

LG TO DEBUT NEXT GENERATION OF POWERFUL CORDZERO VACUUMS FOR AN EFFORTLESS CLEAN

New Stick and Canister Vacuum Cleaners Free Users from Cords While Providing Powerful Suction, Ingenuity and Smart Technology

LAS VEGAS, Jan. 2, 2017 – At CES® 2017 in Las Vegas this week, LG Electronics (LG) will introduce the next generation of CordZero™ premium vacuum cleaners, highlighted by the CordZero Stick and CordZero Canister that enable consumers to experience a more convenient and powerful cleaning experience than ever before with LG's AERO SCIENCE vacuum technology.



LG CordZero Stick: Powerful Suction and Ergonomic Usability

With no power cord, the CordZero Stick vacuum enables consumers to clean freely and limitlessly from room to room without any wire tangling or hassle. It also drastically aids overall cleaning time through its powerful suction and offers flexible storage, including a wall-mounted and self-standing charger.

Thanks to its Smart Inverter Motor™ that spins 16 times faster than an airplane engine,* enabling the 3D turbo fan to generate powerful airflow, LG's vacuum generates powerful suction (140AW) to deliver unparalleled results. LG's proprietary motor technology,

which is backed by a 10-year warranty, delivers power directly to the cleaner head via the Power Drive Nozzle™ for a superior clean on both carpet and hard floors. What's more, the Axial Turbo Cyclone™ generated by the Smart Inverter Motor forms powerful whirlwinds that captures fine dust more effectively. The vacuum's advanced five-step filtration system employs a HEPA 13 Filter[†] to reduce drastically dust in the home. Finally, two removable Dual PowerPack™ lithium-ion batteries provide extra power to get the job done without having to stop to recharge.

Ergonomically designed, the LG CordZero Stick features a telescoping handle, allowing for seamless height adjustment and the ability to reach high ceiling corners and other hard-to-reach spots. Its anti-tangle technology helps prevent hairs and pet fur from getting caught in the brush. These premium features help make vacuuming easier than ever, improving the cleaning experience.



LG CordZero Canister: ‘Follow Me’ Technology

The new CordZero Canister comes with a variety of advanced features designed to offer users a streamlined cleaning experience. The Smart Inverter Motor boosts airflow with the Axial Turbo Cyclone and delivers strong suction with its PowerPack™ 72V lithium-ion battery. Powered by LG’s advanced RoboSense™ 2.0 technology, the vacuum automatically follows the user to avoid the need to tug or pull the canister. The CordZero Canister’s collision detection system intelligently identifies obstacles and avoids them with its front-mounted sensor. The unit also features Power Drive Nozzle and the Opti-balanced Handle™ designed to increase control and ease of use. Moreover, the CordZero Canister’s seven-step filtration system captures ultra-fine dust and particles using a HEPA 14 Filter.

“LG’s new CordZero vacuums raise the bar in cleaning convenience for consumers by allowing them to vacuum freely from room to room,” said David VanderWaal, vice president of marketing for LG Electronics USA. “They are a powerful addition to LG’s ecosystem of products, including our allergen-reducing washing machines and our air

purifiers, designed for not just a cleaner home, but a healthier one, by also helping to reduce dust and particles in the air.”

Visitors to CES can experience LG CordZero premium vacuum cleaners in LG’s booth in the Las Vegas Convention Center (Central Hall - 11100) from Jan. 5-8.

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** Comparison between a Rolls-Royce RB211 engine on the Boeing 747 rotating at 7,000 RPM and the Smart Inverter Motor spinning at 115,000 RPM.*

† Based on internal test (IEC 60312, Clause 5.11 Filtration Efficiency).

About LG Electronics USA

Named 4K Ultra HD Partner for CES 2017, LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, 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. For more news and information on LG Electronics, please visit www.LG.com.

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