

PRESS RELEASE

New machines for the entry-level segment:
Expert class from Kärcher

Professional high-pressure cleaners for smaller budgets

Winnenden, March 2025 – With the new Expert class, Kärcher is making the advantages of professional high-pressure cleaners available to tradespeople with smaller investment budgets. The machines combine good cleaning performance with high-quality and durable components so that they can withstand the harsh working environment and function reliably. Various accessories for professional users can also be used via the Easy!Lock system. Thanks to its ease of use, the required results are achieved quickly, whether on the construction site, in the workshop or in the landscaping and gardening sector.

High pressure is often the best solution for cleaning the equipment used or the workplace after the work is done. With the Expert class, Kärcher has launched professional high-pressure cleaners for the entry-level segment. The machines, which are available in the model variants HD 5/11 E Classic, HD 5/13 E Classic, HD 5/11 EX Plus Classic and HD 5/13 EX Plus Classic, impress with their high-quality components for a long service life. These include a pump made of brass, a rubber hose reinforced with steel instead of a PVC hose, brass screw connections instead of simple socket plug connections and a lance made of stainless steel.

Depending on the model, 160 or 170 bar maximum pressure at the pump outlet ensures good cleaning performance, which corresponds to a working pressure of 110 or 130 bar. The flow volume for all models is 500 l/h. To make work easier, a manual hose reel is available as an option. Like all professional high-pressure cleaners from Kärcher, the machines in the Expert class can also be quickly fitted with the right accessories using the Easy!Lock system. These include, for example, the eco!Booster nozzle for efficient, resource-saving cleaning or foam lances for applying cleaning foam, which increases the

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The Kärcher logo, consisting of the word "KÄRCHER" in a bold, black, sans-serif font, with a yellow horizontal bar underneath.

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effectiveness of the detergent thanks to the longer contact time and leads to faster results.

Kärcher is currently the top-selling high-pressure cleaner brand

Kärcher received a GUINNESS WORLD RECORDS™ title as the current top-selling brand for high-pressure cleaners, thus confirming its global market leadership. The success is based on a long tradition of innovation and quality. Back in 1950, Alfred Kärcher invented Europe's first hot water high-pressure cleaner and the first portable high-pressure cleaner for private households followed in 1984. The company has now been selling high-pressure cleaners for 75 years. Today the verb "kärchern" is used in German as a synonym for high-pressure cleaning and is also listed in the German dictionary Duden.

Kärcher turns 90

Kärcher celebrates its 90th anniversary in 2025. Founded in 1935 by Alfred Kärcher as a workshop for heating technology in Stuttgart, the family-owned company has developed into a world-renowned brand for cleaning technology. The products were characterised by technical innovation from an early stage – a property that still shapes the company's DNA today.

The company entered the cleaning market in 1950 with the first European hot water high-pressure cleaner KW 350. Following Alfred Kärcher's death in 1959, his wife Irene took over the management of the company and drove its internationalisation. In 1974 she focussed the strategic alignment of the company on high-pressure cleaning and established the widely known Kärcher yellow. Under her management Kärcher became a global leader. Another milestone followed in 1984: the HD 555, the world's first mobile high-pressure cleaner for private households.

In addition to innovation and a broad portfolio with over 3,000 cleaning and care products, sustainability also plays a key role. Kärcher promotes emission reduction, resource preservation, waste avoidance and a circular economy with numerous measures and has received several awards.



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HD 5/13	
Supply voltage (Ph/V/Hz)	1/230/50
Flow volume (l/h)	500
Input temperature (°C)	60
Working pressure (bar)	130
Maximum pressure (bar)	170
Connected load (kW)	2.7
Power cable (m)	5
Weight incl. packaging (kg)	28.5
Dimensions (LxWxH) (mm)	334x366x954



The HD 5/13 EX Plus Classic from Kärcher.

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The new Expert class from Kärcher makes professional high-pressure cleaning accessible to tradespeople with smaller budgets.



Thanks to the Easy!Lock system, various accessories are easy to use.

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High-quality components ensure reliable performance and a long service life.