

## FOR IMMEDIATE RELEASE

### **LG HOME APPLIANCES RANK #1 IN PRODUCT AND SERVICE QUALITY**

*LG Earns Top Rankings in 2018 American Customer Satisfaction Index*

**ENGLEWOOD CLIFFS, N.J., Sept. 25, 2018** — LG Electronics USA again leads the home appliance industry, earning #1 rankings in product quality and service quality in the just-released 2018 American Customer Satisfaction Index® (ACSI) rankings.\*

“We know that shopping for a new appliance is an important decision. LG’s #1 rankings in customer satisfaction, product quality and product service from expert third parties help consumers shop with confidence that they’re getting the brand trusted by more American consumers,” said Dave VanderWaal, senior vice president of marketing, LG Electronics USA. “Whether it’s in the kitchen or laundry room, LG appliances deliver unrivalled quality matched with cutting-edge features and design.”

The American Customer Satisfaction Index provides unique customer experience benchmarking capabilities that come from the Index’s one-of-a-kind, cross-industry structure. For over two decades, the ACSI has used its science-based, proprietary methodology to analyze customer satisfaction for 10 economic sectors and 46 key industries that together represent a broad swath of the national economy.

LG’s top rankings from the ACSI come on the heels of LG earning more 2018 J.D. Power Customer Satisfaction Awards for appliances than any other manufacturer for the second year in a row. The comprehensive 2018 J.D. Power Kitchen and Laundry Appliance Satisfaction Study shows LG home appliances performed best in key areas including reliability, performance, ease-of-use and features. \*\*

LG home appliances have earned 29 J.D. Power awards since 2006. In addition, the majority of LG home appliances are ENERGY STAR® certified, meaning they deliver energy efficiency without sacrificing performance or style.

To learn more about LG home appliances, visit [www.lg.com](http://www.lg.com).

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*\*According to the 2018 American Customer Satisfaction Index (ACSI) survey of customers rating their household appliance manufacturers. The American Customer Satisfaction Index (ACSI) is the only national cross-industry measure of customer satisfaction in the United States. Each year, the ACSI uses data from interviews with roughly 250,000 customers as inputs to an econometric model for analyzing customer satisfaction with more than 380 companies in 46 industries and 10 economic sectors. To learn more about the American Customer Satisfaction Index, visit [www.theacsi.org](http://www.theacsi.org)*

*\*\*J.D. Power ranked LG highest in 2018 customer satisfaction with top-mount freezer refrigerators four years in a row, with top-load washers and free-standing ranges for two years in a row and with side-by-side refrigerators for the first time. LG received the highest numerical score in the respective segments of the J.D. Power 2018 Laundry and Kitchen Appliance Satisfaction Study, based on 18,215 (kitchen) and 8,629 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed March-April 2018. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).*

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### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life's Good” marketing theme. LG is a 2018 ENERGY STAR Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

#### *Media Contacts:*

LG Electronics USA  
Taryn Brucia  
201 816 2187  
[taryn.brucia@lge.com](mailto:taryn.brucia@lge.com)

Katherine O’Keefe  
212 884 4026  
[katherine.okeefe@lg-one.com](mailto:katherine.okeefe@lg-one.com)