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## **Leave it to Miimo – Honda Power Equipment Introduces Miimo, its First Robotic Lawn Mower**

***Convenient, automated, effortless, Miimo mows the lawn so  
homeowners don't have to***

- Honda's first robotic mower for the U.S. market arrives in dealer showrooms this summer
- Convenient, intelligent and automated, Miimo provides the ultimate in lawn mowing ease for busy, active homeowners
- Miimo self-charges quickly, operates quietly and includes safety features and a functional design
- Three programmable cutting modes and programmable timer deliver maximum versatility
- Two available Miimo models—HRM 310 and HRM 520—maintain lawns with a continuous cutting system

**ALPHARETTA, Ga., April 11, 2017**—Honda today introduced the company's first robotic lawn mower for use in the United States (U.S.), Miimo. The Miimo robotic lawn mower uses a microcomputer, timer and sensors to provide automated, unattended grass cutting within a defined lawn area. Honda's battery-powered robotic mower delivers quiet operation, recharges quickly and offers three different programmable cutting patterns with a programmable timer setting for easy, beautiful lawn care.

"Honda Power Equipment's Miimo lawn mower delivers a beautiful lawn without homeowners having to physically cut their grass," said Michael Rudolph, Vice President – Honda Power Equipment. "For customers who want to be on the cutting edge of technology, have busy lifestyles and don't have the time for lawn care, or for customers who don't enjoy cutting the grass, Miimo is the high-tech approach to achieving a beautiful yard."

### ***How does Miimo Do It?***

Both Miimo models operate within a boundary wire, installed by Honda Power Equipment dealers underground or on top of the ground around the perimeter of the area to be mowed, and a combination of controls, timers and real-time sensory feedback. Miimo detects the electric field

from the wire and stays within the boundary. Boundary wires also protect obstacles such as trees, ponds or flowerbeds.

In addition, Honda Miimo's quick turn mechanism allows the unit to change direction in a sweeping forward motion rather than having to reverse itself—a feature that reduces overall cut time. The mower's seasonal timer can be programmed with cutting intervals that match grass growth rates, and day/night modes are customizable to fit consumer's individual needs.

The Honda Miimo robotic mower is designed with optimal functionality, safety, and security in mind. Both the HRM 310 and the HRM 520 models feature independent 360-degree sensors and a floating cover that detect solid contacts between the unit and any obstacles. If a sensor is activated, the lawn mower is designed to stop (when it touches a human or pet, for example) turn, and move in a different direction from the point of contact. Miimo is equipped with anti-theft protection that will sound an alarm and disengage operation if the mower is lifted from the ground. The unit can only be re-started once the owner enters a unique anti-theft PIN code. Codes can be managed and reset via the easy-to-use control panel.

Miimo offers three main cutting modes; Random, Directional or Mixed, resulting in an even and consistent cut, less stress on the lawn, healthy, clean growth and fewer weeds.

- Random is the most effective for mowing large, open areas of grass. When Miimo detects the boundary wire, Miimo will make a turn at a wide angle
- Directional is the recommended setting for narrow areas. When Miimo detects the boundary wire, it will turn at a narrow angle
- Mixed is a combination of the Random and Directional pattern. Miimo alternates between Random and Directional mowing patterns at regular intervals

Two additional cutting options, Spiral and Edge, are available. Spiral mode enables Miimo to concentrate mowing on areas where the growth speed of the lawn may be faster than the rest of the lawn. Edge mode sends Miimo to mow along the edge of the lawn along the boundary wire first, before mowing the rest of the lawn in the chosen mowing pattern.

Compared with a traditional lawn mower, the Honda Miimo robotic mower cuts less grass height each time, but cuts the lawn more frequently. Miimo creates miniscule clippings that are easily dispersed into the lawn root system—breaking down quickly to act as a natural fertilizer that improves the overall quality of the grass.

Powered by a high performance lithium-ion battery, Miimo is self-charging, constantly monitoring its battery level and returning to its docking station when it needs to recharge. Miimo will recharge when its battery charge registers below 30 percent. The HRM 310 model, with a battery

capacity of 22.2 volt (V)/1.8 Ah, can mow for up to 30 minutes on a single charge; the HRM 520 model also is capable of mowing for up to 60 minutes, depending on the complexity of the lawn, on a single charge and has a battery capacity of 22.2V/3.6 Ah. The Miimo HRM 310 model will self-charge in 30 minutes and the HRM 520 will self-charge in 60 minutes using a 120V outlet.

Honda's Miimo robotic lawn mower can tackle virtually any type and shape of lawn, including slopes as steep as 25 degrees. Honda's robotic mower also navigates smoothly around features like ponds, fences and trees. The Miimo robotic mower features a cutting width of 8.7 inches and a cutting height range of .8 inches – 2.4 inches (20mm – 60 mm).

The Miimo HRM 310 model, weighing approximately 26 pounds, is capable of cutting up to 0.37 acres and has a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$2,499. The Miimo HRM 520 model, weighing just over 26 pounds, can cut larger lawns, up to a maximum of 0.75 acres, features a larger battery, and has a starting MSRP of \$2,799. Both models are equipped with high-traction wheels and high quality, ductile heat-treated, pivoting steel blades that spin clockwise and counter-clockwise for longer life.

The two Honda Miimo robotic mower models will be available starting in June at select Honda Power Equipment dealerships nationwide (except in California).

Both Honda Miimo robotic lawn mower models are sold with a standard, two-year warranty. A Honda Power Equipment authorized Miimo dealer will install the boundary wire and docking station at the customer's home after purchase. Miimo House is an available accessory that covers the docking station, protecting Miimo from the elements.

More information about the Honda Miimo is available via the following links: Honda Miimo updates and product specifications – [miimo.honda.com](https://miimo.honda.com); Honda Power Equipment authorized Miimo dealers – [powerequipment.honda.com/dealer-locator](https://powerequipment.honda.com/dealer-locator); and Honda Miimo high-resolution photography – [hondanews.com/channels/lawn-mowers](https://hondanews.com/channels/lawn-mowers).

### **About Honda Power Equipment**

Honda Power Equipment, a division of American Honda Motor Co., Inc., markets a complete range of outdoor power equipment, including outboard marine engines, general-purpose engines, generators, lawn mowers, pumps, snow blowers, tillers and trimmers for commercial, rental and residential applications.

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