



Husqvarna®

Benefits of being a Husqvarna dealer



Why partner with Husqvarna?

After working with thousands of dealers, we understand that while it's our name on the equipment, it's your name on the line. Our policies and programs are based on real dealer feedback, all with the goal of helping you create a thriving business. And when you pair premium service with premium products, you get a winning recipe for success.



A complete lineup, from accessories to zero-turns.

Whether it's for homeowners or professionals, our products are easy to use and built to last. Our comprehensive range includes handheld tools, riding mowers, robotic mowers, PPE, accessories, and more.

World leader in robotic mowing*

With over 30 years of experience in robotics, we're proud to bring smart and reliable mowers to users everywhere.

World's most powerful backpack blower†

Delivers an industry-leading 56 N of blow force to dominate even the most demanding cleanup jobs.

Inertia-activated chain brake

We first launched this critical innovation in 1973, helping to prevent kickback-related injuries and make chainsaws safer when in use.

World's first battery chainsaw with a clutch

Combining the best of gas power with the best of battery power for an all-around game-changing product.

Grounded in history. Aiming toward the future.

The Husqvarna logotype dates to 1620, to a weapons factory in the Swedish town of Huskvarna. A rounded seal, with three lines pointing upwards to resemble a rifle sight, represents Husqvarna's unwavering focus on innovation, quality, and customer satisfaction. Over 400 years later, we maintain that focus, while moving our industry forward.



* Source: Euromonitor International Limited; per Robotic Lawn Mowers category definition; Home and Garden 2023ed; retail value sales in RSP, 2022 data.

† Measuring Newtons of blow force and CFM of air flow, based on published specs of global manufacturers of backpack blowers as of 4/2024.



Programs that work **for** you

Whether you manage one location or ten, our key dealer programs are designed to be easy to understand and plan for. Our programs stay consistent all year long, so you always know what to expect from us.



Pre-made floor plan options with Huntington

Huntington Financing offers flexible floor plan options that make inventory management simple and stress-free. From fast application turnaround to ongoing support, you'll have a trusted partner who understands your business needs and helps ensure you always have the right products on hand when customers are ready to buy.

All-year program

This foundational buying program is at the heart of our partnership. Simple, all-in qualification levels are holistic and consistent, regardless of your product mix. Your corresponding bracket determines your all-year discount, Co-Op fund amount and reimbursement rate, and POP funds – all designed to increase as your partnership with us grows.

Standard booking windows

Our consistent booking schedule lets you better plan in advance for the upcoming season. This puts you in the best position for fresh inventory as the new season arrives.

National promo calendar

Our marketing team works year-round to support our various end user promotions, helping to drive traffic into your dealership and increase sell-through. The rebate submission process is quick and easy, all done via your online dealer portal.

Demo program

This flexible program allows you to purchase products specifically for demo or loaning purposes. Let customers try a product before they invest or loan them a tool while theirs is in service. After the demo period, you can sell the product for extra revenue and receive a rebate from us.

Bid assistance program

This program supports dealers competing for bids from government agencies, including the military, and from any organization that has a tax-exempt number provided by the US Internal Revenue Service. Husqvarna has a partnership with Sourcewell to support bid assist programs.





Committed to parts and accessories

As a local dealer, your service makes all the difference to your customers. Homeowners come to you for help, and commercial customers count on reliable service for their businesses. That's why we created simple, all-year programs for our parts and accessories – so we can be there for you when duty calls.



All-year buying programs

Our P&A programs are consistent, easy to understand, allowing you to save money all year long and unlock bigger discounts for the following year. Save on X-CUT® chain, fuel & oil, and more. Express shipping options available.



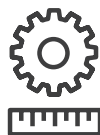
New and improved sales tools

We're constantly creating and updating our P&A sales tools, helping you take the guesswork out of planning.



Fast moving parts guides

Easily find part SKUs by category and product



Fit-up guides

Includes chainsaw air filter guide, bagger fit-up charts, and more



Service tool catalogue

Quickly find the required tool by category to work on a specific piece of equipment



Spider charts

View product breakdown and find needed parts quickly



Stocking guides

Our inventory recommendations based on years of testing

Putting customers first.

At Husqvarna, our customers mean everything to us. Whether it's helping them save on their purchase or manage their equipment, we're committed to providing a great experience.

Customer warranties

With a legacy built on quality and reliability, we're proud to stand behind our products.



2-year pro chainsaw warranty

For our pro customers, a chainsaw is more than just a purchase, it's an investment in their livelihood. For added peace of mind, we offer an industry-leading, 2-year professional chainsaw warranty for both our gas and battery-powered saws.



