

J.D. Power Reports:

Customer Satisfaction Drives Brand Loyalty That Can Translate to More Same-Brand Packages Sold

Kenmore Elite, LG and Samsung Lead in Multiple Segments; Whirlpool Ranks Highest In One Segment

WESTLAKE VILLAGE, Calif.: 16 July 2014 — Performance and reliability of laundry and kitchen appliances continues to drive customer satisfaction and ultimately brand loyalty, which can influence whether a customer selects the same brand for a package purchase or multiple appliances from the same brand, according to the J.D. Power 2014 Laundry Appliance Satisfaction StudySM and the J.D. Power 2014 Kitchen Appliance Satisfaction StudySM released today.

The Laundry Appliance Satisfaction Study and the Kitchen Appliance Satisfaction Study, now in their ninth and 10th years, respectively, measure customer satisfaction in nine segments of major home appliances: clothes washers (front-load washers and top-load washers are measured separately in this year's study); clothes dryers; dishwashers; cooktops/ranges/ovens; over-the-range microwaves; and refrigerators (French door refrigerators, side-by-side refrigerators and top-mount freezer refrigerators are measured separately in this year's study). Overall customer satisfaction is measured in six factors: ease of use; features (such as the usefulness of settings available and capacity); performance and reliability (including how well the appliance functions, noise level and energy efficiency); price; styling and appearance; and warranty.

"Performance and reliability is the most decisive factor in customer satisfaction," said Christina Cooley, director of the home improvement industries practice at J.D. Power. "Because appliances are often purchased in a packaged set, such as a clothes washer and dryer, there is increased importance in delivering an outstanding customer experience across appliances to maintain a positive brand image and drive additional appliance purchases of that same brand."

KEY FINDINGS

- Performance and reliability remains the single most important factor driving customer satisfaction with a kitchen or laundry appliance across all product segments.
- More than three-fourths (79%) of clothes washers and dryers are purchased in a packaged set.
- Across all segments, among satisfied customers in aggregate, 30 percent say they "definitely will" recommend their appliance brand to others and 23 percent say they "definitely will" repurchase the same appliance brand in the future.
- Ease of use is the second most important factor for clothes washers, clothes dryers, dishwashers, refrigerators and over-the-range microwaves. The importance of ease of use in the clothes washers and dryers segments has increased during the past four years to 22 percent in 2014 from 19 percent in 2011 in both. Features is the second most important factor with the ranges/cooktops/ovens segment and ties in importance with ease of use in refrigerators.

Laundry Appliance Satisfaction Study

Top-Load Washers

Kenmore Elite ranks highest in customer satisfaction with top-load washers, achieving a score of 816 on a 1,000-point scale. Kenmore Elite performs particularly well in three factors: performance and reliability; features; and warranty. Kenmore Elite is followed in the rankings by LG (813) and Samsung (800).

Front-Load Washers

Samsung ranks highest in customer satisfaction with front-load washers, achieving a score of 828. Samsung performs particularly well in five factors: performance and reliability; ease of use; styling and appearance; features; and price. Samsung is followed in the rankings by LG (820).

Clothes Dryers

LG ranks highest in customer satisfaction with clothes dryers (817) for a second consecutive year. LG performs particularly well in ease of use; styling and appearance; features; and price. Following LG in the rankings is Samsung (810).

Kitchen Appliance Satisfaction Study

Side-by-Side Refrigerators

Kenmore Elite ranks highest in customer satisfaction with side-by-side refrigerators, achieving a score of 804. Kenmore Elite performs particularly well in four factors: performance and reliability; ease of use; features; and warranty. Kenmore Elite is followed in the rankings by Kenmore (799) and LG (795). Kenmore performs particularly well in price.

French Door Refrigerators

Samsung, Whirlpool and LG rank highest (in a tie) in customer satisfaction with French door refrigerators, achieving a score of 817. Samsung performs particularly well in two factors: styling and appearance and features. Whirlpool performs particularly well in ease of use. Kenmore Elite (815) follows in the rankings and performs particularly well in performance and reliability.

