



## HOOVER PRESENTS THE NEW CORDLESS STICK HF9

Higher performance: with autonomy up to 30 minutes, it just gives a 5-star experience

Berlin, 1<sup>st</sup> September 2022 – **Hoover** focuses on consumers and presents a new product able to balance high-level performance with the utmost attention to their actual needs. **The new cordless stick HF9 offers a 5-star experience** from all points of view: suction power, user friendliness, long-lasting battery, and unrivalled quality.

Stick vacuum is the most significant appliance for daily house cleaning, and Hoover knows it very well. Therefore, to design HF9, Hoover completely transformed the concept of performance. Not just power or autonomy, but also premium performances are achieved while meeting people's needs based on their necessities and tastes to enhance their life at home.

What do consumers want? A high suction capacity that you can see and feel, a light product easy to use. They do not want to take care of its maintenance, and, above all, they want a high-performing battery.

Hence, here you have on the market the new cordless stick **HF9**, with exceptional characteristics: high suction capacity with actual autonomy for up to 30 minutes. Now, it will be possible to **clean the whole house without stopping** thanks to the perfect balance between battery power and duration. For larger spaces, **HF9** has also a second battery for a total duration of 60 minutes.

Attention to details, study of colours and design, and a simple and intuitive display are just some of the characteristics of this Hoover innovation.

**The new cordless stick HF9** is, in fact, an indispensable ally also thanks to its **350W Brushless** engine, which ensures constant power with outstanding suction enabling pick up of dust, debris, hair and pet's hair, while balancing lightness and weight. It's easy to clean: its roller can be removed, by opening its window placed right over the brush. An increasingly quicker operation thanks to the **ANTI-TWIST™ technology**, which features a special comb behind the brush to remove hair and pet's hair. It is very practical - **it stands on its own** - you can temporarily "park it" and focus on other things, including answering the phone or opening the door to the courier when yet another online purchase arrives!

With the HF9 launch, Hoover's approach is still *zero distance*, taking user's experience to the next level. It responds not only punctually to the increasingly demanding consumer's needs, but also offers a 5-year extended warranty, a tangible sign of the quality of a product designed and manufactured to become essential.

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Hoover, international brand with a strong innovative character, has been a market trend setter for over a hundred years, introducing high-performance products for the care of wellbeing of people. It provides a complete range of next-generation major and small appliances, both free-standing and built-in. Hoover is also at the forefront of innovation of environmental values: the wide majority of its products are rated excellent for energy saving and silence. Hoover is one of the leading players of the international market of floor care. [www.hoover.com](http://www.hoover.com)

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