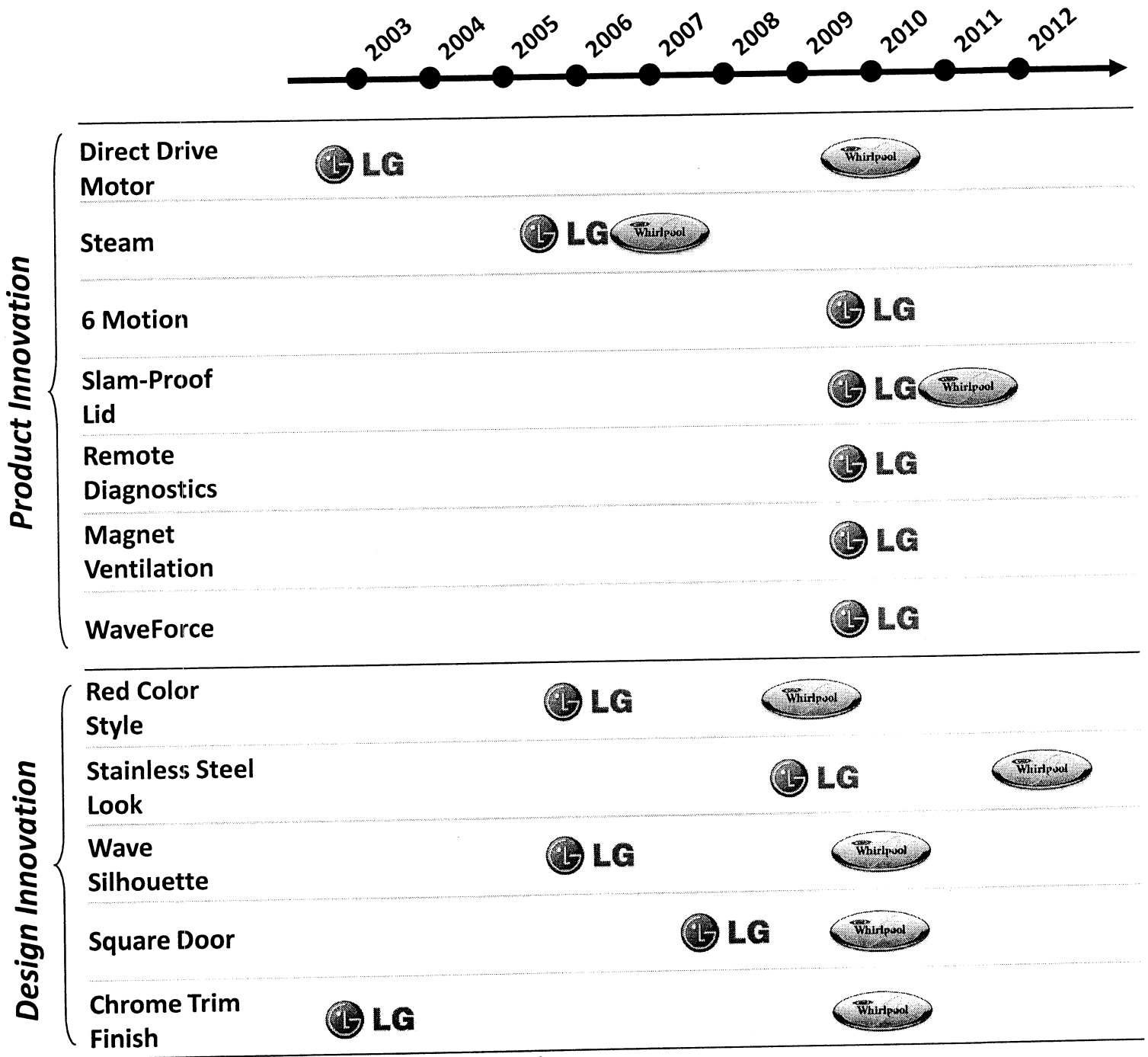
Be First
Do It Right
Work Smart!