Top-Mount Freezer Refrigerators

LG ranks highest in customer satisfaction with top-mount refrigerators, achieving a score of 808. LG performs particularly well in all six factors. Following LG in the rankings is Whirlpool (761).

Dishwashers

Kenmore Elite ranks highest in customer satisfaction with dishwashers for a second consecutive year, with a score of 811, and achieves particularly high scores in performance and reliability; ease of use; features; and price. Kenmore Elite is followed by LG (793).

Ranges/Cooktops/Ovens

Samsung ranks highest in customer satisfaction with ranges, cooktops and ovens, achieving a score of 831. The brand performs particularly well in performance and reliability; features; and price. Samsung is followed in the rankings by Viking (825).

Over-the-Range Microwaves

Samsung (815) ranks highest in customer satisfaction with over-the-range microwaves. The brand performs particularly well in performance and reliability; styling and appearance; features; and price. Samsung is followed in the rankings by Kenmore Elite (808).

The 2014 Laundry Appliance Satisfaction Study is based on more than 6,600 evaluations from customers who purchased clothes washers and/or clothes dryers during the past 24 months. The study was fielded from January through March 2014.

The 2014 Kitchen Appliance Satisfaction Study is based on more than 3,600 evaluations from customers who purchased dishwashers; more than 3,200 evaluations from customers who purchased cooktops/ranges/ovens; more than 2,100 evaluations from customers who purchased over-the-range microwaves; and more than 6,400 evaluations from customers who purchased refrigerators during the past 24 months. The study was fielded from January through March 2014.

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NOTE: Nine charts follow.

J.D. Power 2014 Laundry Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings Front-Load Washers

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

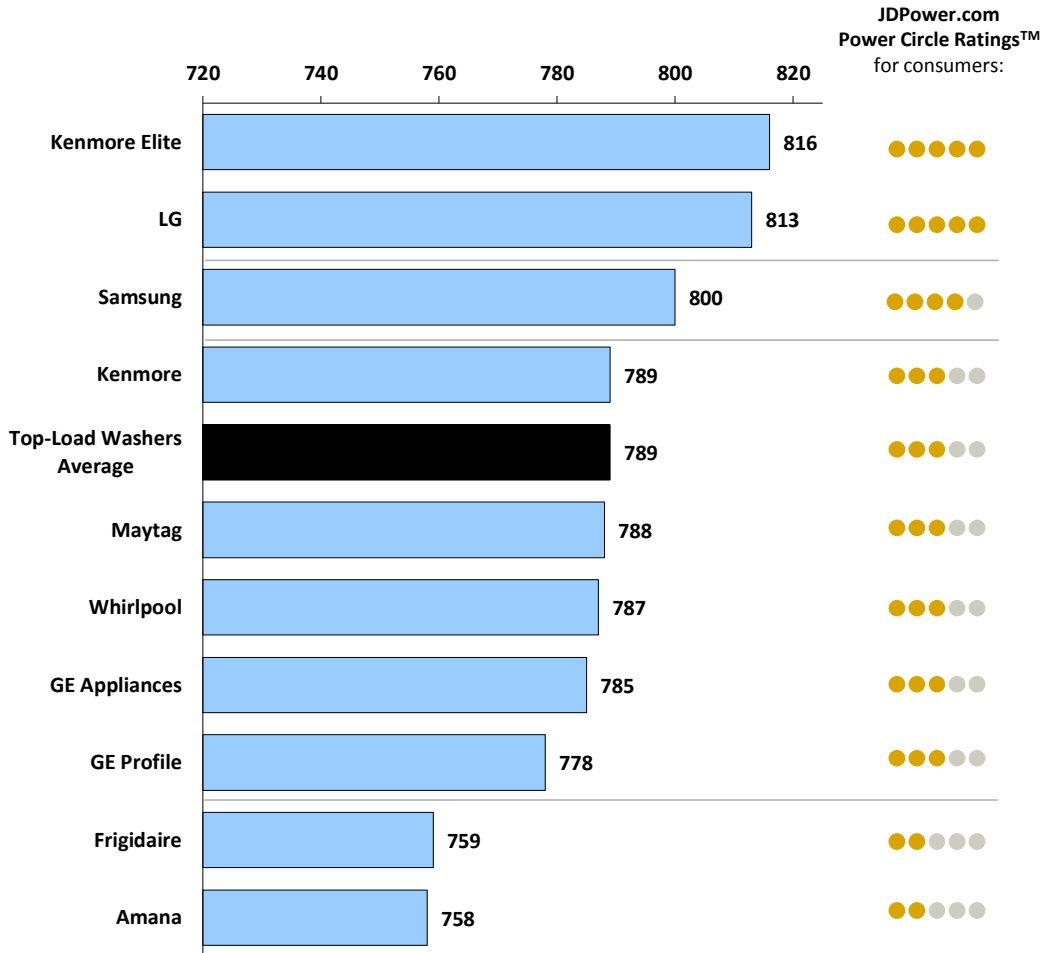
Source: J.D. Power 2014 Laundry Appliance Satisfaction StudySM

