch local campaigns and help the customers to find the correct retailers and distributors. This is why the website will be available in 30 different languages and include the possibility for the different markets to use a first class “dealer locator” with a map feature. This provides Husqvarna Construction with both a global and local, market-oriented web presence.

For more information contact:

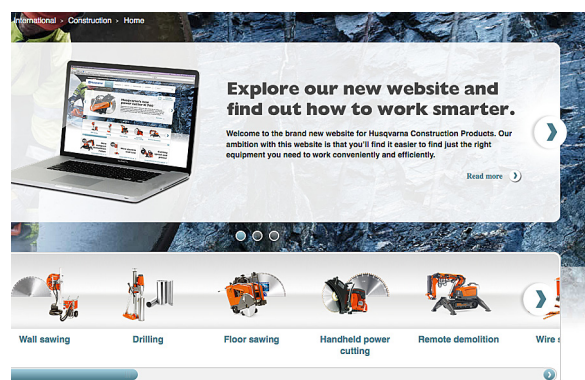
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Husqvarna Construction Products, part of Husqvarna AB, is a market leader in machinery and diamond tools for the construction and stone industries. Its product range comprises power cutters, drilling equipment, diamond tools, floor saws, bench saws, wall and wire saws as well as machines for surface treatment and demolition. In 2009, Husqvarna Construction Products accounted for 23 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).