



NEWS RELEASE

New Shark IQ Robot™ Features Cutting-Edge Smart Navigation And Self-Empty Capability

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NEEDHAM, Mass., Sept. 19, 2019 /PRNewswire/ -- Today, Shark®, the leader in home cleaning solutions, is announcing the release of the breakthrough **Shark IQ Robot Self-Empty™**, their smartest, most independent robot yet. This next-generation robot vacuum combines room-by-room navigation, a self-cleaning brushroll, and the ultimate convenience—a self-empty dock. After each cleaning session, the robot empties into a bagless base, ready for the next clean. New IQ Navigation™ offers amazing row-by-row coverage compared to the aimless bouncing of traditional robots which can miss whole areas.

Shark® IQ Robot Self-Empty™

Shark® IQ Robot Self-Empty™

With advanced Home Mapping capabilities, your robot creates a blueprint of your floors to provide its row-by-row, room-by-room cleaning. When ready to recharge, Shark IQ Robot™ returns to its base, empties, recharges then resumes where it left off to finish the cleaning mission. Complete customization is up to you—Room Select lets you choose which rooms to clean or when via the Shark Clean™ app. That's just the start—there's much more to this robot:

- The Self-Empty Base holds up to 30 days' worth of debris, so you can forget about vacuuming for up to a month. After every cleaning, the robot automatically empties into its base.



- The Self-Cleaning Brushroll delivers nonstop hair removal, tackling long hair, short hair, and pet hair.
- Shark® cleaning performance with more suction power than the bestselling iRobot® Roomba®*
*Measured at the nozzle; based on units sold 5/18-4/19
- Available at retailers nationwide at an MSRP of \$549.99. The Shark IQ Robot™ is also available without the self-empty base at an MSRP of \$449.99.

“This is Shark’s first robot vacuum that delivers this kind of hands-free cleaning at such an incredible value”, said Mark Barrocas, President of SharkNinja. “The Shark IQ Robot Self-Empty™ is total-home navigation, powerful Shark cleaning, a self-empty base and self-cleaning brushroll that lets consumers forget about vacuuming for up to a month.”

For more information about Shark IQ Robot Self-Empty™, please visit sharkclean.com. Follow Shark on Facebook at facebook.com/sharkcleaning and on [Instagram](#) and [Twitter](#) @SharkCleaning.

About SharkNinja

SharkNinja is an innovation leader in the housewares industry and creator of the familiar household brands Shark® and Ninja®. SharkNinja provides the latest in easy-to-use innovative technology with a growing line of solutions that consist of Shark® cleaning and home care products and Ninja® kitchen appliances. Products are sold at major retailers and through distributors around the world. Ninja and Shark are registered trademarks of SharkNinja Operating LLC. For more information, visit sharkninja.com.

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