

**FOR IMMEDIATE RELEASE****LG LAUNCHES HVAC PRO DEALER PROGRAM**

*Advanced Training Opportunities, Enhanced Sales and Marketing Resources,  
Greater Financial Incentives Bolster Partner Collaboration*

**ALPHARETTA, Ga., Sept. 3, 2020** – LG Air Conditioning Technologies has launched the new LG Pro Dealer Program, providing residential and light commercial HVAC contractors with access to premier benefits, state-of-the-art training and comprehensive dealer support. Designed to assist dealers in selling, installing and servicing the company's award-winning product portfolio, the LG Pro Dealer Program will provide even greater resources and incentives to help drive growth for HVAC contractors.

The program enhances the LG Excellence Contractor program, which had experienced an average annual growth rate of 50 percent since 2016. The newly minted LG Pro Dealer Program offers contractors greater product and technology education, along with recognition and incentives for providing competitive differentiation in their respective market areas upon completion of the program. Program benefits include technical, business, sales, and marketing support, as well as financial and partnership incentives. All current LG Excellence Contractors will be automatically transferred into the new program.

The LG Pro Dealer program debuts with a new portal for one-stop access to all program tools and resources for seamless management, added consumer financing services and access to bolstered training programs focused on technical expertise and sales effectiveness. Under a new tiered achievement model, the LG Pro Dealer program offers increased loyalty and rewards points for certain tiers, as well as the opportunity for recognition at the LG Pro Dealer National Meeting.

“At LG, we understand that training and product expertise equate to contractor confidence, leading to overall growth and consumer trust,” said Sean Boyer, Senior Director of Operations, LG Air Conditioning Technologies USA. “That’s why we’re doubling down to arm our dealers with more tools and resources. By expanding their technical expertise and support, we will ultimately drive sales for their overall business success. Our partners are our biggest asset and this enhanced program ensures we are providing a higher level of value, including access to state-of-the-art training and premier benefits.”

To qualify as an LG Pro Dealer program participant, HVAC contractors must be nominated by an LG Distributor, participate in a local LG Contractor Opportunity meeting and complete a series of online training courses on LG’s products and applications.

Upon completion of program requirements, LG Pro Dealers will have access to the following benefits:

- New portal for one-stop access to all program tools and resources for seamless management;
- Access to advanced training programs, including virtual options and hands-on opportunities with the technology at state-of-the-art LG Academies;
- Priority listing on the LG Dealer locator and access to consumer sales leads;
- Extended 12 years cumulative limited warranty on compressor parts for qualified registered LG residential/light commercial products;
- Access to branded marketing materials, including advertisements, literature, truck decals and promotional items; and
- Priority technical support.

For more information on the LG Pro Dealer program and LG’s complete portfolio of HVAC offerings, visit [www.lghvac.com](http://www.lghvac.com).

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**About LG 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 consumer and individual units to industrial 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 is a 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. LG Electronics U.S.A., Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$53 billion global force and technology leader in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit [lghvac.com](http://lghvac.com).

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