



GE Appliances Introduces Its First Full-Sized Haier Kitchen Suite to Bring Sleek Design to Contemporary Spaces

*Integrated handles, WiFi connectivity and clean lines
developed for a new wave of active, urban dwellers in the U.S. on a budget*

LOUISVILLE, Ky.—February 19, 2019—Haier is diversifying its product mix with the introduction of its first full-sized kitchen suite in the U.S. As the world's leading appliance brand and owner of GE Appliances, Haier had previously offered compact appliances for American consumers. With an ultra-sleek, minimalist vibe, the new Full-Sized Haier Kitchen Suite is ideally suited for modern spaces and contemporary design schemes found in many urban homes, high-rises, condos and mixed-use spaces—at a highly competitive price point.

The suite's standout design element is the use of integrated handles throughout that make the refrigerator, dishwasher, range and over-the-range microwave more accessible and functional in smaller spaces, while creating flow and harmony when paired with modern-looking cabinetry and other finishes. On the dishwasher, the integrated handle also serves a dual purpose with a first-of-its-kind, light-up status bar.

"There's nothing traditional about our first full-sized kitchen suite, and that's a good thing," said Brian Huston, brand director, Haier America. "As young professionals and downsizing adults flock to urban environments, many are looking for those clean lines and a contemporary aesthetic and connected features at an affordable price. This suite looks like nothing else on the market as it creates a subtle yet daring design with its unexpected appearance and features."

The clean exterior is not to be outdone by the performance features and thoughtful design inside. The French-door refrigerator with bottom freezer features best-in-class 27-cubic-foot capacity and creates an experience when you open the doors. Haier opted to add an unexpected twist with a light-grey toned interior, blue tints and LED lighting to complete the contemporary look. The minimalist aesthetic stretches to the range, which features edge-to-edge viewing glass into the oven.

All appliances in the Full-Sized Haier Kitchen Suite are also WiFi-enabled for remote preheating and other convenient, time-saving features, offering yet another unexpected perk for the price point.

"We had a very special consumer in mind when designing this suite—one who craves simplicity but wants a personalized space that reflects his or her personality and zest for life," Huston said. "It truly has a worldly inspired feel that we are proudly offering in the U.S. These appliances pair seamlessly with the Kitchen Hub from GE Appliances for a complete, modern kitchen."

The Full-Sized Haier Kitchen Suite will be available in October 2019 and can be purchased in either a stainless or black stainless finish with product MSRP's ranging from \$429 to \$2,099. See it on display with the Kitchen Hub at the International Builders' Show in GE Appliances Booth C6331, or visit www.haierappliances.com for more information about where to purchase.



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About GE Appliances

GE Appliances, a Haier company, creates “good things, for life” through our passion for great appliances and the happiness they can bring to every household. With the Hotpoint, Haier, GE®, GE Profile™, CAFÉ™ and Monogram® brands, people and families have more choices for making their kitchens and homes amazing each day. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information, visit www.geappliances.com/our-company.

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