

# Mowrator S1 Electric Slope Mower Makes a Return at the 2024 Equip Expo - A Quiet, Safe, and Efficient Solution

**AT THE 2024 EQUIP EXPO**, Mowrator introduced its flagship product – the electric remote-controlled slope mower, Mowrator S1. Featuring a 21-inch full-blade, all-metal frame, and an 18Ah replaceable lithium iron phosphate battery with 2.25 hours of runtime and 1500 charge cycles, it's designed to handle slopes up to 80% (38 degrees) with all-wheel drive (AWD), making it stand out in the robotic mower market.

Mowrator S1 is built for challenging conditions, including steep slopes (like pond embankments and highway edges), high-intensity work in hot climates, and dry grass clearing for wildfire prevention. It can mow up to 0.5 acres per hour and easily handle dense grass like St. Augustine and weeds up to 2 feet tall. Landscaping professionals note its ability to increase efficiency while reducing the safety risks typically associated with riding mowers on slopes.

## Competitive Advantage and Pricing

Priced between \$2,499 and \$3,999, the Mowrator S1 offers competitive performance and affordability compared to other commercial remote-controlled mowers. Tested in various climates and terrain, it's proven effective in tough environments. Since launching on Kickstarter this spring, it has sold widely across the U.S., Canada, Europe, Australia, and New Zealand, earning high praise from customers.

## Customer Feedback

Mowrator S1 has received positive reviews. Jonny, a Texas landscaper with 44 years of experience, said the mower allows him to maintain both flat and sloped lawns more quietly and safely than a traditional 21-inch push mower. He expects it to take over 25%-35% of his

workload next season, replacing manual mowers with a safer, more convenient option.

Bryan Liston, a homeowner from Kentucky, shared that his ¼-acre lawn with slopes used to take an hour with a push mower, but with the Mowrator S1, the task is now done in 20-30 minutes, significantly boosting efficiency.

Hugh Cameron from Tennessee, an early supporter, brought his Mowrator to the expo to share his experience. He initially chose Mowrator due to the lack of effective solutions for mowing steep slopes. He praised the easy assembly, superior slope-climbing, and the 2-3 hour battery life, which enables it to access areas traditional mowers can't.

## Expo Highlights and Market Demand

At the Equip Expo, many reviewers visited the Mowrator booth to meet the team and share their feedback. Landscaping professionals were impressed by the Mowrator S1's powerful slope-climbing and efficient mowing. All demo units sold out by the end of the expo, further proving strong market demand.

## Support from TMC Power Equipment President Dean Kanemitsu

TMC Power Equipment, a leading California-based landscaping equipment distributor, has partnered with Mowrator. President Dean Kanemitsu met Mowrator at the 2023 Equip Expo and, after testing the product, deepened their collaboration. He found the Mowrator S1 ideal for California's steep terrain and landscaping needs. Dean signed a distribution agreement in 2024 to introduce Mowrator S1 to the California



dealer network. He praised the mower's intelligent design, slope capability, and durable frame.

## After-Sales and Future Plans

Mowrator offers complete after-sales service, including spare parts, remote support, and maintenance training for dealers and customers. Mowrator has also collaborated with over 70 reviewers, producing detailed video reviews that help dealers maintain a competitive edge.

Designed for seniors and landscaping professionals, the Mowrator S1 delivers a safe and convenient mowing solution. With nine years of DJI drone development experience, the Mowrator team is focused on bringing advanced technology to lawn care. Moving forward, Mowrator aims to expand its global sales network and refine its products to meet growing customer demands.

**Mowrator Motto:  
"Serving People,  
Not Replacing Them!"**

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