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# Stihl to focus on China for robotic mowers

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*Stihl plans to relocate the development and production of robotic lawnmowers to China.*

**Stihl today informed its dealers of a restructuring of its robotic lawnmower business. New products will not be available until after 2026.**

Stihl will withdraw its robotic lawnmower business from Germany and Austria and relocate its development and production to China. The Stihl Executive Board informed the specialist trade of this decision today.

The letter to the sales and service partners stated that this strategic decision was made after a thorough analysis and evaluation of current trends. The robotic mower business area will be further developed in a targeted manner to strengthen the company's competitiveness and innovative strength in this promising segment.

## Establishment of a development center in China planned

The increased integration of the Chinese site will be a central component of this strategy. It is expected to play a key role in the further development and implementation of the business unit.

"We are convinced that Asia has the best conditions for developing and producing the next generation of robotic lawnmowers. Today, Asia represents many of the key factors in digital technologies: user-friendly digital applications, rapid innovation cycles, and cutting-edge technology at attractive market prices. At the same time, the European understanding of quality remains an integral part of the brand identity. What will be produced in China under the Stihl name in the future will combine the proven reliability and engineering expertise of Stihl with the technological dynamism of China."

Construction of a dedicated development center for robotic lawnmowers in China is therefore scheduled to begin soon. Initial preparations have already been made.

## No new Stihl robotic lawnmowers in 2026

However, there is no fixed date yet for the market launch of new products. The trade communication stated: "With our current generation iMow® products, we deliver reliable quality. We would like to confirm your continued support in actively marketing the current iMow® robotic lawnmower range. Please also note that the strategic realignment means that we will not be launching any new iMow® models for the 2026 season. Our current range will be available for marketing unchanged in 2026."

## Specialist trade dialogue at the Stihl Treff

It continued: "One thing is already certain: The new products will come. And they will revitalize the segment."

Finally, the dealer-manufacturer relationship at Stihl was highlighted: "Your role as a specialist dealer partner remains crucial for us. You secure our presence in the market, conduct discussions with customers, and convey trust and continuity – especially during phases of reorientation. We sincerely thank you for this. We would like to engage in dialogue with you at the Stihl Treff and will inform you about the Dispo 2026 program via our regional sales managers.

## Discussions with the works councils

Stihl also announced that employees at the European locations that previously developed and produced Stihl robotic lawnmowers have been informed of the necessary structural adjustments. Discussions are currently taking place with the works councils in Waiblingen and at the other affected locations. "Transparency, fairness, and social responsibility are firmly established at Stihl," said Chief Human Resources Officer Dr. Michael Prochaska. "In the coming weeks, we will work with the works council to develop fair and viable solutions for the affected employees."

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## Change in the Stihl Executive Board

The Supervisory Board of Stihl AG has announced that Anke Kleinschmit (Board Member for Development) has left the company by mutual agreement effective June 30, 2025.

July 15, 2025| markus.messerer@dlv.de



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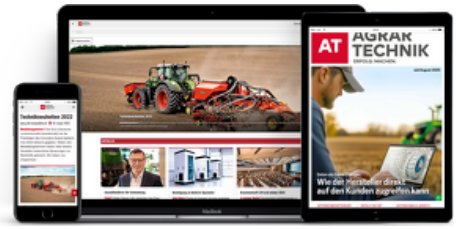
## Husqvarna expands its robotic lawnmower range for wireless operation

Robotic lawnmowers without cables – that's what the manufacturer Husqvarna is promising for three models at the start of the 2025 season. In addition, two Automowers are to be designed specifically for the needs of smaller gardens.

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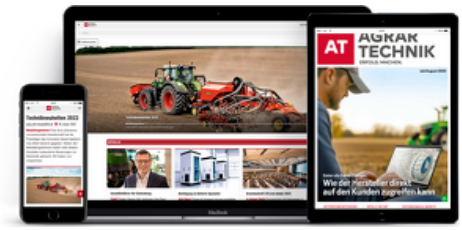

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