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(54) **PETUNIA PLANT NAMED ‘KEIAMETSUM’**

(50) Latin Name: *Petunia*×*hybrida*
Varietal Denomination: **Keiametsum**

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See application file for complete search history.

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(57) **ABSTRACT**

A new and distinct cultivar of *Petunia* plant named ‘Keiametsum’, characterized by its outwardly spreading and decumbent plant habit; vigorous and freely branching growth habit; freely flowering habit; red purple-colored flowers; long flowering period; and good garden performance.

1 Drawing Sheet

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Botanical designation: *Petunia*×*hybrida*.
Cultivar denomination: ‘Keiametsum’.

BACKGROUND OF THE INVENTION

The present Invention relates to a new and distinct cultivar of *Petunia* plant, botanically known as *Petunia*×*hybrida*, and hereinafter referred to by the cultivar name Keiametsum.

The new *Petunia* is a product of a planned breeding program conducted by the Inventors in Sawara, Chiba, Japan. The objective of the breeding program is to create new *Petunias* with numerous flowers with attractive flower colors.

The new *Petunia* originated from a cross-pollination made by the Inventors in September, 2000 of two unidentified proprietary *Petunia* selections, not patented. The new *Petunia* was selected as a single plant from the resulting progeny of the cross-pollination by the Inventors in a controlled environment in Yokaichi, Shiga, Japan.

Asexual reproduction of the new cultivar by terminal cuttings in a controlled environment in Sawara, Chiba, Japan since September, 2002 has shown that the unique features of this new *Petunia* are stable and reproduced true to type in successive generations.

SUMMARY OF THE INVENTION

Plants of the cultivar Keiametsum have not been observed under all possible environmental conditions. The phenotype may vary somewhat with variations in environment such as temperature and light intensity without, however, any variance in genotype.

The following traits have been repeatedly observed and are determined to be the unique characteristics of ‘Keiametsum’. These characteristics in combination distinguish ‘Keiametsum’ as a new and distinct *Petunia* cultivar:

1. Outwardly spreading and decumbent plant habit.
2. Vigorous and freely branching growth habit.

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3. Freely flowering habit.
4. Red purple-colored flowers.
5. Long flowering period.
6. Good garden performance.

Plants of the new *Petunia* differ from plants of the female parent selection in the following characteristics:

1. Plants of the new *Petunia* are more decumbent and not as outwardly spreading as plants of the female parent selection.
2. Plants of the new *Petunia* are shorter than plants of the female parent selection.
3. Plants of the new *Petunia* have smaller flowers than plants of the female parent selection.

Plants of the new *Petunia* differ from plants of the male parent selection in the following characteristics:

1. Plants of the new *Petunia* are taller and broader than plants of the male parent selection.
2. Plants of the new *Petunia* have larger flowers than plants of the male parent selection.

Plants of the new *Petunia* can be compared to plants of the cultivar Revolution Brilliantpink, disclosed in U.S. Plant Pat. No. 6,914. In side-by-side comparisons conducted in Sawara, Chiba, Japan, plants of the new *Petunia* differed from plants of the cultivar Revolution Brilliantpink in the following characteristics:

1. Plants of the new *Petunia* had smaller leaves and flowers than plants of the cultivar Revolution Brilliantpink.
2. Plants of the new *Petunia* and the cultivar Revolution Brilliantpink differed in flower coloration.
3. Plants of the new *Petunia* flowered longer than plants of the cultivar Revolution Brilliantpink.

BRIEF DESCRIPTION OF THE PHOTOGRAPHS

The accompanying colored photographs illustrate the overall appearance of the new cultivar, showing the colors as true as it is reasonably possible to obtain in colored repro-

ductions of this type. Colors in the photographs may differ slightly from the color values cited in the detailed botanical description which accurately describe the colors of the new *Petunia*.

The photograph at the top of the sheet comprises a side perspective view of a typical flowering plant of 'Keiametsum' grown in a container.

The photograph at the bottom of the sheet comprises a close-up view of typical flowers of 'Keiametsum'.

DETAILED BOTANICAL DESCRIPTION

The aforementioned photographs and following observations and measurements describe plants grown in Sawara, Chiba, Japan, in 15-cm containers for about four months in an outdoor nursery during the summer with day temperatures about 25° C. and night temperatures about 18° C. Plants were pinched one time in the early summer. Color references are made to The Royal Horticultural Society Colour Chart, 2001 Edition, except where general terms of ordinary dictionary significance are used.

