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Whirlpool® Survey Reveals Homeowners Wise to Smart Home Technology

Two-thirds of homeowners; four in five parents likely to purchase smart appliance next

LAS VEGAS, Jan. 5, 2017 – Whirlpool® announces results of its **first Smart Home survey**, revealing that most homeowners are familiar with the Smart Home (69 percent) and almost half of homeowners claim their home is currently “smart” (45 percent). Combine that with two-thirds (66 percent) of homeowners and 86 percent of parents who say it is likely their next appliance purchase will be a smart appliance, and it’s clear the future home will be full of network-connected products that automate and control device features, as the “smart home” was defined to survey respondents.

It’s Smart to Care from Anywhere

The biggest benefit of smart appliances, as cited in the survey, is to control the appliance remotely. In fact, nearly four in five homeowners feel that the ability to start and stop appliances, check the status of the appliance and/or adjust the appliance performance remotely is most valuable.

“Whirlpool knows that busy families are looking for new ways to save time; families are seeking ways to help get it all done,” said Ryan Morand, senior brand manager, Whirlpool brand. “84 percent of parents agree that smart appliances are a solution, and 80 percent of parents agree that smart technology frees up time to connect to other things – like family. At CES, we’re showcasing how Whirlpool brand appliances help remove steps for parents and allow care to be controlled from anywhere in the house.”

Sensibly Sharp

What does the smart home of the future look like? Surprisingly – much the same. Homeowners are looking for a modern/futuristic look, but with built-in technology which is subtle to the eye. Simple interface and controls are key to 91 percent of homeowners surveyed. And while 79 percent agree eventually all appliances will be smart, homeowners still value quality construction, ease of use and functional design as top priorities. So much so that nearly a quarter of homeowners surveyed are unwilling to spend more for smart technology, with another third only willing to spend five to 15 percent more.

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“What you see from Whirlpool at CES is carefully planned technology that has purpose for how families function and care for each other,” said Ryan Morand, senior brand manager, Whirlpool brand.

“Consumers will see thoughtful upgrades that enhance performance and don’t compromise overall cost.”

Whirlpool® Smart Appliances offer families complete control of both kitchen and laundry appliances from anywhere via the Whirlpool® mobile app’s performance control, status checks and alert notifications. Hands-free voice control, which 74 percent of surveyed homeowners say is a valuable feature in a smart appliance, will also be available for customers with a far field Amazon Alexa enabled device in 21 Whirlpool smart appliances launching in 2017. Whirlpool® Scan-to-Cook technology sends the right cooking instructions and settings every time, straight from a frozen food packages’ UPC barcode to the brand’s microwave, wall oven or range via the Whirlpool® mobile app – satisfying the 80 percent of homeowners who want the ability to start and stop appliances remotely from a mobile device.

The results are from an online survey conducted by Survey Sampling, on behalf of Whirlpool, of 1,000 nationally representative individuals in the United States. Those surveyed were homeowners who have purchased an appliance in the past year or who plan to purchase an appliance in the next two years. The survey was conducted between November 11-14, 2016 with a margin of error of +/- 3.1 percent.

From January 5-8, CES® attendees can get up close to all Whirlpool brand innovations at booth #41730 in the Smart Home section, located at the Sands Expo Center.

For more information on the company’s care-centric product innovations and to join the conversation, visit ces.whirlpool.com and follow #EveryDayCare.

[1] Requires WiFi and account creation. App features and functionality subject to change. Subject to Terms of Service available at: www.whirlpool.com/connect. Data rates may apply.

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 or find us on Facebook at [facebook.com/whirlpoolusa](https://www.facebook.com/whirlpoolusa) or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA).

About Whirlpool Corporation

Whirlpool Corporation (NYSE: [WHR](#)) is the number one major appliance manufacturer in the world, with approximately \$21 billion in annual sales, 97,000 employees and 70 manufacturing and technology research centers throughout the world in 2015. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit and other major brand names in nearly every

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country throughout the world. Additional information about the company can be found at WhirlpoolCorp.com, or find us on Twitter at @WhirlpoolCorp.

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