



LG Electronics U.S.A., Inc.
111 Sylvan Avenue, Englewood Cliffs, NJ 07632
T. 201-816-2000 www.lg.com

March 13, 2025

Dear Valued LG Home Appliance Customer,

At LG, we pride ourselves on being America's most reliable line of home appliances and the #1 appliance brand in the US.¹

The current economic and policy environment remains highly uncertain. The challenging landscape has created upward pressure on various costs for production and transportation. With the situation being very fluid, we are currently in the process of assessing the impact. This will include price increases on select models in our lineup. Effective date of these changes will be 4/10. Model level details will be communicated in the coming weeks.

Thank you for your business and committed partnership. We will continue to look to provide exceptional value to our partners and consumers.

George Ren
Director of GTM, LG Home Appliances

¹ #1 Appliance Brand in the US | Source: OpenBrand Quarterly Consumer Survey - Units & Dollars, Major Appliances (AHAM Core 6) Q2-Q4 2024