



Innovation matters here at Whirlpool Corporation, and when it comes to laundry products, it has mattered from the beginning of our company's existence. The most important innovations are the ones that truly make a difference in people's lives when they use our products. From the expected superior performance and the unexpected conveniences to the first-of-its kind functionality, we carefully incorporate modern concepts into each product, creating desire and excitement. That's what leading the laundry industry means to Whirlpool Corporation.

100+ YEARS OF INNOVATION CONSUMERS DESIRE

Michigan-based Whirlpool Corporation's products are consistently recognized for their superior innovation, design and quality. We are a leader in the marketplace. Our record speaks for itself:

2015 LAUNDRY INNOVATION LEADERSHIP

- ★ Launching the Industry's largest capacity top-load washer with fully integrated controls and Load & Go™ bulk dispensing - 1st for top-load laundry
- ★ Whirlpool Corporation brands earned 11 of the top 15 ratings from a leading consumer magazine for front- and top-load washer rankings in 2015
- ★ Introduced Whirlpool® Cabrio® washer with *What to Wash, How to Wash* intuitive touch control. This unique interface allows flexibility to do your wash by telling the machine what and how to wash
- ★ CES 2015 Best of Innovation with Whirlpool® HybridCare™ ventless heat pump dryer
- ★ CES 2015 Innovation award-winning connected top-load laundry pair with Connect to Care™ — easily connect to any mobile device, putting the control and exceptional fabric care at your fingertips
- ★ Introduced the SWASH system, an all-in-one express clothing care system

HISTORY OF LEADING INNOVATION

- ★ 2015: Introduced Industry's Largest Capacity Top Load washer
- ★ 2014: Introduced the Emerging Technology Award-winning first HybridCare™ ventless heat pump dryer
- ★ 2013: Launched the first U.S. smart appliances — with *6th Sense Live Technology*
- ★ 2010: Load & Go™ bulk dispensing allows you to fill it, forget it and spend less time in the laundry room
- ★ 2009: Launched top- and front-load washers with full-color LCD control panel screens
- ★ 2006: Introduced the first steam dryer to the Industry
- ★ 2001: Introduced first front-load washer and dryer pair with functioning pedestals
- ★ 1997: Introduced the industry's first ENERGY STAR® certified top-load washer to the market