

**FOR IMMEDIATE RELEASE****LG'S INVERTER DIRECT DRIVE™ TECHNOLOGY  
RAISES BAR FOR WASHING MACHINES**

*6Motion™ Technology and ColdWash™ Underpinned by  
Innovative Inverter Direct Drive™ Technology*

**LAS VEGAS, Jan. 5, 2011** – LG Electronics (LG) will today unveil its new, top-of-the-line washing machines at the 2011 International Consumer Electronics Show (CES®). The latest models are equipped with LG's innovative Inverter Direct Drive™ motor, which delivers cleaner and greener washing, and makes the washing machines more energy-efficient, durable, and quieter with less vibration.

Whereas most front-load washers only have one motion – tumbling – LG's innovative 6Motion™ Technology allows the drum to tailor each load from a combination of six unique motions: rolling, stepping, swinging, scrubbing, filtration and tumbling.

Depending on the cycle the consumer chooses, these motions range from extremely gentle, for delicates, to a more powerful cleaning for soiled items, making it simple to take better care of clothing. This breakthrough technology is made possible by the precision mechanics created by LG's Inverter Direct Drive™ motor, which operates without belts or pulleys, delivering power directly from the motor to the drum. LG TrueSteam™ Technology also deeply penetrates fabrics to remove dirt and reduce wrinkles.

In addition, 6Motion™ Technology works in conjunction with ColdWash™, which penetrates deep into fabrics using only cold water, to provide consumers with the same washing performance as washing in warm water while providing substantial energy savings.

Like all LG laundry systems, the new models are Energy-Star rated and use considerably less water than conventional top-load machines.

By eliminating belts and pulleys, LG's Direct Drive motor cuts back on moving parts to make its washing machines extremely durable and quieter with lower vibration, an effect further aided by the machines' TrueBalance™ anti-vibration system. As a measure of confidence in their reliability, LG offers a 10-year warranty for its direct drive motors.

In addition, LG top-load washing machines provide WaveForce™ Technology, which offers a powerful yet gentle wash to make laundry exceptionally clean. And LG's SmartRinse™ Jet Spray System saves water without compromising rinsing performance, while its SlamProof™ Lid offers convenience and lower noise levels.

### **Product Specifications:**

#### **Front-Load**

- ColdWash™ Technology
- 6Motion™ Technology
- Inverter Direct Drive™ – 10-Year Warranty
- TrueSteam™ Technology
- TrueBalance™ Technology

#### **Top-Load**

- 5.2 cu.ft. Ultra-Large Capacity
- ColdWash™ Technology
- WaveForce™ Technology
- SmartRinse™ Jet Spray System
- SlamProof™ Lid



For more information and product images, please visit LG's online press kit at [www.lgnewsroom.com/CES2011](http://www.lgnewsroom.com/CES2011).

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\* Designs, features and specifications subject to change without notice.

**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 80,000 people working in over 115 operations around the world. With 2009 global sales of 55.5 trillion Korean won (USD 43.4 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit [www.lg.com](http://www.lg.com).

**About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions, all under LG's "Life's Good" marketing theme. For more information, please visit [www.lg.com](http://www.lg.com).

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