

Husqvarna Discontinuing Dixon in North America



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CHARLOTTE, N.C.- Husqvarna Professional Products, Inc., based here, will discontinue the distribution of products under the Dixon brand name by the end of 2014 in North America, it announced in a news release. International markets are unaffected at this time

Husqvarna Group will continue to process Dixon warranty claims and provide service parts under the Dixon brand for an extended period of time, the company announced in a news release.

While Dixon's line of zero-turn mowers, walk-behind mowers and tractors will be discontinued, the Husqvarna Group will continue to manufacture and market similar products under the current family of Husqvarna Group brands. The Company does not expect that the move will require any job cuts, and it is not expected to have any noteworthy impact on Husqvarna Group's financial position.

"The decision to phase out the Dixon brand is part of the Husqvarna Group's strategic plan, a strategy that seeks to reduce operational complexity, improve efficiency and give additional focus to the consumer," said Jeff Dewosky, Vice President – Dealer Sales, Husqvarna.

Dixon products have been sold through the distributor and dealer division, and all impacted partners have been notified of the change.