



## **FOR IMMEDIATE RELEASE**

### **LG UNVEILS VISION FOR HOME APPLIANCE LEADERSHIP**

*Sets Sights on Becoming the Top Global Home Appliance Manufacturer by 2014*

**LAS VEGAS, Jan. 8, 2011** – LG Electronics (LG) today unveiled its vision and aggressive plans for its home appliance business at the 2011 Consumer Electronics Show in Las Vegas.

LG will target double-digit growth in 2011 and push for sales of \$20 billion in 2014 to position the company as the top global home appliance manufacturer. LG plans to maintain its leading position in its core business sectors such as washing machines and refrigerators while building a foundation for growth in new business areas including water treatment and built-in appliances, or premium kitchen packages.

“This year will be the beginning of a new era of home appliances. By that I mean that we have reached the tipping point where appliances are now run entirely by CPUs and computer code,” said Young-ha Lee, President and CEO of the LG Electronics Home Appliance Company. “Just as automobiles became rolling computers a decade ago, home appliances are experiencing the same transformation. As one of the few companies that’s involved in the core technologies behind consumer electronics and home appliances, I’m enthusiastic about LG’s opportunities to drive the transformation of smart appliances over the next few years.”

For 2011, LG will concentrate on highlighting and differentiating its core technologies such as the Inverter Direct Drive™ for its washing machines and Linear Compressor for its refrigerators. In addition, by raising the energy efficiency of its core technologies by more than 30 percent over existing appliances, LG plans to meet and exceed ever-stricter environmental regulations in markets around the world, including North America and Europe.



Lee said that LG will continue to build on its leading position in built-in appliances in the United States and in European countries, targeting annual sales of KRW 1 trillion by 2015.

From a regional perspective, LG will further strengthen its premium image in advanced regions such as in the U.S. and European countries by working closely with clients and partner companies to deliver accurate sales forecasts and streamline supply logistics. For emerging markets including Brazil and Africa, LG plans to build market share by tailoring products to meet local consumer needs.

At this CES 2011, LG introduced its complete range of smart solutions based on its groundbreaking new THINQ™ technology. Comprised of five key features – Smart Grid, Smart Diagnosis™, Smart Access, Smart Adapt and Food Management – LG THINQ Technology offers a complete smart solution that lets consumers manage their homes in a more centralized and convenient way. The company also presented its plans to launch new products that employ smart grid technologies in 2011 in anticipation that they will help deliver consumer benefits and establish a platform for LG's future green growth.

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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**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 115 operations including 84 subsidiaries around the world. 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 and Energy Solution. 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 of Formula 1™ 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 Home Appliance Company**

The LG Electronics Home Appliance Company is an innovator in the home appliance industry, dedicated to offering healthier and greener products, blending smart technology and trend-setting design and providing a complete solution for improving daily life. LG's insightful products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, and built-in appliances, are designed to resonate with consumers around the world. LG's innovative technologies and convenient features, including the world's first interactive refrigerator, steam washing machine and combination oven and microwave, set new trends in the appliance industry, helping to establish LG as a global leader

*Media Contacts:*

Sally Lee, +82-2-3777-6483, [lgpr@lge.com](mailto:lgpr@lge.com)  
[www.lgnewsroom.com](http://www.lgnewsroom.com)

Kato Nanako, +82-2-3777-3918, [lgpr@lge.com](mailto:lgpr@lge.com)  
[www.lgnewsroom.com](http://www.lgnewsroom.com)

