

## FOR IMMEDIATE RELEASE

### **LG EXPANDS HVAC PRODUCTS WITH ‘LGRED’ HEAT TECHNOLOGY TO PROVIDE COMFORT IN EXTREME WEATHER**

*Industry-leading Heat Technology Delivers Performance Down to  
-13 Degrees Fahrenheit for Expanded Geographic Application*

**ALPHARETTA, Ga., Nov. 6, 2017** – LG Air Conditioning Technologies is adding LG “Reliable to Extreme Degrees” (RED) heating technology to more products including the **Multi F** and **Multi F MAX** multi-zone outdoor units. LGRED technology not only delivers heat when traditional models are unable, but also does so with remarkable energy efficiency offering comfort to users living in even the coldest climates. LGRED is industry-leading heat technology that provides 100-percent-rated heating capacity down to five degrees Fahrenheit with continuous operation down to -13 degrees, offering comfort to users living in even the coldest climates.

“LGRED is an exceptional development in the HVAC industry, allowing LG’s residential and light commercial systems to be installed in a wide variety of climates – including those areas with extremely cold temperatures,” said Kevin McNamara, senior vice president and general manager, Air Conditioning Technologies, LG Electronics USA. “LG is dedicated to providing the best technologies and systems for our customers, and LGRED allows us to deliver unparalleled comfort in areas that were underserved because conventional systems have limited performance in those conditions.”

LGRED is a key performance-enhancing feature of the compact yet powerful LG Multi F and Multi F MAX outdoor units. Created for residential and light commercial installations, these robust multi-zone systems have the option to be installed fully ductless for optimal performance or combined with ducted systems, including the new **LG 4-Way Vertical Air Handler Units** (VAHUs), for increased design flexibility. The LGRED Multi F systems also feature a SEER rating of up to 21, qualifying them for ENERGY STAR® certification, as well as eligibility for participating local utility company rebates.



LGRED also is available on LG's **Art Cool™ Premier** indoor units, including the 9K, 12K, 15K and 18K Btu/h models. Art Cool Premier, which earned the coveted ENERGY STAR "2017 Most Efficient" designation, features a sleek design which seamlessly integrates into any home décor. Art Cool Premier systems also feature a SEER rating up to 27.5 – one of the industry's highest – for low operating costs and optimal performance.

LG will showcase the latest air conditioning systems featuring LGRED technology in booth 2203 at Greenbuild 2017, which takes place this week in Boston. For more information on LGRED heat technology, visit [lgredheat.com](http://lgredheat.com)

###

#### **ABOUT LG ELECTRONICS USA AIR CONDITIONING TECHNOLOGIES**

The LG Electronics USA Air Conditioning Technologies business is based in Alpharetta, Ga. LG is a leading player in the global air conditioning market, manufacturing both commercial and residential air conditioners and providing total sustainability and building management solutions. From residential units to commercial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating and air conditioning. The company's industry-leading variable refrigerant flow (VRF) technology minimizes efficiency losses, provides sustainable energy savings and offers some of the lowest life cycle cost of any system on the market today. LG Electronics U.S.A., 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 & air solutions, consumer electronics and mobile communications. For more information, please visit [lghvac.com](http://lghvac.com).

#### *Media Contacts:*

LG Electronics USA

Kim Regillio  
847 941 8184  
[kim.regillio@lge.com](mailto:kim.regillio@lge.com)

Caitlin Fay  
212 237 5217  
[caitlin.fay@lg-one.com](mailto:caitlin.fay@lg-one.com)