ENERGY STAR® DRYERS

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LG Electronics USA

October 27, 2014

LG
Life's Good

Overview

ENERGY STAR Dryers 2015

LG Laundry Innovations

EcoHybrid™ Dryer Initiative

Telling the ENERGY STAR Dryer Story

Marketing Support

Retail Distribution

Next Steps

LG Life's Good

ENERGY STAR Dryers 2015

- **First Gas Dryers Certified for 2015 ENERGY STAR Specification**
  - *Total of 14 New ENERGY STAR Certified Gas and Electric Dryer Models*
    - *Include Award-Winning LG EcoHybrid Heat Pump Electric Dryer*

- The EPA already has qualified:
  - Six new LG ENERGY STAR gas dryers and
  - Eight new LG ENERGY STAR electric dryers

NEW!

- Third-party verification by CSA Group.
- LG Sensor Dry technology automatically adjusts drying time to save energy.
- Suggested prices range from $799 - $1,099
- EcoHybrid Heat Pump models range from $1,599 - $1,699

LG Laundry Innovations







2003 2004 2006 2007 2008 2009 2010 2011 2012 2013 2014

- 27 in – Largest Capacity
- Rear Control Front Load
- Inverter Direct Drive System

MF

MF Ultimate Controller
Magnet Ventilation

MF

MF

Allergiene

MF SteamFresh
Largest 4.2 IEC
VCM color
Red color

MF New Style Design (Square Door)
SlamProof Lid

Commercial

MF Largest T/L (5.2 IEC, 4.7 DOE)

MF Smart Diagnosis
WaveForce
ColdWash
6 motion DD

MF Largest Washer (5.2 Capacity)
TurboWash
Front Control T/L

MF Largest T/L
Fastest Time

ENERGY STAR gas dryers

MF

MF Red Laundry

EasyLoad™ Door
Hybrid Heat Pump
NFC
TurboWash 2.0

MF Market Firsts

2014 Dryer Innovations

Technology

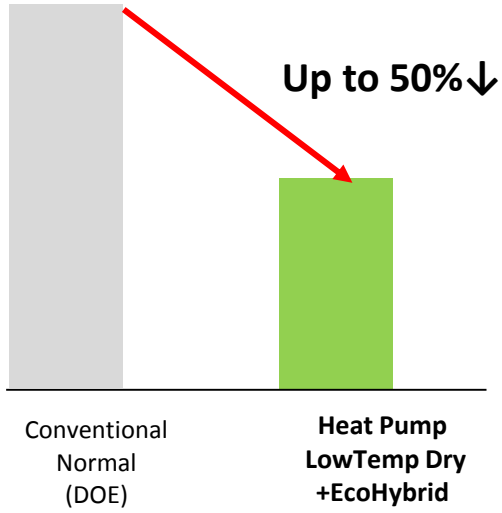
- With compressor and heat exchanger, heat pump reused heated air whereas conventional dryers vent out the heat

Benefits

- With Energy Saving mode (LowTemp Dry & EcoHybrid Option), you can save up to 50%.

Energy Saving Mode

Around 50% Energy Saving



Heat Pump Dryer

EcoHybrid™ Dryer Technology

- LG hybrid dryer uses a combination of a conventional heating elements and a heat pump system to dry your clothes.
  - The heat pump system is similar to those used in air conditioners or dehumidifiers.
  - It functions in a similar manner to the “sealed system” in a refrigerator.

- Heat is produced via heat exchange at the condenser and is used to heat the incoming cooler room air.
- Additional heating of the air is done (when necessary) by a traditional heating element.
- Hot, moist air in the exhaust is used in the Heat Pump cycle with the evaporator, capturing “lost energy” that is normally just vented out of the home. This helps save energy.

Telling the EcoHybrid Story

ConsumerReports.org

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LG's new dryer saves energy and money

Uses a hybrid heat pump to recycle wasted heat

Published: January 14, 2014 08:00 AM

Find Ratings

Clothes dryers
Laundry detergents
Washing machines

Residential clothes dryers aren't known for their efficiency, which is why they're not yet part of the federal government's Energy Star program. Yet LG has announced a dryer that the company claims will be up to 50 percent more efficient than a standard model.

LG DLHX4072V clothes dryer

The LG DLHX4072V uses a heat-pump exchange system to achieve its target efficiency. Dryers typically lose 20 to 25 percent of their heat through the dryer vent, according to figures from the Environmental Protection Agency, but this model includes components that recycle wasted heat energy.

Should you run into a problem with the LG, the company's SmartDiagnosis feature lets you diagnose it by pressing a sequence of buttons while holding your smart phone's mouthpiece close to the power button. In addition to getting troubleshooting tips that might avoid a service call, any service you do get should be cheaper since you didn't need a professional's visit to determine the trouble. You can also use your smart phone to download additional cycles to your LG washer.

LG's SmartDiagnosis feature

Another clothes-dryer innovation we saw from LG: models that can open either from the side or from the top for greater flexibility in loading and unloading.

We hope to get the LG DLHX4072V in our labs for testing. In the market now? Check out our Ratings of 275 electr and gas dryers, and be sure to see our buying guide for clothes dryers.