Crown Commitment™ guarantee

With chainsaws at the heart of our legacy, we're confident pros will love them. We're proud to offer a 7-day money-back guarantee on qualifying professional chainsaws, no questions asked.



Consumer extended warranty

Giving our residential customers added peace of mind, we offer the option to extend the warranty on any gas handheld tool up to 5 years if they purchase 96+ fl oz. of Husqvarna pre-mixed fuel at the same time.

Helping customers save every day

These savings programs are designed to help you connect with your customer and serve your community.



Military and First Responder Appreciation program

Members of the US military, active or non-active police officers, firefighters, and EMS/paramedics can save 10% on any product and any accessories with qualifying retail value over \$125.*



Commercial Fleet Discount program

Provides commercial customers a volume discount on major purchases of new equipment and accessories – the more they buy, the more they save, up to a 20% discount on handheld and 25% on wheeled products.*



Multiple financing options[†]

Offering financing to customers is one way you can increase order sizes and drive more sales. Most customers think about how they're going to pay for a purchase while they're still shopping. And if they know they have the flexibility to buy now and pay later, they tend to keep adding merchandise to their cart – so you capture sales you may have otherwise missed.

Our financing partners include:

- Synchrony Financial
- Sheffield Financial
- Mower Finance powered by Terrace Finance

*Programs subject to change. Rebates offered to participating dealers. †Financing not guaranteed.

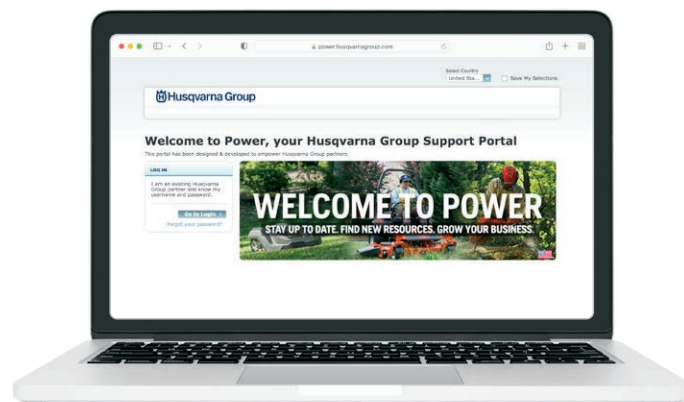
When you succeed, we succeed.

Our support framework is built around giving you what you need to grow, from product and technical trainings to marketing support and beyond.



One-stop Power dashboard

Our Power portal is a one-stop shop for everything you need to succeed with Husqvarna. Place finished goods and parts & accessories orders, view product information, take online training, access the image bank, and more. You'll also find the latest news and announcements from us, as well as all policies and procedures.



Training on your schedule

Husqvarna University

Open 24/7, our online training courses cover a variety of topics relevant to your business, including in-depth technical trainings, product lineup guides, sales excellence tips, servicing procedures, and more.

Sales & technical training summits

Our in-person training classes are held throughout the year in different cities around the country. These in-depth courses cover a variety of sales and technical topics across our entire lineup of products and services.



Premium marketing support

Brand Shop & Art Vault

Our online platform is your go-to resource for POP and marketing materials. Explore the wide variety of printed materials such as product tags, brochures, and counter mats, and place your orders online. For digital assets, access the Art Vault to instantly view and download materials, including social ads, product sell sheets, radio scripts, videos, and more.



Husqvarna social powered by Thumbstopper™

Get high-quality social media content directly from our marketing team for your Facebook, Instagram, and LinkedIn accounts. We'll post directly to your channels, for a hands-free experience that increases engagement and connects with your local customers.



Merchandising & POP options

Our POP and merchandising options are all designed to help your store look its best. Use POP funds in the Husqvarna Brand Shop on a variety of assets. For qualifying dealers, we also send out a yearly POP kit with refreshed materials ready to use. And with best-in-class planogram suggestions, our in-store shelving options are ready to go and easy to implement, setting you up for success.

Salsify

Salsify is our one-stop platform for product specs, images, and descriptions. Existing product information is already available, and new products get added as they launch. As a dealer, you're able to freely download this information for personal use and reference.

Co-op marketing program

Designed to assist with local advertising, our Co-Op program offers you the flexibility to spend Husqvarna-subsidized marketing funds where you believe they will create the most impact. Use funds for:

- Print advertising
- Online display ads
- Thumbstopper™ social program
- Social advertising
- TV advertising
- Tradeshows & events
- Paid search results
- Radio spots
- Direct mail
- Billboards



