

GE Appliances Introduces the First-Ever Spanish-Language Washer for U.S. Customers
*The New Washer and Accompanying Dryer Feature Spanish-Language Panels to Make Laundry Day
More Efficient for Millions of Spanish-Speaking Families*

LOUISVILLE, Ky, April 12, 2024 – GE Appliances’ all-new washer designed for Hispanic consumers in the U.S. is available today, ahead of National Laundry Day on April 15. The GE® 4.5 cu. ft. Capacity Washer with Spanish-Language Panel with Soaking and Agitation Wash Modes is the first washer of its kind in the U.S., reinforcing GE Appliances’ commitment to creating laundry solutions for all. The new washer has a Spanish-language control panel and custom features that reflect popular Hispanic consumer preferences.

With Hispanics in the U.S. predicted to account for 70% of new homeowners over the next 20 years¹, GE Appliances is bringing meaningful household solutions to the forefront for this growing U.S. demographic that had been widely underserved, until now. The machine boasts a 4.5 cu. ft. capacity that allows for washing more clothes in fewer loads, ideal for multigenerational families who account for nearly one-third of all U.S. Hispanic households².

"GE Appliances has long delivered meaningful household solutions and our first Spanish-language washer furthers that goal," said David Wilson, senior commercial director of clothes care at GE Appliances. "As technology is changing, so is the demographic makeup of America's households and this specially designed laundry solution represents our commitment to delivering products for all and taking into account what matters most to Hispanic customers."

GE Appliances tailored the washer and complementary dryer to account for specific laundry preferences that are popular for many Hispanic consumers who take extra care of preserving their garments by carefully pre-treating and addressing tough spots and stubborn stains before they even go in the wash. The new washer, for example, includes a custom "Añadir Remojo" setting that adds 20 minutes of soaking to any cycle and features a "Más Intenso" setting for soiled items that combines soaking with additional agitation.

The new washer addresses other common laundry day pain points for many Hispanic households so they can get the most out of their appliance while taking care of their laundry. For example:

- "Eco Frío" setting reduces energy usage without sacrificing a great clean, giving peace of mind to those who are conscious about their environmental footprint and utility bills. "Eco Frío" adjusts wash time and agitation to still achieve a deep clean without hot water while saving up to 90% on energy costs.³
- The "Nivel de Agua" control allows users to manually add up to 26 gallons of water for maximum flexibility or let the washer optimize automatically for the most efficient wash on any cycle.
- GE Appliances laundry products are also backed by a 10-year limited warranty on the motor, offering long-lasting performance and peace of mind.

The new GE® 4.5 cu. ft. Capacity Washer with Spanish-Language Panel and accompanying Spanish-Language Panel dryer are available now for an MSRP of \$799 each. For more product details, visit www.geappliances.com/lavadora-con-panel-espanol.

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About GE Appliances, a Haier company

¹ Data from "The Future of Headship and Homeownership" report from the [Urban Institute](https://www.urbaninstitute.org/)

² Insights from the [National Association of Hispanic Real Estate Professionals](https://www.nationalassociationofhispanicrealestateprofessionals.org/)

³ Energy savings using cold water vs. hot water for the normal cycle with a max load using the DOE test procedure to measure machine and hot water energy.

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.