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J.D. Power 2014 Laundry Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings Top-Load Washers

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2014 Laundry Appliance Satisfaction StudySM

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J.D. Power 2014 Laundry Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings Clothes Dryers

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

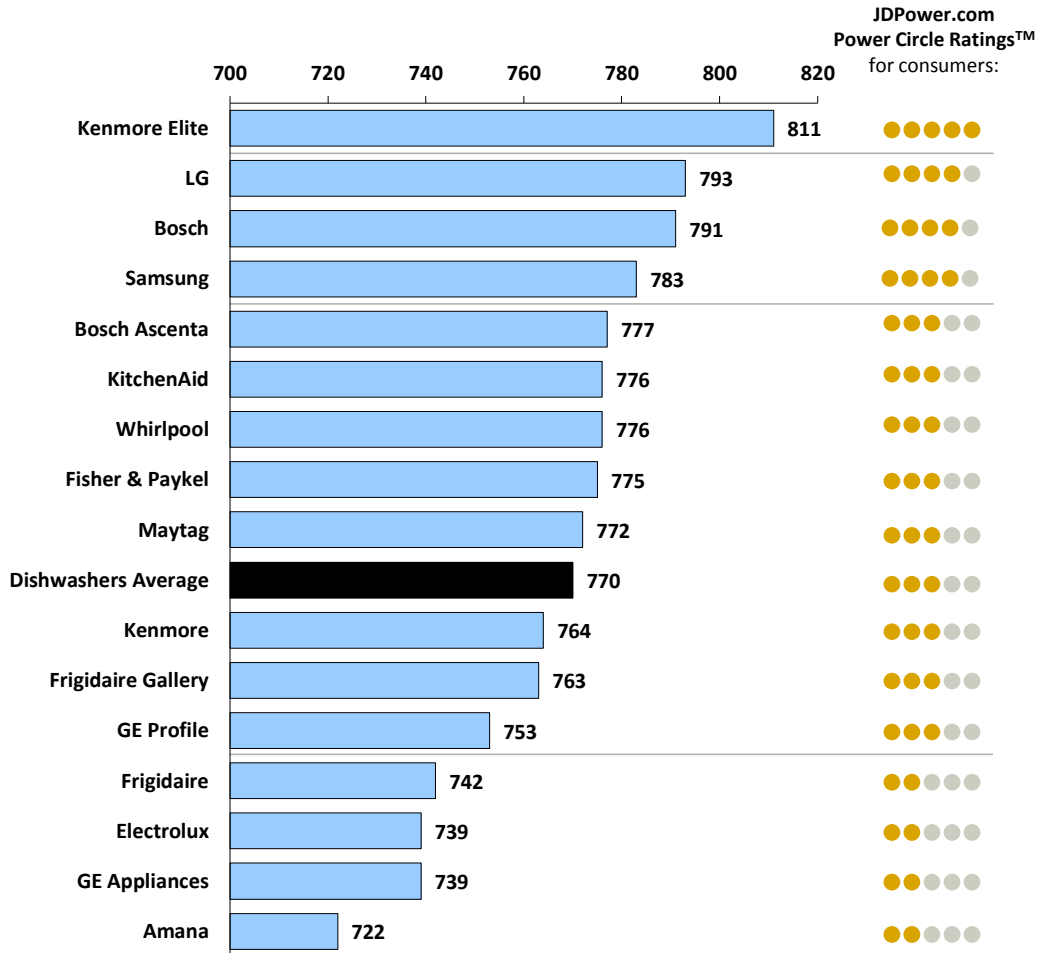
Source: J.D. Power 2014 Laundry Appliance Satisfaction StudySM

