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(54) **OSTEOSPERMUM PLANT NAMED**  
**'KLEOE14243'**

(50) Latin Name: *Osteospermum ecklonis* Norl.  
Varietal Denomination: **KLEOE14243**

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(57) **ABSTRACT**

A new *Osteospermum* plant particularly distinguished by  
yellow ray florets and a semi-upright growth habit, is  
disclosed.

**1 Drawing Sheet**

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Genus and species: *Osteospermum ecklonis* Norl.  
Variety denomination: 'KLEOE14243'.

**BACKGROUND OF THE NEW PLANT**

The present invention comprises a new and distinct vari-  
ety of *Osteospermum*, botanically known as *Osteospermum*  
*ecklonis*, and hereinafter referred to by the variety name  
'KLEOE14243'. 'KLEOE14243' originated from a con-  
trolled cross conducted in summer 2010 in Nairobi, Kenya  
between the proprietary female *Osteospermum* variety 'OE-  
2009-0827' (unpatented), and the proprietary male *Osteo-*  
*spermum* variety 'OE-2000-BA01' (unpatented).

The seeds from the cross were sown and plants were  
grown in a greenhouse for evaluation, where an individual  
plant designated 'KLEOE14243' was selected from the  
group of plants in April 2011. In May 2011, 'KLEOE14243'  
was first vegetatively propagated by terminal vegetative  
cuttings. 'KLEOE14243' was found to reproduce true to  
type in successive generations of asexual propagation via  
terminal tip vegetative cuttings.

**SUMMARY**

The following are the most outstanding and distinguish-  
ing characteristics of this new variety when grown under  
normal horticultural practices in Stuttgart, Germany.

1. Yellow ray florets; and
2. A semi-upright growth habit.

**DESCRIPTION OF THE PHOTOGRAPH**

This new *Osteospermum* plant is illustrated by the accom-  
panying photograph which shows the plant's overall plant  
habit including form, foliage, and flowers. The photograph  
is of a four-month-old plant grown outdoors in Stuttgart,  
Germany in August 2012.

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The colors shown are as true as can be reasonably  
obtained by conventional photographic procedures.

**DESCRIPTION OF THE NEW VARIETY**

The following detailed descriptions set forth the distinc-  
tive characteristics of 'KLEOE14243'. The data which  
define these characteristics were collected from asexual  
reproductions carried out in Stuttgart, Germany. Data was  
collected on five-month-old plants grown in a greenhouse in  
Stuttgart, Germany in March 2015 using CCC 0.1% and  
0.2% for growth regulation and artificial light, SONT and  
LED for 16 hours in alternation. Color references are to The  
R.H.S. Colour Chart of The Royal Horticultural Society of  
London (R.H.S.), 5<sup>th</sup> edition (2007).

Classification:

*Family.*—Asteraceae.

*Botanical.*—*Osteospermum ecklonis*.

*Common.*—*Osteospermum*; African daisy.

*Designation.*—'KLEOE14243'.

*Parentage.*—Female parent: The proprietary female  
*Osteospermum* variety 'OE-2009-0827' (un-  
patented). Male parent: The proprietary male *Osteo-*  
*spermum* variety 'OE-2000-BA01' (unpatented).

Plant:

*Form and habit.*—Herbaceous perennial but usually  
cultivated as an annual; not frost resistant.

*Growth habit.*—Semi-upright.

*Branching habit.*—Freely branching.

*Height (from top of soil, including inflorescence).*—  
About 20.0 cm.

*Width (including inflorescences).*—About 30.0 cm.

*Propagation.*—Terminal tip cuttings.

*Time to produce a finished flowering plant.*—14 weeks  
(winter to spring).

*Time to initiate and develop roots.*—About 3 weeks.

*Root description.*—Freely rooting, light tan in color.

## Leaves:

- Arrangement.*—Alternate.  
*Shape.*—Oblanceolate.  
*Apex.*—Acute.  
*Base.*—Acute.  
*Margin.*—Medium indentation of margin/serrate.  
*Immature color.*—Upper surface: RHS 141B. Lower surface: RHS 141C.  
*Mature color.*—Upper surface: RHS 139A. Lower surface: RHS 141C.  
*Length.*—About 5.0 cm to 6.0 cm.  
*Width.*—About 2.0 cm.  
*Texture and appearance (upper and lower surfaces).*—Leathery with a covering of fine hairs.  
*Petioles.*—Absent.  
*Venation pattern.*—Pinnate.  
*Venation color.*—Upper surface: RHS 144A. Lower surface: RHS 141C.

## Stems:

- Total number of branches per plant (calculated at the base of the plant).*—About 7.  
*Length.*—Up to 14.0 cm.  
*Diameter.*—About 0.6 cm.  
*Internode length.*—Between 1.0 cm and 2.0 cm.  
*Color.*—RHS 144B.  
*Texture.*—Pubescent, a covering of fine hairs.  
*Anthocyanin.*—Absent.