Large Residential Washers from Korea and Mexico
Inv. Nos. 701-TA-488 and 731-TA-1199-1200 (Final)

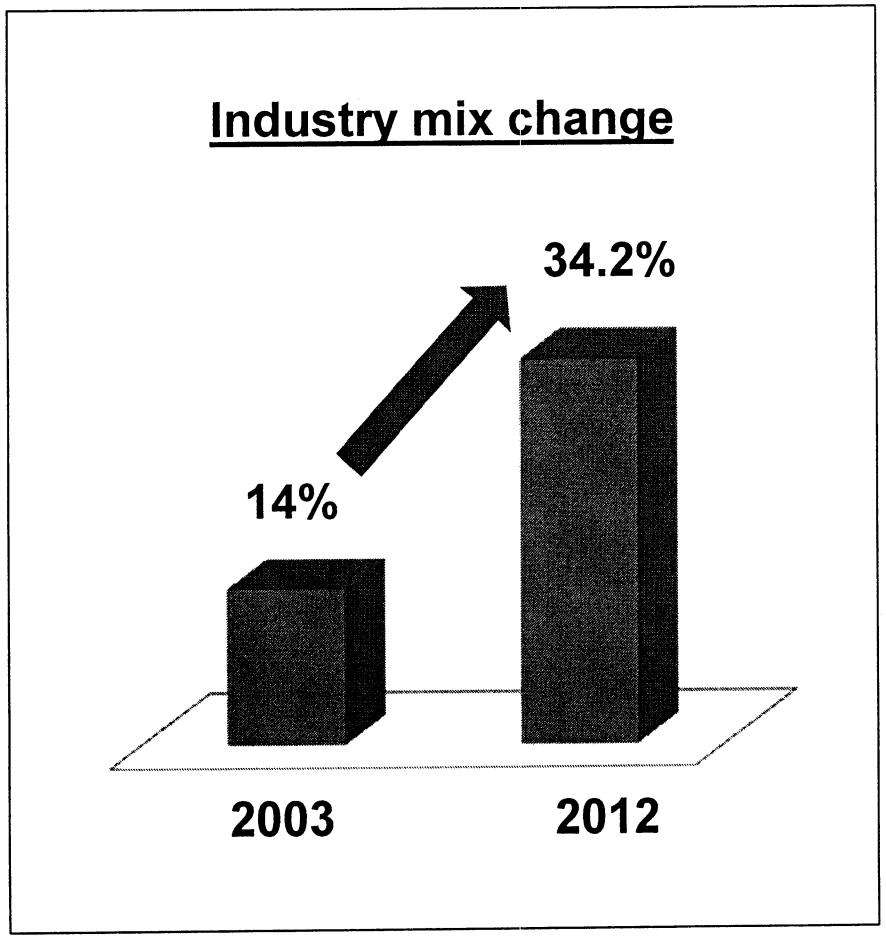
LG

Hearing Presentation
December 11, 2012

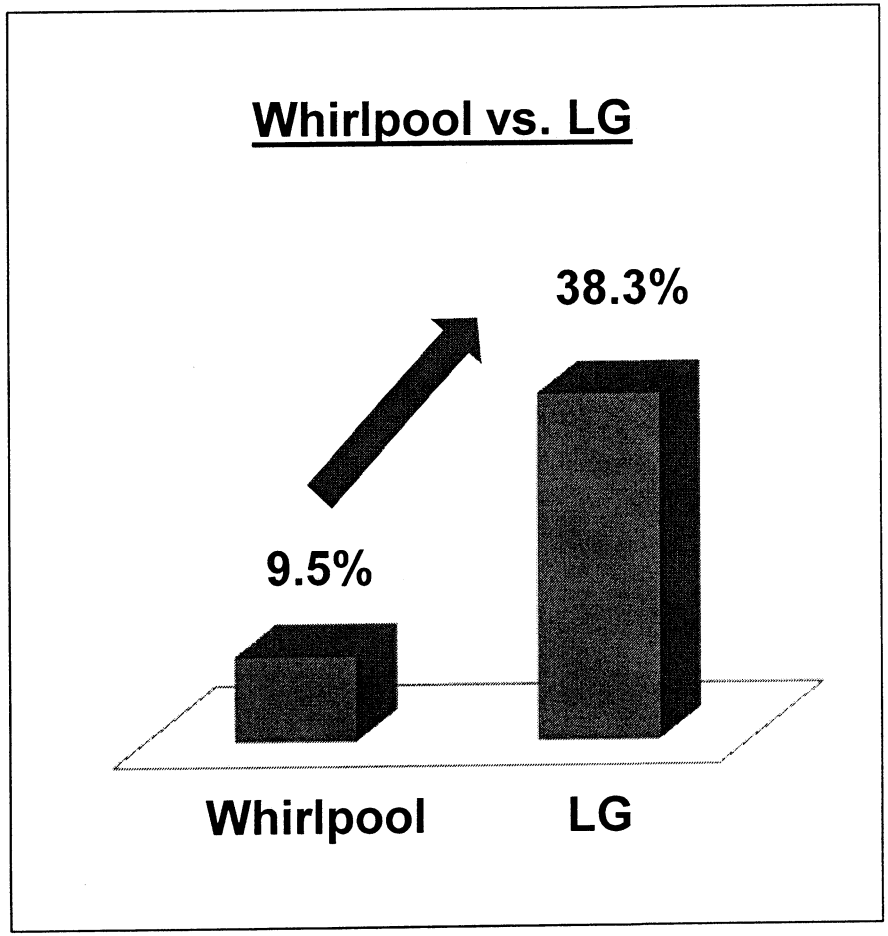
Washer Innovation: Product & Design



Mix of Non-White Washers



Source: Traqline (Q1 2003-Q3 2012, units).



Source: Traqline (Q1-Q3 2012, units).

Why Customers Bought a Particular Brand

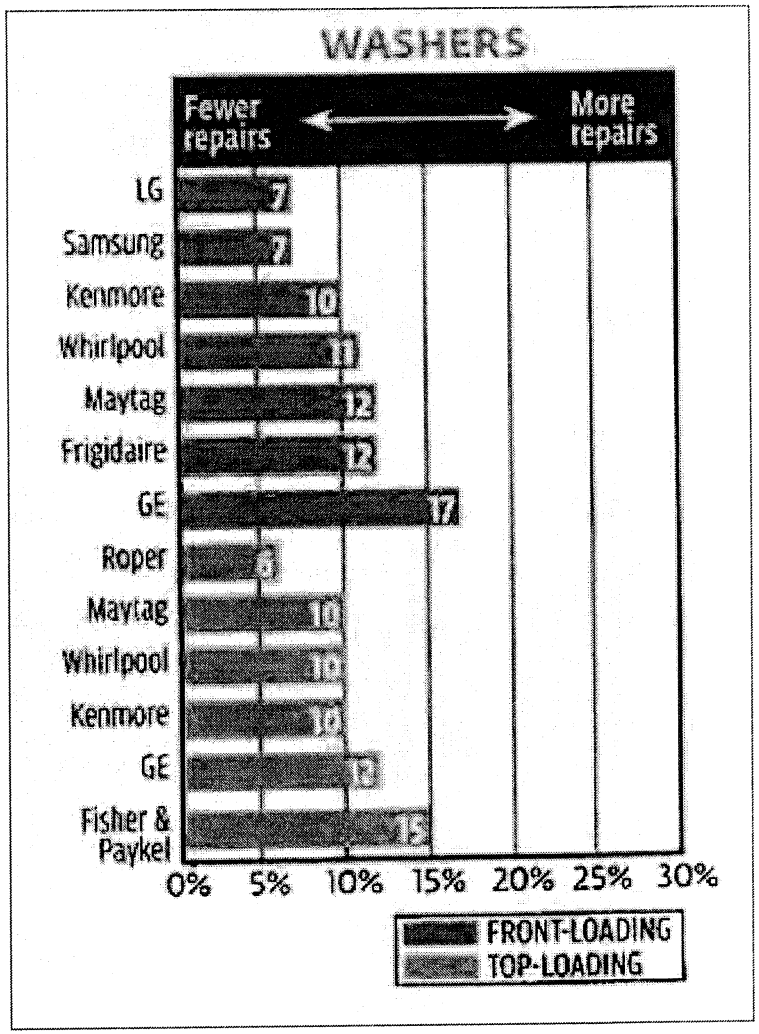
(percent)	Whirlpool	LG
Appearance	9.2	16.4
Features Desired	35.2	49.4
Quality Product	27.9	37.9
Competitive Price	46.1	37.7

Source: Traqline (Q1 2011-Q2 2012, dollars). Multiple responses, values may sum to more than 100%. The row/column total for a multi-punch variable is the sample size, not the sum of the variables.

Brand Reliability Ranking

"Among washers, ***LG and Samsung were the most reliable front-loader brands*** . . . . That's what we found when we asked readers about more than 163,000 clothes washers and dryers bought between 2007 and 2011."