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J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings Dishwashers

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

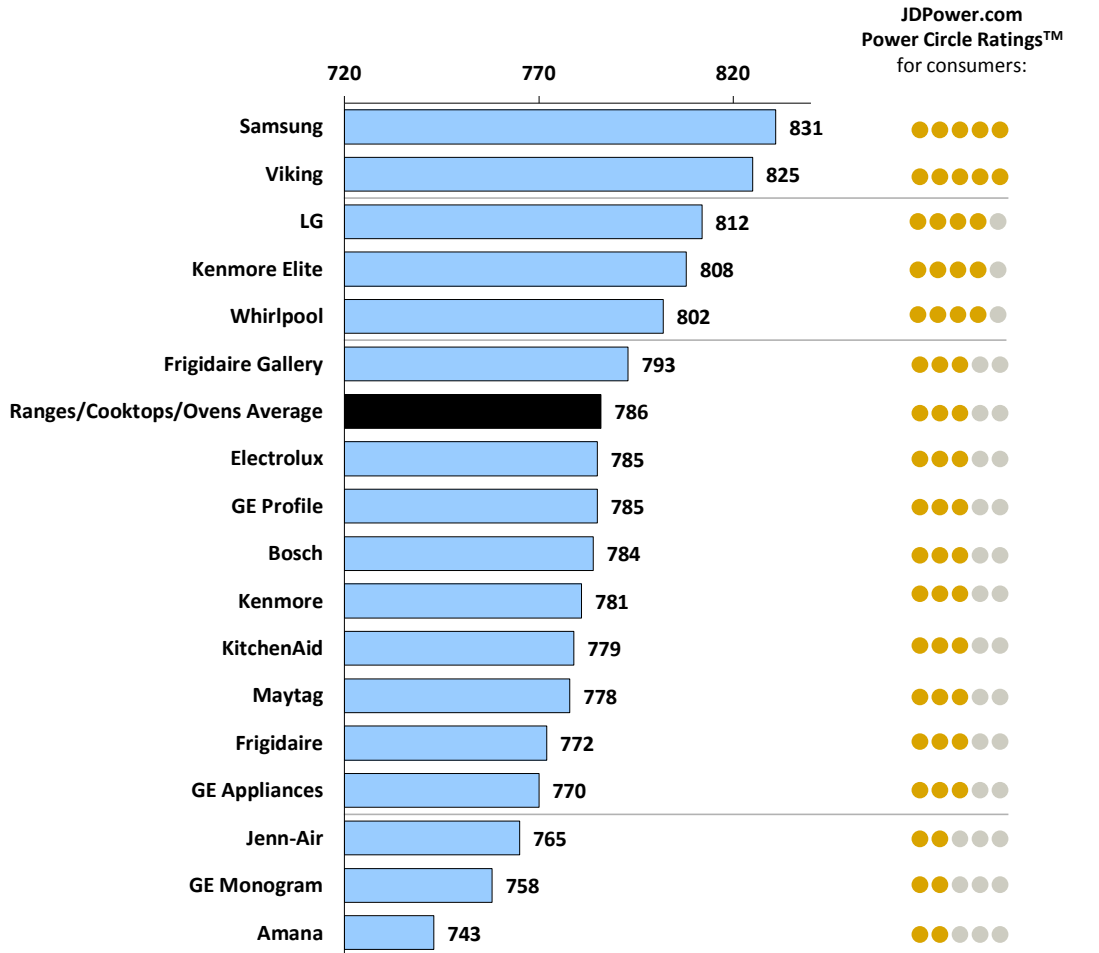
Source: J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

