**LG SMART LUXURY, CONNECTED CONVENIENCE FEATURED IN NAHB’S 2025 ‘NEW AMERICAN HOME’**

*LG Smart Life Solutions Selected for Official IBS Show Home for Sixth Consecutive Year*

**LAS VEGAS, Feb. 26, 2025** – The New American Home® (TNAH), the official show home of the 2025 NAHB International Builders’ Show® (IBS), highlights the ultimate hosting and entertainment experience while keeping sustainability in mind and features smart home appliances, consumer electronics and advanced HVAC solutions from LG Electronics.

Designed and built by [Sun West Custom Homes](https://urldefense.com/v3/__https%3A/www.sunwestcustomhomes.com/__;!!BupLon6U!vaDqIeIMGe_7WdR0DAthqlCNOalzUQlwMf2Dm48LSt-_etyTJisTWtnYz0qnqDB4mVAIMKNRlbsp86CPmFPr2w$), the latest edition of TNAH is nestled in the breathtaking Ascaya community in Henderson, Nev. This unique 9,423-square-foot home masterpiece boasts a beautiful, unobstructed view of the Las Vegas Valley and blends cutting-edge innovation with luxury living. Designed for seamless indoor-outdoor living, the home features a stunning pool courtyard, a lower-level wine cellar, and state-of-the-art smart home technology while still achieving net-zero energy status. A must-see highlight of IBS 2025, TNAH offers an exclusive look at the latest trends redefining modern homebuilding and is a resounding statement of what’s to come in the world of residential architecture.

Featuring cutting-edge smart home technology, state-of-the-art building materials and forward-thinking construction techniques, TNAH 2025 is designed to maximize performance and energy savings. With an unwavering focus on quality, safety and sustainability, this home doesn’t just meet high standards—it redefines them, offering a living experience that is both responsible and refined.

LG smart life solutions featured in the beautiful TNAH this year – from intelligent front-load laundry appliances to energy-efficient HVAC systems to the stunning visuals of LG evo G4 OLED TVs – underscore the company’s support for builders’ increasing focus on high-performance homes and a commitment to energy efficiency and innovation.

This year’s home pushes the boundaries of sustainability and luxury, demonstrating how net-zero energy efficiency can seamlessly integrate with high-end design. Two Trails, Inc. worked closely with Sun West Custom Homes this year to ensure TNAH 2025 prioritizes energy efficiency and innovation. This year’s home is designed to exceed the requirements for certification to the Emerald level of the National Green Building Standard™. It boasts an impressive-54 rating on the HERS (Home Energy Rating Score) Index – the lowest HERS Index and most energy-efficient TNAH built thus far.

***America’s Most Reliable Line of Home Appliances for Luxury and Convenience***

Smart LG appliances featured in TNAH 2025 deliver added convenience, advanced technologies and elevated design, seamlessly combining luxury and functionality. LG’s connected home appliance innovations, showcased from the [LG Pro Builder](file:///C%3A%5CUsers%5Ckaty.donnelly%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5C5G51AUI1%5Clgbuilder.com) division, include a range of products designed to enhance everyday life with smart, energy-efficient solutions. These appliances not only offer top-tier performance, but also contribute to the home’s sustainability goals, providing homeowners with seamless control and improved energy efficiency. This year’s kitchen also features built-in appliances from SKS, LG’s built-in luxury appliance line formerly known as Signature Kitchen Suite. (See separate news release.)

As part of LG’s commitment to sustainability, the laundry room in TNAH 2025 will feature the highly efficient LG Mega Capacity Smart Front Load Washer and Front Load Gas Dryer, models WM8900HBA and DLGX8901B, respectivly, both recognized for their superior energy performance. Both appliances carry ENERGY STAR® certification, and the washer also meets rigorous standards for water and energy efficiency earning the prestigious “Most Efficient” designation. This recognition is given to select products that go above and beyond typical energy efficiency standards, providing consumers with the most advanced technologies to reduce environmental impact while still delivering exceptional performance.

Using LG’s innovative TurboWash® technology, the washer completes loads of laundry in just 30 minutes 1, while consuming less water and energy. The TurboSteam® feature of the dryer refreshes and reduces wrinkles in clothes, making laundry days faster and more convenient without compromising the quality of care for fabrics. In addition, both appliances feature AI-powered sensors that automatically adjust water usage and cycle length, resulting in minimal

waste while maximizing cleaning efficiency. These smart appliances also integrate seamlessly with the LG ThinQ® app, enabling homeowners to control cycles remotely and stay connected with their laundry routines, enhancing both convenience and sustainability.

In the primary suite, the LG STUDIO Styler Steam Closet (model S5MSB) offers next-level garment care with TrueSteam® technology, providing the ultimate solution to sanitize, deodorize and reduce wrinkles in clothing without the use of harsh chemicals. The sleek, mirrored door design complements the home’s luxury aesthetic, while the Wi-Fi connectivity via the LG ThinQ app enables homeowners to monitor and control cycles remotely for added convenience. This advanced garment care solution is perfect for homeowners seeking an innovative way to maintain the freshness and longevity of their wardrobe with minimal effort.

***Advanced Heat Pump Air Conditioning Technologies for Efficient Comfort and Control***

TNAH 2025 features advanced heat pump HVAC systems and controls from LG Air Conditioning Technologies USA that complement the home's unique design characteristics, drive greater efficiency and contribute to its net zero emissions. This HVAC solution effortlessly enhances the home’s high-end design while ensuring homeowner comfort in all seasons, including the drastic temperature changes in the Nevada desert.

Multiple high efficiency heat pump-enabled [LG Multi V™ S outdoor units](https://lghvac.com/residential-light-commercial/product-type/?productTypeId=multi_v_s&iscommercial=false&class=Multi%20Zone%20Outdoor) deliver enhanced efficiency and control without compromising occupant comfort. They are connected to Multi-Position Air Handler units that provide optimal temperature control year-round, cooling in the summer and heating in the winter, and can be configured for vertical upflow, downflow (requires an optional conversion kit), or horizontal left or right installation, fitting seamlessly into a home’s existing setup. The Multi-Position Air Handler is ENERGY STAR certified and provides a distinct energy efficiency advantage for homeowners. The home also features the highly versatile LG Convertible Mid Static Ducted indoor units that are ideal for various comfort needs, geographical locations and climates.

***LG Smart OLED TVs and Micro LED Display for Next-Level Entertainment Experience***

Bringing an unparalleled visual brilliance and immersive experience to TNAH 2025, LG was selected by the NAHB and the home’s designers as the exclusive consumer electronics partner. From the 97-inch model in the Great Room, to 65-inch model units in the Casita and additional bedrooms for the ultimate entertainment experience, award-winning LG OLED evo G4 series TVs are featured throughout TNAH this year.

Renowned as the gold standard in high-end television innovation, LG’s cutting-edge displays redefine picture excellence with perfect black and stunningly rich colors. These advanced 4K UHD TVs harness the power of over 8.3 million self-illuminating pixels to create breathtaking detail and vibrancy. Elevating home entertainment even further, the massive 136-inch LG MAGNIT MicroLED display in the game room creates a luxury cinematic and digital art showcase, delivering an unparalleled visual experience.

Registered attendees of the IBS and KBIS shows are eligible to tour TNAH daily during show hours via complimentary shuttle buses from the Las Vegas Convention Center from Feb. 25-27. For more information, visit www.TNAH.com.

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EDITOR’S NOTES:

*1* Based on internal testing in normal cycle with TurboWash® Option, 8lb. load (January 2022).

**About LG Electronics USA**

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than $60 billion. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. [www.LG.com](http://www.LG.com).

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