Consumer Reports, August 2012

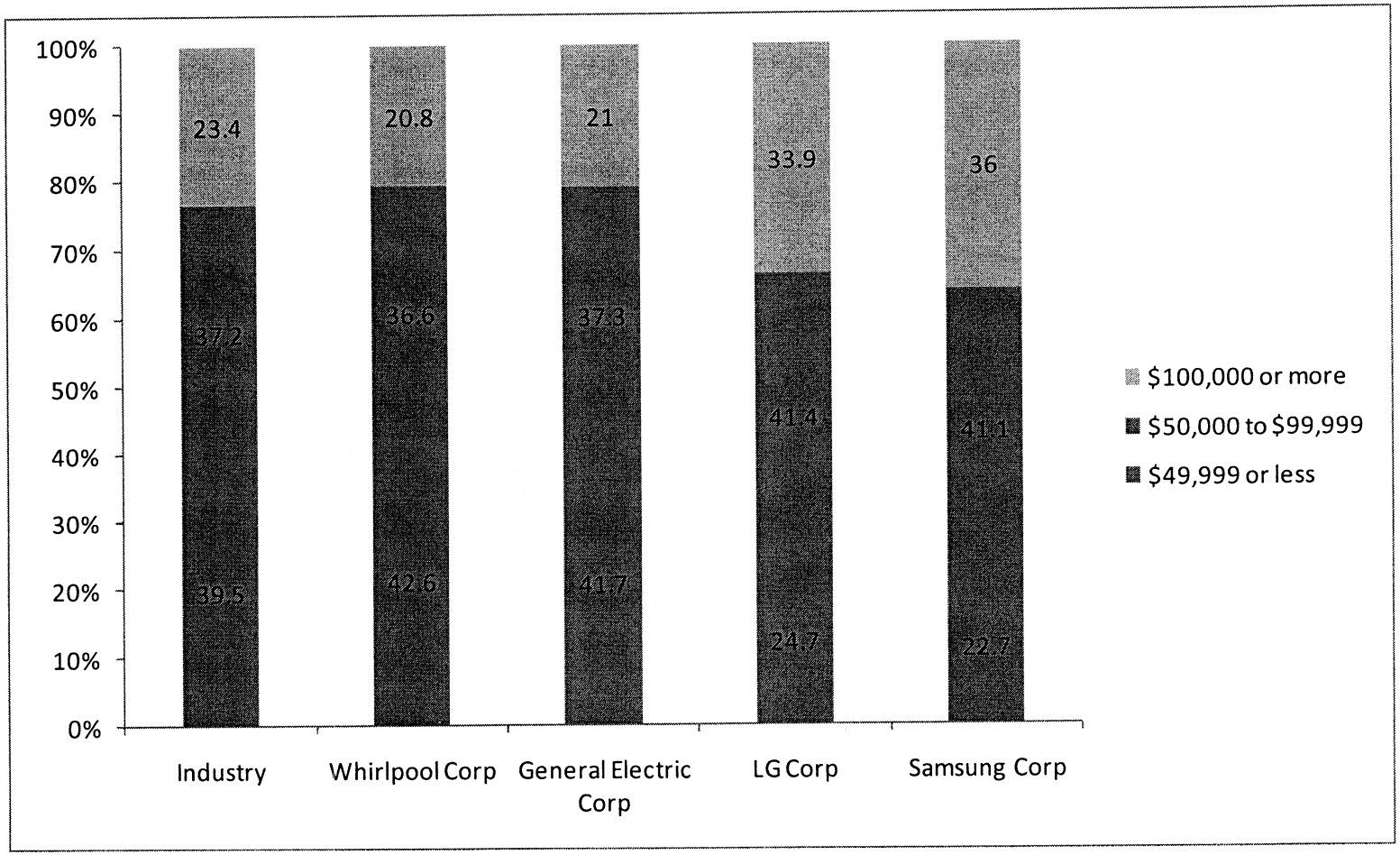


Online Consumer Reviews

Type	Brand	Average Rating (Scale 1-5)	Number of Reviews
Front Load	LG	4.6	1,385
	Whirlpool + Maytag	3.6	911
Top Load	LG	4.5	1,494
	Whirlpool + Maytag	3.6	3,021

Source: Customer reviews on top 5 major appliance retailers websites (Sears, Lowe's, Home Depot, Best Buy, HHGregg). Data collection from Dec. 2011 to June 2012.

Washer Purchasers' Income Mix by Brand by Manufacturer



Source: Traqline (4Q 2008-3Q 2012).