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**Whirlpool® Top Load Washer and Dryer Can Handle a Week's Worth of Family Laundry**  
*New Washer Features Innovative Load & Go™ Auto-Dispensing Laundry Detergent System*

**BENTON HARBOR, Jan. 7, 2016** – Today's families are as busy as ever, making time one of our most valuable resources. Caring for your family day in and day out can be a full-time job, and it's natural to look for helpful shortcuts. That's why Whirlpool designed a new Top Load Washer and Dryer that lets you skip adding detergent and has the industry's largest capacity, fitting a week's worth of a family's laundry in one load.<sup>1</sup>

With the Load & Go™ system, families can fill this new washer with a month's worth of detergent<sup>2</sup> at once, and forget it. Automatic dispensing ensures each load gets the right amount of detergent, giving clothing precise fabric care. By providing practical and meaningful shortcuts, the washer makes laundry more intuitive for everyone in the family.

"The way families care for each other inspires our innovations to be meaningful, making a difference in the daily routine," said Chelsey Lindstrom, brand manager, Whirlpool brand. "Those differences can be as simple as making it easier to select the perfect wash cycle or automating the detergent process to dispense the right amount for the size and type of load."

With dozens of customized care cycle options, the laundry pair also offers the most customized fabric care in the industry<sup>3</sup>, making caring for your family, and their clothes, more personalized.

The innovative new design also puts Whirlpool brand's intuitive front touch control panel conveniently within reach on top of the lids. Between hot versus cold or delicate versus normal, choosing the right wash cycle can be confusing. Most families end up washing their clothes on the "normal" cycle for that very reason. With fast-access QuickSelect™ system controls, families can uniquely tailor different wash cycles easily for specific fabrics – there are more than 50 unique combinations total – by simply answering two questions: "what" to wash and "how" to wash.

The new Whirlpool® Premium Top Load Washer and Dryer feature even more innovations inspired by the way families care for each other:

- With **the largest capacity in the industry** (6.2 cu. ft.), this pair can handle a whopping 26 pounds of school clothes, gym clothes, linens, work shirts, you name it—families can clean a full week's worth of clothes at once.

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<sup>1</sup> Up to 3.7 7-lb baskets.

<sup>2</sup> Up to 14 loads (14 lbs) per month.

<sup>3</sup> Among leading brands, based on combinations of cycles and options.

- The **Adaptive Wash Technology** senses the needs of loads and adapts water levels based on the amount of clothing and **Advanced Moisture Sensing technology** helps prevent damage to clothing from over-drying by turning the dryer off once clothes are dry.

The Whirlpool® Top Load Washer and Dryer will be available nationwide at major retailers in May 2016 in Chrome Shadow and White. As a pair, the washer and dryer together have a starting MSRP of \$2,500 - \$3,000.<sup>4</sup>

For more information, to join the conversation and see the company's care-centric product innovations and conceptual inspirations come to life, visit Whirlpool brand's booth #74352 in the Family & Technology Marketplace, located at the Sands Expo Center, or [ces.whirlpool.com](http://ces.whirlpool.com) and follow #EveryDayCare.

### **About Whirlpool Brand**

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool brand is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations – whether that means most flexible refrigerator storage for all types of family needs, induction technology for efficient cooking and easier cleaning, or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand is part of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of Habitat for Humanity's largest corporate partners for over 15 dedicated years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool, please visit [whirlpool.com/everydaycare](http://whirlpool.com/everydaycare) or find us on Facebook at [facebook.com/whirlpoolusa](https://facebook.com/whirlpoolusa) or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at [whirlpoolcorp.com](http://whirlpoolcorp.com).

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<sup>4</sup> MSRP is Manufacturer's Suggested Retail Price and may not necessarily be the price at which the product is sold in the consumer's area. Dealer alone determines actual price.