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International Consumer Electronics Show (CES) Recognizes Innovation of Fully-Electric Zero-Turn Mower; Honors Cub Cadet for Eco-Design and Sustainability

*World's First Fully-Electric Zero-Turn Mower with Four-Wheel Steering Control Technology
Again Validated as the Future of Lawn Care*

New York, NY and Cleveland, OH – November 13, 2013 – [Cub Cadet](#), the leader in outdoor power equipment, is excited to announce that the International Consumer Electronics Show has named the RZT S™ ZERO, the world's first fully-electric zero-turn riding mower with steering wheel control and four-wheel steering technology, as an [Innovations Design and Engineering Awards Honoree](#) in the Eco Design & Sustainable Technologies category. This is the second award of global prestige for the ZERO in 2013. It also received the coveted [Breakthrough Award](#) from Hearst Media's *Popular Mechanics* in October.

As the only zero-turn riding mower controlled by patented four-wheel steering technology, the ZERO provides incredible maneuverability on all types of terrain. Steering wheel control allows for greater straight-line tracking and unmatched traction and stability on hills. The advantages are immediately apparent with the Zero's no compromise cutting performance and the Cub Cadet Signature Cut that customers have come to expect.

The product is Cub Cadet's latest achievement in a history of American-inspired innovation dating back to 1961, as well as an extension of the *Consumers Digest* Best Buy Award winning line of zero-turn mowers.

"It's literally what you don't get with the Cub Cadet ZERO that's most valuable; zero gas, zero oil, zero filters, zero belts to change, zero cumbersome lap bars, zero emissions, zero engine maintenance, zero turf damage, and most remarkably, zero noise when turned on," said Jeff Salamon, Cub Cadet's director of marketing. "To be recognized as an honoree in the International Consumers Electronic Show's Innovations Design and Engineering awards is awesome. Everyone knows the remarkable technologies that are showcased at CES each year and we are honored to be in such company."

The Cub Cadet ZERO will be on exhibit at the *Digital Experience!* in Las Vegas on Monday, January 6, 2014 from 7:00 pm – 10:30 pm at The Mirage Events Center (MEC) at the Mirage Hotel. It is currently available in select markets and will be expanded into new markets for spring 2014. For more information about the ZERO, [visit cubcadet.com/zero](#). To join the conversation, follow Cub Cadet at:

- www.Facebook.com/CubCadet
- www.Twitter.com/Cub_Cadet
- www.YouTube.com/CubCadetRidingMowers

About the CES Innovations Design and Engineering Awards

The CES Innovations Design and Engineering Awards is an annual competition which honors outstanding design and engineering in consumer electronics products. All categories are judged by a preeminent panel of independent industrial designers, independent engineers, and members of the trade media across 29 product categories. Winners include new consumer technology products or existing products with dramatic enhancements.

The Innovations entries were judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product's intended use/function and user value
- Design and innovation qualities of this product compared to others
- Why the product deserves the award -- its unique/novel features that consumers would find attractive.

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA) ®, the producer of the International CES, the global gathering place for all who thrive on the business of consumer technology. Innovations 2014 Design and Engineering honoree products are featured on CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

About Cub Cadet

The leader in the outdoor power equipment industry, Cub Cadet engineers innovative, premium quality products. Through a dedicated and extensive network of dealers and retailers, Cub Cadet delivers a full line of high performance power equipment and services that cover all aspects of grounds care for professionals and homeowners – including the world's only 4-wheel steer zero-turn riders; lap bar zero-turn riders; utility vehicles; lawn & garden tractors, lithium ion- and gasoline-powered handheld & chore products; snow throwers and more. A global company based in the U.S., Cub Cadet is recognized worldwide for its legacy in engineering excellence and its progressive dedication to exceeding owner expectations by delivering on its promise of better products, a better experience and better results. For more information on all Cub Cadet products, visit www.CubCadet.com.

Disclaimer: The Innovations Design and Engineering Award is based upon descriptive materials submitted to the judges. CEA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given

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