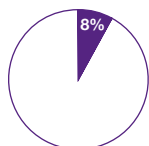


Small appliances

# Floor-care products

*Although there are regional differences in vacuum-cleaner design, performance and function are still the most important factors for consumers worldwide. As one of the few global manufacturers of vacuum cleaners, Electrolux can focus on global product development.*

**Share of Group sales 2011**



Electrolux is one of the largest manufacturers of vacuum cleaners in the world and holds market-leading positions in most regions. A large share of the Group's vacuum cleaners are developed and sold in the global market. A special focus lies on innovative and energy-efficient vacuum cleaners in premium segments. Electrolux is also market-leading in the central-vacuum-cleaner segment and holds a substantial market share in vacuum-cleaner accessories. All Electrolux vacuum cleaners are manufactured in low-cost areas.

In Asia and Latin America, most of the Group's vacuum-cleaners are sold under the Electrolux brand. The Electrolux brand also dominates in Europe, complemented by AEG in central Europe. Volta, Tornado,

Progress and Zanussi are focused on the mid and lower price segments. The Eureka brand accounts for the largest proportion of the Group's vacuum-cleaner sales in North America, while more premium vacuum cleaners are sold under the Electrolux brand.

**Green Range**  
**70%**  
 recycled plastic



**Ergorapido – a forerunner and trendsetter**

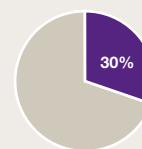
A growing number of small households is generating a greater need for compact, efficient vacuum cleaners with an aesthetically pleasing design that enables them to be left on show. There is also a growing need in many households for vacuum cleaners that are ready for immediate use. Sales of attractively designed, rechargeable vacuum cleaners have grown substantially over the past decade. Electrolux Ergorapido was one of the first models when these were launched in 2004 and has since been released in a range of new versions, most

## Green progress

Although there is still no energy labeling for vacuum cleaners, the demand for sustainable products is growing. Sales of the Electrolux Green Range of vacuum cleaners doubled in 2011, following launches in all major European markets and in all five continents – from North America to Oceania. Ergorapido Plus Green is now also part of the series of six different green models. One reason for this strong growth is focused marketing activities, including the Vac from the Sea campaign. To read more, see page 41.



**Ultra Silencer Green comprises 30% of total sales of Ultra Silencer in 2011.**





## UltraOne = Number One

The top-of-the-range Electrolux UltraOne combines a powerful motor with low noise levels and effective energy consumption, which has proved a winning concept. This premium vacuum cleaner has received top ratings in 11 countries since it was launched in 2009 and is the direct result of a dynamic collaboration between top designers and engineers.

recently as the environmentally friendly Ergorapido Plus Green. Electrolux holds a leading position in this segment in Europe and a strong position in other parts of the world where compact vacuum cleaners are in demand, such as Japan.

### Quiet, please!

According to surveys conducted by Electrolux, noise is the single greatest source of irritation when vacuuming. With its 68 decibels, Electrolux Ultra Silencer is one of the quietest vacuum cleaners in the market due to its patent-pending Silent Air Technology. The noise level is equal to the sound of a normal conversation. To reduce noise, Electrolux engineers and developers reduced the number of uneven surfaces

and seams inside the vacuum cleaner so that air can pass smoothly. The nozzle is the part of the vacuum cleaner with the single greatest impact on performance and thus requires optimal design and function. Electrolux has also developed a unique nozzle for the UltraOne vacuum cleaner that minimizes the source of irritating noise and gives excellent cleaning results.



## Design for different consumer preferences

There are regional differences in vacuum-cleaner design. Based on consumer preferences, Electrolux sells mainly canister vacuum cleaners, but also has a strong offering in upright products, in such markets as North America and the UK, where this category dominates. Eureka Airspeed is a range of upright vacuum cleaners, specially designed for effective carpet cleaning. The recent launch of these in the US was a great success. The Electrolux Nimble vacuum cleaner has been launched in the US and the UK and received top ratings in several independent tests, in particular, because it is so easy to maneuver.

Electrolux Nimble