—Ed Perratore

http://www.consumerreports.org/cro/news/2014/01/lg-s-new-dryer-saves-energy-and-money/index.htm

Reviewed.com™ Laundry

Tested by Experts

LG Dryers Feature Heat Pumps, NFC, and Trick Doors at CES

CES 2014

By Keith Barry January 04, 2014

LG is the first manufacturer to bring some cutting-edge dryer tech to the US

We got a preview of the new laundry lineup LG is bringing to CES, and it sure is impressive. New, useful technology promises users time and energy savings in the laundry room.

We're most excited about the all-new DLHX4072V. It's the first dryer ever sold in the US to feature heat pump technology. Most dryers generate heat using electricity or gas, and then vent that hot air out into the environment, wasting a lot of energy. A heat pump dryer recaptures that hot air, removes the moisture from it, and then pumps it back into the drum to dry more clothes.

http://laundry.reviewed.com/news/lg-dryers-feature-heat-pumps-nfc-and-trick-doors-at-ces

Telling the EcoHybrid Story

THE MONEY PIT

ENERGY STAR

Telling the EcoHybrid Story

National Energy Awareness Month (October)

Utilized timely news hook to distribute feature article highlighting EcoHybrid ENERGY STAR certified dryer as a solution for minimizing carbon footprint

Avoid a blizzard of bills this season with these energy efficiency tips

By Brandpoint

Sept. 29, 2014

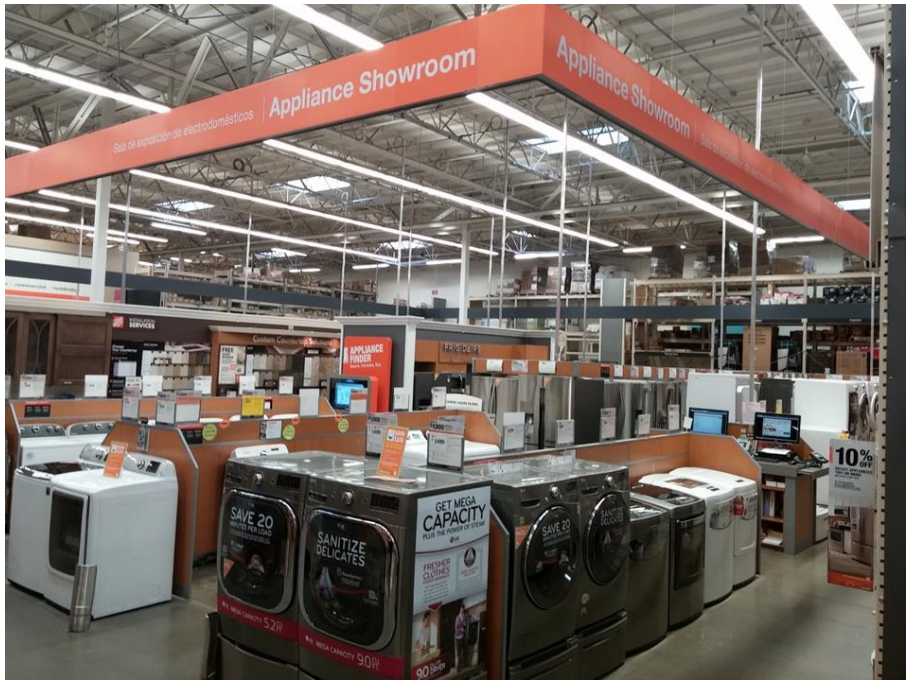
Tweet 2 Recommend 6 +1 0 SHARE EMAIL PRINT (0) COMMENTS

(BPT) - Fall's cooler temperatures are on their way, if you haven't felt them already. And when you feel that first chill, your natural response is to reach for the thermostat. Many people do the same thing, sacrificing energy efficiency in the name of comfort. But you can have both. October is Energy Awareness Month, and to celebrate, here are five ways you can conserve energy in your home now and throughout the cooler months ahead without sacrificing comfort.

* **Keep the cold out and the warm in.** Air that leaks through your home's envelope – the outer walls, windows, doors, and other openings – wastes lots of energy and money. In fact, sealing air leaks and adding insulation can provide up to a 20 percent savings on your heating bills. Simple fixes include installing weather stripping on doors and caulking around windows, while bigger jobs might include sealing leaks and adding insulation in your attic.

In-Store Marketing – Point of Purchase Displays

EcoHybrid™ Dryer will be available through most LG retailers



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Next Steps: Working Together

- LG is dedicated to developing and supplying highly efficient residential dryers to the US market and knows that retailers are excited about helping to accomplish this goal.

- ENERGY STAR dryers will create incremental value for retailers in a variety of ways.
  - Increase sales due to excitement around highly efficient products
  - Establish leadership position among consumers for green/ sustainable offerings
  - Drive increased store traffic due to promotion and rebate opportunities

- Increased collaboration between program administrators, manufacturers and retailers will make ENERGY STARcertified clothes dryers a success.

- We would like to work collaboratively on specific promotions, training of associates and special floor displays to drive increased awareness and sales of ENERGY STAR dryers

ENERGY STAR 2014
Emerging Technology Award

Thank you!