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J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings Ranges/Cooktops/Ovens

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

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J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings French Door Refrigerators

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

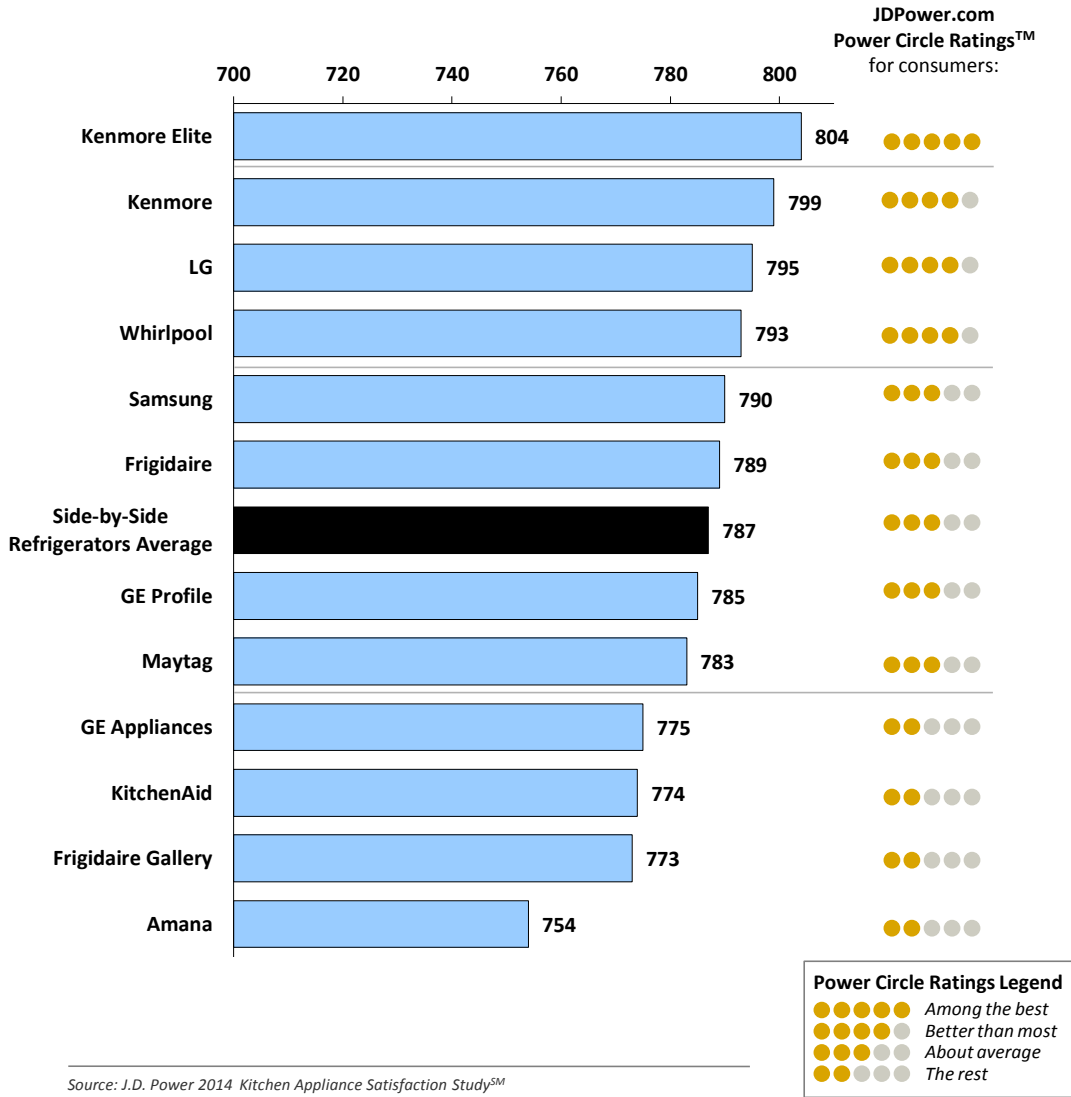
Source: J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

