

## **LG WASHING MACHINES AND DRYERS RANKED MOST RELIABLE IN USA**

*LG Laundry Products Rated #1 by Leading U.S. Consumer Publication,  
Deliver Unbeatable Consumer Reliability and Satisfaction, Best-in-Class Innovation*

**ENGLEWOOD CLIFFS, N.J., May 22, 2017** — LG Electronics USA continues to lead the industry in home appliance excellence, recently being named most reliable in all of its key laundry product categories, [according to a leading U.S. consumer products publication](#). Among top major appliance brands, LG achieved the highest reliability rankings in front-load washing machines and high-efficiency top-load washing machines, as well as in both electric and gas dryers. LG already holds the number one spot in a U.S. consumer satisfaction survey among home appliance brands, according to the 2016 American Customer Satisfaction Index® (ACSI).

“LG is hailed as an industry leader time and time again, because we offer our consumers home appliances that outperform competitor brands when it comes to reliability, while consistently delivering industry firsts like our award-winning [LG TWINWash™](#) laundry technologies,” said William Cho, president and CEO, LG Electronics North America. “Our commitment to innovation, performance and product longevity helps make LG one of the most trusted appliance brands in households across America.”

According to a leading U.S. consumer publication, appliance breakage rate estimates in the industry vary across each laundry category – ranging from 10 to 25 percent – based on testing for cleaning, water and energy efficiency, gentleness, speed and noise. LG laundry products earned top reliability scores with the lowest breakage rates – ranging as low as six to 14 percent – as compared with seven other major appliance brands of front-load washing machines, high-efficiency top-load washing machines, electric dryers and gas dryers.\*

LG's reliability builds a heritage of innovation in the laundry category. A key to LG's washer dependability is direct drive motor technology pioneered by LG. The LG Direct Drive motor, attached directly to the washer's drum, is designed to increase both performance and durability. The company was also first to introduce the LG TWINWash system that combines two washers – a traditional front load washer and LG SideKick Pedestal Washer – so users can wash two loads at the same time or independently. From washer type and size, to feature and price, only LG gives users the option to choose the LG TWINWash system that's perfect for them. Consumers can choose any LG front-load washer and add a LG SideKick to enjoy or upgrade an existing front-load model, manufactured after 2009, with an LG SideKick. Additionally, the revolutionary LG SideKick can be added to select top-load systems for consumers who prefer that style.

The LG SideKick pedestal washer is specifically designed to wash small laundry loads including intimates, delicates and active wear. And because the LG SideKick is placed in the pedestal to elevate the main front-load washer, users can enjoy more comfortable loading and unloading of those larger loads reserved for the main washer with less bending and lifting.

Other innovations that make LG laundry solutions best-in-class include:

- **Mega Capacity Washers:** With the largest capacity washer in its class\*\* at 5.8 cu. Ft., users can wash a king size comforter and full set of bedding in a single load.
- **TurboWash<sup>®</sup>:** Powerful high-pressure nozzles save 30 minutes per load. \*\*\*
- **Steam Cleaning:** LG's TrueSteam<sup>®</sup> technology gently but powerfully penetrates fabrics to help eliminate dirt, odors and wrinkles, while reducing allergens.
- **6Motion<sup>™</sup> Technology:** Combines up to six different wash motions to provide a revolutionary cleaning experience.

LG washers lead the industry with 10 models earning the coveted "ENERGY STAR<sup>®</sup> Most Efficient 2017" designation (for clothes washers larger than 2.5 cubic feet) from the U.S. Environmental Protection Agency (EPA). In fact, two LG large-capacity models are the only top-load models to achieve this recognition, along with eight super-efficient front-load models.

LG dryer technology also is second-to-none in earning the Most Efficient 2017 designation, which according to the EPA, “recognizes products that deliver cutting-edge energy efficiency along with the latest technological innovation.”

To learn more about LG’s award-winning laundry innovations, please visit:

[www.lg.com/us/laundry](http://www.lg.com/us/laundry).

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\*Washing machine reliability conclusions are based on breakage rate estimates for front-load and top-load washing machines by the fifth year of ownership, gathered from 33,519 consumers who purchased a new washer between 2009 and 2016. Dryer reliability conclusions are based on our failure rate estimates for clothes dryers by the 5th year of ownership, gathered from 54,690 subscribers who purchased a new dryer between 2008 and 2016.

\*\*Based on manufacturers published specs of front load washers with a width of 29 inches or less.

\*\*\*Compared to other LG top-load washers without TurboWash. Based on AHAM-HLW-1-2010 test protocol. Cotton/ Normal or comparable cycle at default settings, 8 lb. loads. Excludes quick wash or comparable cycles intended for small, lightly soiled loads only.

### **About the American Customer Satisfaction Index**

The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from interviews with roughly 70,000 customers annually as inputs to an econometric model for analyzing customer satisfaction with more than 300 companies in 43 industries and 10 economic sectors, including various services of federal and local government agencies. More information on ACSI can be found at [www.theacsi.org](http://www.theacsi.org).

### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 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. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

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