



NEWS RELEASE

# SharkNinja Introduces Shark® PowerDetect Speed™ Clean & Empty System

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The best debris-cleaning lightweight cordless vacuum\* from the #1 vacuum brand in the U.S.<sup>1</sup>

A compact 7-pound design with intelligent performance and hands-free Auto-Empty convenience, designed for homes, apartments, and spaces where every square foot matters

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), the global product design and technology company, today announced the launch of the Shark® PowerDetect Speed™ Clean & Empty System, a lighter, more agile addition to its breakthrough PowerDetect® portfolio. Available on SharkNinja.com, Amazon, BestBuy and Target for \$499, PowerDetect Speed™ delivers the deep, edge-to-edge debris pickup Shark is known for in a compact system at 7-pounds with intelligent real-time detection and hands-free Auto-Empty Dock (AED) convenience—combining powerful debris pickup and up to 45-day empty-free cleaning in a lightweight cordless system.

The best debris-cleaning lightweight cordless vacuum\* from the #1 vacuum brand in the U.S.<sup>1</sup>

From first apartments to growing family homes and downsized spaces, today's

homes are busy and often short on storage. Cleaning tools need to deliver strong performance without taking up extra space. PowerDetect Speed™ does both. It is built to handle everyday life's big and small messes, from scattered crumbs and tracked-in dirt to stubborn pet hair, while fitting easily into today's homes.

Its lightweight design moves easily from room to room and floor to floor, while MultiFlex® Technology allows the stick to bend to reach under furniture and into tight spaces without rearranging the room. The system's Auto-Empty



Dock handles the mess after the mess, automatically emptying the vacuum after every clean and storing dust and debris for up to 45 days. By reducing the need to empty the dustbin after each use, it simplifies one of the most common frustrations with cordless vacuums.

“We’re seeing a shift in how people think about their homes and the products they bring into them,” said Andy Sundberg, VP of Marketing at SharkNinja. “People want cordless vacuums that are powerful, easy to use, and easy to live with. With PowerDetect Speed™, we combined intelligent detection, strong debris pickup for everyday big and small messes, and hands-free Auto-Empty convenience—so the vacuum works harder and requires less from you.”

At the core of PowerDetect Speed™ is PowerDetect® Intelligence, a system of integrated detect technologies that automatically sense where cleaning is needed most:

- Dirt Detect: Identifies dirtier high-traffic areas and automatically boosts power to increase cleaning up to 50% when carpet & dirt are detected. \*\*
- Edge Detect: Increases suction power along walls and corners where debris hides.
- Reveal Technology: Uses precision-angled light to enhance contrast on hard floors and expose otherwise invisible dust and debris.
- Floor Detect: Senses surface changes and adjusts brushroll speed for optimal performance across floor types.
- Direction Detect: Captures debris in both forward and reverse passes, reducing the need to go over the same area multiple times.

PowerDetect® Intelligence doesn’t just detect the mess; it activates the system built to remove it. The TurboPro™ Detect brushroll delivers deeper agitation and precision debris pickup across surfaces, targeting both large debris and embedded dirt. The Self-Cleaning Brushroll helps prevent hair wrap, making it especially effective for homes with pets and reducing ongoing maintenance. With up to 60 minutes of runtime \*\*\* and a dock that automatically empties the vacuum after every clean, PowerDetect Speed™ is ready for quick cleanups or a full-home clean.

The result is the best debris-cleaning lightweight cordless vacuum\*—combining aggressive pickup, intelligent adaptability, and everyday convenience in a compact system designed to outperform typical cordless vacuums. To learn more about PowerDetect Speed™, visit SharkNinja.com.

<sup>1</sup>Based on dollar sales. Source: Circana LLC. Retail Tracking Service, U.S. dollar sales, 52 WE Jan. 4 2025 (Vacuums defined as Full Size & Hand/Stick Vacuums, Specialty Cleaning)

\*Based on geomean of ASTM F2607 and IEC 62885-2 (5.3 & 5.5) at 7lbs

\*\*ECO vs. Detect Boost (with both carpet & dirt), based on ASTM F608

\*\*\*In ECO mode with non motorized tool

## About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 4,000 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit [sharkninja.com](http://sharkninja.com).

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