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J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings Side-by-Side Refrigerators

(Based on a 1,000-point scale)



Source: J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

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J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings Top-Mount Freezer Refrigerators *(Based on a 1,000-point scale)*



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

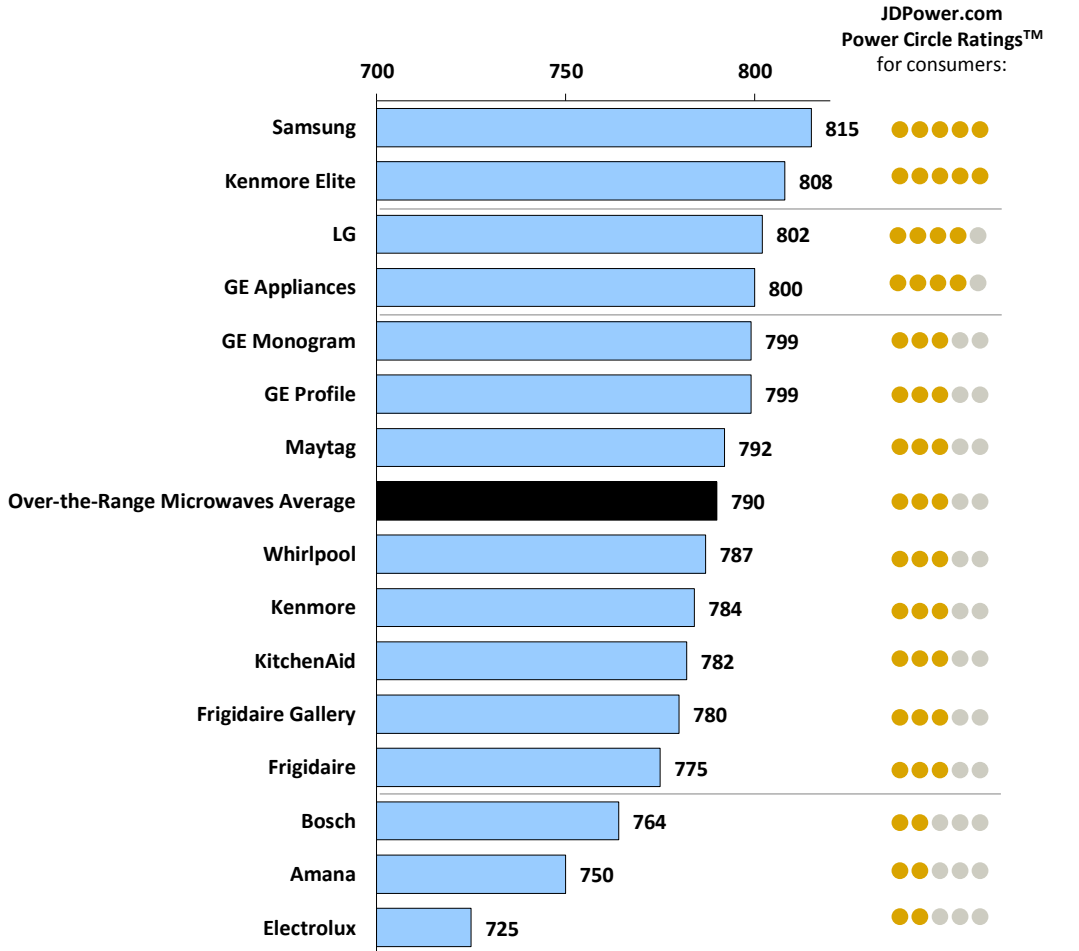
Source: J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

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J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction Index Rankings Over-the-Range Microwaves

(Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2014 Kitchen Appliance Satisfaction StudySM

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