



NEWS RELEASE

# Shark® ION™ Robot Cleaning System Takes Whole-Home Cleaning To New Heights

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NEEDHAM, Mass., Sept. 27, 2018 /PRNewswire/ -- Shark®, a leader in cleaning innovation, introduces the Shark® ION™ Robot Cleaning System, combining two innovative products in one cleaning system: a high-performance robot vacuum paired with a built-in, ultra-powerful handheld vacuum. The robot handles automatic cleaning on carpets and floors, while the handheld vac lets you zero in on quick messes and cleaning above floor. These two powerful vacuums charge conveniently in one dock to give you the ultimate in floor-to-ceiling coverage.

Shark® introduces the Shark® ION™ Robot Cleaning System, combining two innovative products in one cleaning system.

Shark® ION™ Robot Cleaning System takes whole-home cleaning to new heights.

"At Shark®, we exist to provide cleaning solutions that make everyday life easier," said Mark Rosenzweig, CEO of SharkNinja. "The Shark® ION™ Robot Cleaning System combines the best of both worlds, and gives you the ultimate in cleaning convenience."

The Shark® ION™ Robot Vacuum is a high-performance robot that makes it easy to stay on top of everyday upkeep in your home so you can spend more time doing things you enjoy. Smart Sensor Proximity Navigation assesses the robot's surroundings so it can move around obstacles and steer clear of stairs and ledges. A self-cleaning brushroll



combines with dual-side edge and corner brushes to capture hair, dust, dander, and allergens.

In addition, this robot provides 3x more suction compared to Shark's original robot and an XL dust bin for longer cleaning before emptying. It is also Wi-Fi and voice enabled so you can schedule or start cleaning from anywhere with the Shark® ION™ Robot app, or use voice control with Amazon Alexa or Google Assistant.

The Shark® ION™ W1 Cordless Handheld Vacuum combines ultra-lightweight portability with the incredible suction power of a high-speed brushless motor. Weighing just 1.4 pounds, it boasts a tapered nozzle for easy debris pickup and two accessories for tackling pet hair, upholstery, and tight spaces. Between cleanings, return your vacuum to the ION Charging Dock for easy access, fast recharging, and onboard accessory storage. Spot cleaning, always ready when you need it.

The Shark® ION™ Robot Cleaning System (suggested retail price \$499.99) is available now at retailers nationwide, and on the **Shark Clean website**. The Shark® ION™ W1 Cordless Handheld Vacuum is also sold separately (suggested retail price \$129.99).

For more information about the new Shark® ION™ Robot Cleaning System, Shark® ION™ W1 Cordless Handheld Vacuum, or additional Shark products, visit <http://www.sharkclean.com>. Follow Shark on Facebook at [Facebook.com/SharkCleaning](https://www.facebook.com/SharkCleaning) and on **Instagram** and **Twitter** @SharkCleaning and #SharkClean.

#### About SharkNinja:

SharkNinja LLC is an innovation leader in the consumer 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 small kitchen appliances. Products are sold directly from SharkNinja, at major retailers, and around the world. Ninja and Shark are registered trademarks of SharkNinja Operating LLC. For more information, visit [sharkninja.com](http://sharkninja.com).

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