## Flower buds:

- Shape.*—Ovate.  
*Length.*—About 1.0 cm to 1.5 cm.  
*Diameter.*—About 1.0 cm.  
*Color (at tight bud just before the ray florets unfold).*—RHS 143B.

## Inflorescence:

- Type.*—Composite, single.  
*Blooming habit.*—Spring to autumn.  
*Quantity of inflorescences per plant.*—About 30.  
*Lastingness of the inflorescences on the plant.*—About 2 weeks.  
*Fragrance.*—Absent to faint.  
*Inflorescence diameter.*—About 7.0 cm.  
*Inflorescence depth.*—About 1.5 cm.  
*Disc diameter.*—About 1.5 cm.

## Disc floret:

- Quantity per inflorescence.*—70 to 80.  
*Shape.*—Lanceolate.  
*Tube color.*—Closed: RHS 145A. Mature: RHS 1C.  
*Length.*—About 0.5 cm.  
*Diameter (at apex).*—About 0.1 cm.  
*Apex.*—Obtuse.  
*Apex color.*—RHS 1C.  
*Base.*—Acute.  
*Base color.*—RHS 157D.  
*Margin.*—Entire.

## Ray floret:

- Quantity per inflorescence.*—About 20.  
*Shape.*—Oblanceolate.  
*Color.*—Upper surface: RHS 9A and RHS 6A at the base. Lower surface: RHS 12A.  
*Length.*—3.0 cm to 3.5 cm.  
*Width.*—0.9 cm.  
*Apex.*—Obtuse.  
*Base.*—Acute.  
*Margin.*—Entire.  
*Texture (both upper and lower surfaces).*—Smooth.

## Peduncle:

- Length.*—Up to 8.0 cm.  
*Diameter.*—About 0.2 cm.  
*Texture.*—Pubescent, a covering of fine hairs.  
*Color.*—RHS 144B.

## Phyllaries:

- Texture.*—Pubescent, a covering of fine hairs.  
*Color.*—RHS 143A.  
*Arrangement.*—Single.  
*Observed quantity per flower.*—About 20.  
*Shape.*—Lanceolate.  
*Color.*—Upper surface: RHS 143A. Lower surface: RHS 143B.  
*Length.*—About 1.0 cm.  
*Width.*—0.1 cm to 0.2 cm.  
*Apex.*—Acute.  
*Base.*—Obtuse.  
*Margin.*—Entire.  
*Texture.*—Upper surface: Pubescent, a covering of fine hairs. Lower surface: Shiny.

## Reproductive organs:

- Androecium.*—Location: On the disc floret only. Stamens: Quantity: Numerous. Shape: Filamentous. Filament length: About 0.5 cm. Filament diameter: Less than 0.005 cm. Anther: Shape: Lanceolate. Color: RHS 203A. Length: About 0.3 cm. Diameter: Less than 0.05 cm. Pollen: Color: RHS 14A. Amount: Moderate.  
*Gynoecium.*—Location: On the base of the ray florets, reduced on disc florets. Pistils: Number: About 20 fully developed on ray florets. Length: 0.3 cm. Diameter: Less than 0.05 cm. Stigma: Color: RHS 6C. Shape: Split in two parts at the end. Length: About 0.1 cm. Diameter: Less than 0.05 cm. Style: Color: RHS 4D. Length: 0.3 cm. Diameter: Less than 0.05 cm.

Fruit and seed set: None observed.

Disease and pest/insect resistance: No disease and pest/insect resistance observed.

## COMPARISON WITH PARENTAL LINES AND KNOWN VARIETY

‘KLEOE14243’ is distinguished from its parents, the female parent ‘OE-2009-0827’ (unpatented) and the male parent, ‘OE-2000-BA-01’ (unpatented), as described in Table 1.

TABLE 1

Characteristic	Comparison with Parental Lines		
	‘KLEOE14243’	Female Parent ‘OE-2009-0827’	Male Parent ‘OE-2000-BA01’
Ray floret color	Yellow	Yellow with pink ring at the base	Yellow
Peduncle length	Moderately long	Moderately long	Very long

‘KLEOE14243’ is most similar to the commercial *Osteospermum* variety ‘KLEOE11187’ (U.S. Plant Pat. No. 24,034). Differences between the varieties are described in Table 2.

TABLE 2

Comparison with Similar Variety		
Characteristic	'KLEOE14243'	'KLEOE11187'
Ray floret, width of ring at the base	Absent to very narrow	Medium
Ray floret, shape of apex	Obtuse	Acute

We claim:

1. A new and distinct variety of *Osteospermum* plant  
 5 designated 'KLEOE14243' as illustrated and described  
 herein.

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