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Electrolux

Press release

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The global vacuum phenomenon: Electrolux Ergorapido turns 10 and 10 million sold

In August, Electrolux produced the 10 millionth Ergorapido. Since its launch in 2004, this vacuum has been sold in more than 70 countries across all continents from Argentina to Yemen, making the Electrolux Ergorapido the most global battery stick cleaner available.

“The Ergorapido success clearly shows how consumers around the world have appreciated this innovative product,” says Curt Nyberg, Chief Technology Officer, Electrolux Small Appliances. “It was developed based on consumer insight about cleaning needs and habits. We saw that consumers around the globe wanted a powerful cordless cleaner for instant cleaning, and also a product that was so nicely designed that it could be stored out in the open, always ready for cleaning on the go.”

The largest single market for Ergorapido has so far been the United States, followed by Japan and France. The two key markets of the USA and Japan can also be used to illustrate the sheer volume produced: If you place all 10 million Ergorapidos horizontally on a line, it will stretch from New York to Tokyo.

The 10 million could also be compared to the 21.5 million Volkswagen Beetle cars that were sold globally during a 65-year period up until 2003. And in the same way as the Beetle platform developed, the Ergorapido is now in its third generation and with a total of 45 different models sold throughout the years.

“The basic platform is the same with the 2-in-1 functionality, but suction power has improved by over 200% over the years with new battery technology and other product enhancements”, says Curt Nyberg. “A brush-roll-clean feature to remove tangled hair has been introduced, together with features like a self-standing function and better maneuverability. The constant innovation has made this product into a winner in many tests since 2004.”

The 10 millionth Ergorapido, which has a completely unique copper-metallic front, will be awarded to the best friend of an Electrolux employee through a global nomination procedure internally in the Electrolux Group.

“We wanted to let our Electrolux employees around the world show their friends how great this Electrolux product is. After all, the need for instant cleaning is global.”

Electrolux Ergorapido design awards:

- Red dot: 2005, 2008, 2014
- Plus X: 2011, 2012, 2014
- iF Design Award: 2005, 2008, 2014
- Design S award: 2006
- Good Design Award (Japan): 2007

About the Electrolux Group

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. We offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small



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domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 50 million products to customers in more than 150 markets every year. In 2013 Electrolux had sales of SEK 109 billion and 61,000 employees. More information: <http://group.electrolux.com>.

Business sector Electrolux Small Appliances

Electrolux Small Appliances markets and sells more than 22 million vacuum cleaners and small domestic appliances annually in 150 markets worldwide. The sector has a yearly turnover of 9 billion SEK, a team of 2,800 employees, and is organized in four regions: North America, Latin America, Europe, Middle East and Africa (EMEA) and Asia Pacific. In addition to the Electrolux master brand, the sector has many strong brands in its portfolio including AEG, Eureka, BEAM, Zanussi, Tornado, Progress, Volta and Sanitaire.

Electrolux is one of the world's largest producers of vacuum cleaners and the only truly global player. The vacuum cleaner line-up includes canisters, uprights, sticks, hand-helds, central vac solutions, and high-pressure washers. The small domestic appliances line-up includes coffee machines, espresso machines, irons, toasters, grills, rice cookers, kettles, food processors, mixers, blenders and more.