



Media Release

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Want the Perfect Lawn This Summer? With Masport You Don't Need to Bend Over Backwards

With summer just around the corner, it's time to dust off the barbecue, break out the board shorts, and start thinking about getting your lawns in tip-top shape ready for plenty of games of backyard cricket.

And getting the perfect lawn or cricket pitch has never been easier thanks to Masport's simple and easy to use Electric Start mower that makes mowing the back yard as easy as your best mate hitting you for six off the first ball.

The new Masport 550AL Combo **Electric Start** mower takes the chore out of mowing lawns with its simple electric start ignition. Perfect for people who would rather be at the beach or enjoying time with the family than sweltering under the sun priming and pull starting their mower, it's just a matter of turning the key and you're away! This lawnmower is perfect if you have a bad back, ageing bones, or if you just want to make it simple.

If you want a great looking lawn for your mates that are on their way round for a BBQ, you won't be let down with your Masport Electric Start. It features new battery technology that is lighter and packs more punch and can start time and time again on a single charge.

The mower also features a top quality, US manufactured Briggs & Stratton 190cc Ready Start™ engine, plus the Masport Quadcut® four-blade cutting system that cuts cleaner, faster and smoother than traditional cutting systems. Not only does this mower conventionally **catch** the grass, it **mulches** by naturally recycling re-cut clippings and feeding them back into your lawn.

And like all Masport products, you know that when you buy a Masport 550AL Combo Electric Start, you are buying top quality. For your peace of mind, Masport's industry best warranty on this impressive machine include a lifetime on the catcher and six years on the rust proof heavy duty aluminum body.

For more information about the range of Masport products, visit www.masport.co.nz

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Written on behalf of Masport by [Auckland advertising](#) agency Impact PR. For further information or images, please contact Mark Devlin mark@impactpr.co.nz (ph. 021509060).

Notes to editors:

Masport 550AL Combo Electric Start

- Briggs & Stratton 190cc Series 675 Ready Start™ engine
- Electric Start ignition
- 460mm (18") heavy duty aluminum chassis
- Front 175mm (7") and rear 200mm (8") adjustable dual bearing wheels
- Comfortable upturned upper handle with soft grip
- Reinforced lower handle for added strength
- Camlocks for quick release handle fold down
- Cut, catch and mulch
- Quadcut® 4 blade cutting system
- Plastic catcher