

**FOR IMMEDIATE RELEASE****LG SELLS OVER TWO MILLION  
6 MOTION WASHING MACHINES WORLDWIDE**

*Customers Continue to Seek Innovation and Breakthrough Technology in Home Appliances*

**SEOUL, Nov. 20, 2011** – Sales of LG Electronics (LG)’s 6 Motion washing machines have exceeded more than two million units worldwide since its debut in later 2009. First introduced in October 2009, LG’s 6 Motion Direct Drive™ washing machines have recorded 2.25 million units in sales, which includes 1.25 million units of its front-loading washing machines as well as one million top-loading units.

Enabled by LG’s Inverter Direct Drive™ technology, the 6 Motion washing machine has won rave reviews. Its unique feature allows for more precise spin speed control and inner drum movements saves energy, time and gets clothes cleaner. With a range of cycles optimized for different types of fabrics and delivering a wash that is as gentle as it is thorough, LG’s 6 Motion technology goes beyond mere “laundry”.

“LG washing machines have gained a reputation as the most innovative appliances in the market today,” said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. “6 Motion was a breakthrough when we unveiled it in 2009 and continues to lead the industry two years later.”

Due in large part to the popularity of LG’s 6 Motion washing machines, the company posted the best sales figures – in volume and value – for washing machines in 2010, according to figures provided by various market research companies<sup>1</sup>. In addition, LG’s front-loading washing machines have been the best-selling front loaders in the world for the past two years and the top sellers in the United States for the last four.

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<sup>1</sup> GFK, NPD and Stevenson Company.



**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 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 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, mobile devices, air conditioners, washing machines and refrigerators. 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.LGnewsroom.com](http://www.LGnewsroom.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:*

LG Electronics, Inc.  
Claire Jang  
+82 2 3777 3925  
[LGnews@lge.com](mailto:LGnews@lge.com)  
[www.LGnewsroom.com](http://www.LGnewsroom.com)

