



**FOR IMMEDIATE RELEASE**

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**THE DREMEL<sup>®</sup> BRAND DEBUTS THE DREMEL 4000**

*Improved Top-of-the-Line Corded Rotary Tool 'Does It All, Better.'*<sup>™</sup>

MOUNT PROSPECT, Ill., October 5, 2009 – The Dremel<sup>®</sup> brand is taking rotary tool technology to a whole new level this fall with the introduction of the Dremel 4000, a new top-of-the-line corded rotary tool, which is the brand's highest performing and most versatile rotary tool yet. With added features that reflect consumers' most asked-for improvements, the new Dremel 4000 is ideal for carving, engraving, routing, grinding, sanding, cutting, cleaning, polishing and more.

“Thanks to input from our users including do-it-yourselfers, woodworkers and hobbyists during our extensive research stage, Dremel is continuing to bring relevant innovation to the rotary tool category with the debut of the Dremel 4000,” said Gavin Jerome, group product manager. “This truly is a tool designed by our consumers, and the Dremel brand is giving them just what they asked for. Whether using the tool to route a wooden sign, perform detail work on a model airplane or cut a hole in tile to install an outlet, users will be able to feel the difference.”

*Versatility*

The Dremel 4000 is the most versatile Dremel rotary tool available, featuring a variable speed range of 5,000 to 35,000 rotations per minute. It is the only Dremel rotary tool compatible with all Dremel accessories and attachments, plus the MultiSaw and Planer attachments originally created for the 400 Series XPR rotary tool. In addition, new attachments will debut with the Dremel 4000: the Detailer's Grip, which enables the addition of a pistol grip to the tool and facilitates added control, and the Sanding/Grinding Guide, which allows users to guide a work piece to a securely mounted rotary tool or guide the tool along the edge of a flat or beveled surface.

*Performance*

The Dremel 4000 offers more demonstrable power than other rotary tool models. It features new motor technology that users will be able to feel as the tool slices through cuts and requires less effort to complete standard tasks. Replaceable motor brushes extend the motor life and a larger fan motor keeps the tool cool. New electronic feedback control offers consistent power, as it senses workloads and adjusts to maintain tool speed.

*Control*

Users now have more control over their rotary tools with the Dremel 4000. A slim, sleek design with a 360-degree grip zone and an additional pencil-grip nose cap enables added comfort and stability. A separate on/off switch and speed dial were strategically placed so as not to interfere with the grip. The speed dial features easy-to-read speed settings for accurate dialing. An innovative shaft lock mechanism lets users lock the output shaft quickly when changing accessories.

The Dremel 4000 will be available beginning in October 2009 at most hardware stores and home improvement centers nationwide. Consumers will be able to purchase the two new Dremel attachments in select Dremel 4000 kits. The Dremel 4000 comes with a five-year warranty and will retail for a suggested retail price range from \$79 to \$149 USD. In Canada, the Dremel 4000 kits will retail for a suggested retail range from \$99.99 to \$179.99 CAD.

For additional editorial information and high-resolution images, please visit the Dremel electronic press kit at [www.dremelepk.com](http://www.dremelepk.com).

**About Dremel**

Since inventing the high-speed rotary tool more than 75 years ago, Dremel has become the trusted name in high-speed rotary tool technology, providing creative solutions for hands-on professionals, homeowners, craftspeople and artists alike. The Dremel brand's leadership in design and manufacturing has made it the top selling rotary tool in the world, a reflection of the company's commitment to innovation and quality.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, Ill., Dremel continues to build upon this legacy with a full line of high-performance rotary tools and rotary tool attachments and accessories, specialty tools and an oscillating tool and oscillating accessories, delivering the perfect solution for almost any job. Regardless of what the task may be, users quickly realize they can depend on the Dremel brand to provide the satisfaction of a job well done.

For information on Dremel products, project ideas and problem-solving tips, visit us at [www.dremel.com](http://www.dremel.com) or call Dremel at 1-800-437-3635.

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