

**FOR IMMEDIATE RELEASE**

**LG'S NEW WASHER DELIVERS COMPLETE CLEAN  
IN UNDER 30 MINUTES WITH NEW TURBOWASH TECHNOLOGY\***

*Country's Most-Awarded Laundry Manufacturer\*\* Introduces New Line of  
Smart Front-Load and Top-Load Washers with Advanced Cleaning*

ENGLEWOOD CLIFFS, N.J., April 15, 2019 — On National Laundry Day, **LG Electronics USA** is rolling out its new line of smart, Wi-Fi-enabled front-load and top-load washing machines featuring its most advanced TurboWash™ technologies yet – all designed to simplify laundry day with improved cleaning performance, gentle fabric care, energy efficiency and time savings.

“As the most-awarded laundry brand in customer satisfaction, reliability and performance, LG delivers washers and dryers U.S. consumers can rely on to help make life easier. And our new TurboWash technology offers them the best new tools on the market to tackle life’s messy moments with confidence,” said David VanderWaal, senior vice president of marketing, LG Electronics USA.

**TurboWash360°: The next evolution of front-load cleaning technology**

LG TurboWash360° technology powers through large loads in less time with the same great washing performance consumers can count on from LG. It uses five powerful jets with variable sprays to surround clothes from multiple angles so detergent can penetrate deep into fabrics for a complete clean – even for big loads – in under 30 minutes.\*

LG TurboWash360° is available in the new **WM3900** 4.5-cubic-foot front-load washer with steam that penetrates fabrics to virtually eliminate dirt and odors and reduce common household allergens. It is certified *asthma & allergy friendly*® by the Asthma and Allergy Foundation of America (AAFA) and offered in white (\$1,099) and the new Black Steel (\$1,199) finish.

LG’s available line of smart, Wi-Fi-enabled **front-load washers** are compatible with the LG SideKick™ pedestal washer that can wash small loads at the same time or independently.

### **TurboWash3D and TurboDrum: Top-load classic style meets next-level cleaning**

The new LG TurboWash3D™ and TurboDrum™ technologies – available in the **WT7300** and the soon-to-launch WT7800 and WT7900 washers – combine the complete cleaning and the gentle care clothes deserve.

LG TurboWash3D's new powerful jet spray combines with the TurboDrum tub and motor that rotate independently and in opposite directions – simulating an agitator effect without the wear and tear that comes with it. This unprecedented technology creates a powerful water flow that moves garments throughout the cycle for enhanced washing performance. The WT7900 also features steam to reduce common household allergens by more than 95 percent and is certified *asthma & allergy friendly* by AAFA.

LG's line of smart, Wi-Fi-enabled top-load washers with TurboWash3D and TurboDrum technology include these ENERGY STAR certified ultra-large capacity models:

- **WT7300**: 5.0-cubic-foot washer available in white (\$899) and graphite steel (\$999)
- **WT7800**: 5.5-cubic-foot washer coming soon in white (\$1,099) and graphite steel (\$1,199)
- **WT7900**: 5.5-cubic-foot washer with TrueSteam™, *asthma & allergy friendly* certified, coming soon in black steel (\$1,299)

### **Wash Smart: Save Time and Simplify Laundry Day**

LG front- and top-load washers offer smart connectivity to make laundry day easy. Consumers can use the LG SmartThinQ® mobile app to start the laundry while out shopping, check remaining cycle times or get smartphone notifications when clothes are clean. They can also operate the washer via voice commands with Amazon Alexa and the Google Assistant for the ultimate in simplicity. With Amazon Dash Replenishment, they won't run out of detergent because LG washers track usage and can automatically reorder supplies right to their door.

In addition to their advanced performance, LG's new front- and top-load washers featuring the

advanced TurboWash technology are all ENERGY STAR certified and use less energy and water. Production is ramping up at LG's new million-square-foot plant in Clarksville, Tenn., believed to be the most advanced washing machine factory on the planet.

For more information on LG's Ultimate Laundry Room complete with the one-of-a-kind steam care clothing closet, LG Styler, visit [www.lg.com/us/laundry/ultimate-laundry-room](http://www.lg.com/us/laundry/ultimate-laundry-room).

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*\*Based on independent testing comparing models WM3900HBA and WM4370HWA in normal cycle with TurboWash™360° option, 10 lb. load vs. TurboWash® 2.0 option, 8 lb. load (Feb. 2019).*

*\*\*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](http://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](http://www.theacsi.org)*

#### **About the asthma & allergy friendly® Certification Program**

The asthma & allergy friendly® Certification Program is a unique, groundbreaking collaboration between the [Asthma and Allergy Foundation of America](http://aafa.org) and [Allergy Standards Limited](http://allergystandards.com). The program tests and certifies products to prove their suitability for people with asthma and allergies. The program works with retailers and manufacturers to offer consumers products for a #healthierhome. Certified products include air cleaners, dehumidifiers, paints, bedding, vacuum cleaners, washing machines, stuffed toys, cleaning services and more. Visit [aafa.org/certified](http://aafa.org/certified) for more information.

#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$54 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. LG is a 2019 ENERGY STAR Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

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