



## FOR IMMEDIATE RELEASE

### **LG WASHING MACHINES LEAD THE INDUSTRY WITH 10 NEW MODELS AWARDED ‘ENERGY STAR® MOST EFFICIENT 2017’ DISTINCTION**

*LG Washers Combine Industry-Leading Energy Efficiency with Best-in-Class Innovation and Unbeatable Reliability*

**ENGLEWOOD CLIFFS, N.J., June 29, 2017** — LG washers now lead the industry with 10 new models awarded the coveted **“ENERGY STAR® Most Efficient 2017” distinction** (for clothes washers larger than 2.5 cubic feet) from the U.S. Environmental Protection Agency (EPA). Including among the list are two LG large-capacity models, which stand alone as 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.”

“Central to LG’s mission of ‘Innovation for a Better Life’ is creating products that have a positive impact on people’s lives and the environment,” said John Taylor, senior vice president at LG Electronics USA. “We’re committed to consistently finding ways to marry innovation with energy efficiency and to delivering products that have a positive impact on both U.S. consumers’ wallets and the environment.”

Further spotlighting its commitment to energy efficiency in the home laundry category, LG is a leading participant in EPA ENERGY STAR’s summertime *Laundry Made Better* promotion. Breaking through the clutter with fresh research that shows that the majority of American men do laundry, the promotion kicked off on Father’s Day and continues through July leveraging popular influencer online media channels targeting parents. LG is supporting the promotion by



working with Mother.ly.com and Fatherly.com on contests that feature innovative **LG TWINWash™** ENERGY STAR certified front-load washers (and companion LG SideKick mini pedestal washers) and ENERGY STAR certified LG clothes dryers.

In addition to energy efficiency, LG Electronics USA was 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.\*

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

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

###

*"LG" and the LG logo are trademarks of LG Corp. Other company and product names may be trademarks of their respective owners.*

\*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.

#### **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).

#### *Media Contacts:*

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

Christopher Krautler  
212 880 5252  
[christopher.krautler@lg-one.com](mailto:christopher.krautler@lg-one.com)

