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LG WASHERS AND DRYERS RATED #1 IN PERFORMANCE AND RELIABILITY AGAIN AND AGAIN

LG Laundry Products Dominate Top Rankings by Leading U.S. Consumer Publication

ENGLEWOOD CLIFFS, N.J., Nov. 5, 2018 – For the second year in a row, **LG Electronics** leads the industry in home appliance excellence with top rankings in high-efficiency front-load and top-load washing machines, as well as gas and electric dryers, according to **a leading U.S. consumer products publication**. Among top major appliance brands, LG models comprise more than 80 percent of the publication's top 10 products across these categories and reflect the highest scores for reliability.

The recognition adds to LG's already distinguished reputation in home appliances. LG home appliances earned more 2018 J.D. Power Customer Satisfaction Awards for appliances than any other manufacturer for the second year in a row.* LG home appliances also hold the #1 spot in product quality and service quality in the just-released 2018 American Customer Satisfaction Index® (ACSI) rankings.**

“Shopping for a new washing machine and dryer is an important decision – but it doesn't need to be a chore. LG washers and dryers consistently rank highest in performance, quality, reliability and customer satisfaction by leading experts – but don't just take our word for it. We invite consumers to check the facts for themselves and shop with confidence, knowing that LG laundry appliances deliver superior performance and reliability,” said Dave VanderWaal, senior vice president of marketing, LG Electronics USA.

The report from a leading U.S. consumer publication shows LG home appliances performed best in key areas including reliability, performance, overall customer satisfaction and noise. The scoring system combined lab test results with survey data for predicted reliability and owner satisfaction and is biased on a 100-point scale. Real consumers reported on their product

experiences over the last 10 years, and the consumer magazine estimated the likelihood that newly purchased models from a given brand, not under a service contract, will break within five years.

LG's "Ultimate Laundry Room" lineup continues to lead the industry in home appliance excellence. All LG washers and dryers are ENERGY STAR[®] certified, meaning they deliver energy efficiency without sacrificing performance or style. LG also has the most washing machines in the industry designated as "ENERGY STAR Most Efficient 2018."

To learn more about LG laundry appliances, visit www.lg.com/laundry.

**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.*

***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*

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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 innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The "Life's Good" marketing theme encompasses how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. LG is a 2018 ENERGY STAR[®] Partner of the Year-Sustained Excellence. www.LG.com.

Media Contacts:

LG Electronics USA
Taryn Brucia
201 816 2187



www.LG.com

taryn.brucia@lge.com

Katherine O'Keefe

212 884 4026

katherine.okeefe@lg-one.com