

**FOR IMMEDIATE RELEASE****LG EXPANDS PRODUCTS WITH ‘LGRED’ HEAT TECHNOLOGY  
TO PROVIDE COMFORT IN EXTREME WEATHER**

*Industry-leading Heat Technology Delivers Performance Down to  
-13 Degrees Fahrenheit for Expanded Geographic Application*

**ALPHARETTA, Ga., Nov. 2, 2017** – LG Air Conditioning Technologies is adding its LG “Reliable to Extreme Degrees” (RED) heating technology to more products including the multi zone outdoor units, the **Multi F** and **Multi F MAX**. The enhanced performance LGRED not only delivers heat when traditional models are unable, but does so with remarkable energy efficiency offering comfort to users living in even the coldest climates. LGRED° is industry-leading heat technology that provides 100 percent rated heating capacity down to 5 degrees Fahrenheit with continuous operation down to -13 degrees, offering comfort to users living in even the coldest climates.

“LGRED is an exceptional development in the HVAC industry, allowing LG’s residential and light commercial systems to be installed in a wide variety of climates – including those areas with extremely cold temperatures,” said Kevin McNamara, senior vice president and general manager, Air Conditioning Technologies, LG Electronics USA. “LG is dedicated to providing the best technologies and systems for our customers, and LGRED allows us to deliver unparalleled comfort in areas that were underserved because conventional systems have limited performance in those conditions.”

LGRED is a key feature of the compact yet powerful LG Multi F and Multi F MAX outdoor units. Created for residential and light commercial installations, the robust multi zone system has the option to be installed fully ductless for optimal performance or combined with ducted systems, including the new **LG 4-Way Vertical Air Handler Units (VAHU)**, for increased design flexibility. The LGRED Multi F systems also feature up to a 21 SEER rating qualifying them for ENERGY STAR® certification as well as eligibility for participating local utility company rebates.



LGRED also is available on LG's **Art Cool™ Premier** including the 9K, 12K, 15K and 18K Btu/h indoor units. The ENERGY STAR® "2017 Most Efficient" certified Art Cool Premier indoor unit features a sleek design which seamlessly integrates into any home décor. The Art Cool Premier systems also feature a SEER rating up to 27.5 – one of the industry's highest – for low operating costs and optimal performance.

For more information on LGRED heat technology, visit [lgredheat.com](http://lgredheat.com)

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#### **ABOUT LG ELECTRONICS USA AIR CONDITIONING TECHNOLOGIES**

The LG Electronics USA Air Conditioning Technologies business is based in Alpharetta, Ga. LG is a leading player in the global air conditioning market, manufacturing both commercial and residential air conditioners and providing total sustainability and building management solutions. From residential units to commercial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating and air conditioning. The company's industry-leading variable refrigerant flow (VRF) technology minimizes efficiency losses, provides sustainable energy savings and offers some of the lowest life cycle cost of any system on the market today. LG Electronics U.S.A., Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$48 billion global force and technology leader in home appliances & air solutions, consumer electronics and mobile communications. For more information, please visit [lghvac.com](http://lghvac.com).

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