Botanical classification: *Petunia*×*hybrida* cultivar Keiametsum.

Parentage:

Female, or seed, parent.—Unidentified proprietary *Petunia* selection, not patented.

Male, or pollen, parent.—Unidentified proprietary *Petunia* selection, not patented.

Propagation:

Type cutting.—Terminal vegetative cuttings.

Time to initiate roots.—About one week at 20 to 25° C.

Time to develop roots.—About three weeks at 20 to 25° C.

Root description.—Fine, fibrous, fleshy; light brown in color.

Rooting habit.—Freely branching.

Plant description:

Plant and growth habit.—Annual flowering plant; indeterminate; outwardly spreading, decumbent and trailing plant habit. Viscid and glandular pubescent. Vigorous growth habit. Freely branching habit with lateral branches developing potentially at every node.

Plant height.—About 15 cm.

Plant diameter.—About 47 cm.

Lateral branches.—Length: About 31.4 cm. Diameter: About 2.4 mm. Internode length: About 1.3 cm. Texture: Pubescent. Color: 144B.

Foliage description.—Arrangement: Alternate, simple; sessile. Length: About 5 cm. Width: About 2.3 cm. Shape: Elliptic. Apex: Obtuse. Base: Cuneate. Margin: Entire. Texture, upper and lower surfaces: Sparsely pubescent; viscid. Venation pattern: Pinnate; reticulate. Color: Developing and fully expanded foliage, upper surface: 144A. Developing

and fully expanded foliage, lower surface: 144B. Venation, upper and lower surfaces: Similar to lamina.

Flower description:

Flower type and habit.—Single salverform flowers; flowers face mostly upward or outward; axillary. Flowers not persistent. Freely flowering habit.

Natural flowering season.—Long flowering period, plants flower from spring through late autumn in Japan; flowering continuous during this period.

Flower longevity on the plant.—About five days.

Fragrance.—Faint.

Flower size.—Diameter: About 6.8 cm. Length: About 4.5 cm.

Flower buds.—Length: About 3.5 cm. Diameter: About 1.5 cm. Shape: Cylindrical. Color: N79B.

Corolla.—Quantity/arrangement: Five petals; fused, funnellform. Petal length: About 2.7 cm. Petal width: About 3.1 cm. Petal shape: Roughly spatulate or fan-shaped. Petal apex: Cuspidate. Petal margin: Entire; slightly undulate. Petal texture, upper and lower surfaces: Smooth; satiny. Color: Petal, when developing and fully expanded, upper surface: N74A; towards the base and venation, close to N78A. Petal, when developing and fully expanded, lower surface: N78C; venation, 79B. Flower throat (inside): N87A; venation, 79B. Flower tube (outside): N79B; venation, 79B.

Sepals.—Arrangement/appearance: Single whorl of five sepals fused at base, star-shaped. Length: About 1 cm. Width: About 3 mm. Shape: Narrowly oblong. Apex: Rounded. Margin: Entire. Texture, upper and lower surfaces: Pubescent. Color, immature and mature, upper surface: 144A. Color, immature and mature, lower surface: 144B.

Peduncles.—Length: About 1.5 cm. Width: About 1.4 mm. Strength: Moderately strong. Texture: Pubescent; viscid. Color: 144B.

Reproductive organs.—Stamens: Quantity: Five per flower. Anther shape: Ellipsoidal. Anther size: About 2 mm by 1.4 mm. Anther color: 91B. Pollen amount: Moderate. Pollen color: 97B. Pistils: Quantity: One per flower. Pistil length: About 1.4 cm. Style length: About 1.3 cm. Style color: 143D. Stigma shape: Elliptic. Stigma color: 143B. Ovary color: 143C.

Seeds.—Diameter: About 0.5 mm. Color: N186C.

Disease/pest resistance: Plants of the new *Petunia* have not been noted to be resistant to specific pathogens and pests common to *Petunia*.

Garden performance: Plants of the new *Petunia* have been observed to have good garden performance and tolerate rain, wind and tolerated temperatures from 5 to 35° C. It is claimed:

1. A new and distinct cultivar of *Petunia* plant named 'Keiametsum', as illustrated and described.

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