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**FOR IMMEDIATE RELEASE**

**MAKITA BRINGS BRUSHLESS MOTOR TECHNOLOGY   
TO OPE CATEGORY WITH NEW 18V LXT® STRING TRIMMER   
Landscapers will benefit from increased power and speed, longer run time, and more**

**La Mirada, CA –** Makita has released a new cordless solution for landscapers with the 18V LXT® Lithium-Ion Brushless Cordless String Trimmer (XRU04Z, tool only). It’s the latest addition to the expanding 18V LXT® line-up, the world’s largest cordless tool series powered by an 18V lithium-ion slide-style battery. Makita offers 80+ 18V cordless tools powered by the fast-charging 18V LXT® Lithium-Ion battery.

Makita created the first brushless motor impact driver for contractors in 2009, and the new 18V String Trimmer packs all the advantages of efficient brushless motor technology. The XRU04Z is part of Makita’s expanding line of cordless tools for landscapers which includes string trimmers, hedge trimmers, chain saws, a grass shear, and blowers.

**No Cord, No Emissions**“Landscapers are demanding more cordless alternatives to corded and gas-powered outdoor power equipment,” said Mario Lopez, Product Manager, Makita. “With zero emissions, lower noise, and considerably less maintenance, as well as category-leading battery charge time and unmatched breadth-of-line, this new 18 volt cordless trimmer is a welcome solution for landscapers. And with the efficient brushless motor, they’ll get up to 50% longer run time, more power and speed, and longer tool life.”

**Convenience and Performance**The new XRU04Z gives landscapers instant start-up, up to 6,000 RPM for faster cutting, and zero hassle with fuel, oil changes, or power cords. With the efficient brushless motor, the XRU04Z will run up to 90 minutes on a single charge of a Makita 18V LXT Lithium-Ion 3.0 Ah battery (sold separately). It has a full 11-3/4” diameter of cutting capacity. For added versatility, the XRU04Z has an adjustable speed dial (0-3,500 to 0-6,000).

Additional features include an easy-loading bump-and-feed trimmer head for increased user convenience, and a reverse rotation system that allows operators to quickly clear the trimmer head. The XRU04Z features Extreme Protection Technology (XPT), engineered for improved dust and water resistance for operation in harsh conditions. The trimmer weighs only 8.6 lbs. (with battery), and includes an L.E.D. battery indicator that monitors the battery charge status.

**Star Protection Computer Controls™**For improved tool performance and extended battery life, the XRU04Z features Star Protection Computer Controls™. Star Protection is communication technology that allows the Star Protection-equipped tool and battery to exchange data in real time and monitor conditions during use to protect against overloading, over-discharging and overheating. For increased versatility, the tool can also be powered by Makita 18V LXT® and 18V Compact batteries with the star symbol on the battery indicating Star Protection inside.

**Specifications**

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|  | **XRU04Z** |
| Cutting Capacity (diameter) | 11-3/4” |
| No Load Speed (2 spd) | 0-3,500, 0-6,000 |
| Battery | 18V LXT® Lithium-Ion |
| Overall Length | 72-1/2” |
| Net Weight (lbs. with battery) | 8.6 |
| Includes | Tool only |

**About Makita USA**

Makita is a worldwide manufacturer of industrial quality power tools and outdoor power equipment, and offers a wide range of industrial accessories. Makita utilizes leading-edge technology and innovation to engineer tools that are more compact with less weight yet deliver industrial power and results. Makita’s extensive line of cordless lithium-ion tools includes 18V LXT® Lithium-Ion, 18V Compact Lithium-Ion, and 12V max Lithium-Ion. Other best-in-class products include rotary and demolition hammers and saws equipped with Anti-Vibration Technology (AVT®), MM4™ 4-Stroke engine power equipment, Super Joint System – SJS® grinders, miter saws engineered with Deep and Exact Cutting Technology (DXT™), Impact GOLD™, the New Gold Standard in Impact Driving, and more. Makita U.S.A., Inc. is located in La Mirada, California, and operates an extensive distribution network located throughout the U.S. For more information, call 800/4-MAKITA (800/462-5482) or go to makitatools.com. Follow Makita: facebook.com/makitatoolspage and twitter.com/makitatools. The MAKITA TEAL COLOR is the trade dress of Makita Corporation and is protected under common law and registered with the U.S. Patent and Trademark Office. The Makita Black & White color combination is the trade dress of Makita Corporation and is protected under common laws and registered with the U.S. Patent and Trademark Office.