



GE APPLIANCES
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GE Appliances Breaks New Ground with First-Ever Spanish-Language Washer in the U.S.
Latest Innovation Boasts Spanish-Language Panel and Features Custom-Designed for Hispanic Consumers

LOUISVILLE, Ky, Feb. 27, 2024 – GE Appliances announced today its groundbreaking new washer, designed specifically for Hispanic consumers in the U.S. The GE® 4.5 cu. ft. Capacity Washer with Spanish-Language Panel with Soaking and Agitation Wash Modes is the first washer of its kind in the U.S., featuring a Spanish-language control panel and customized features to make laundry day more intuitive and efficient than ever for millions of Spanish-speaking families.

Hispanics in the U.S. are predicted to account for 70% of net new homeowners over the next 20 years¹ and GE Appliances is bringing meaningful household solutions to the forefront for this growing U.S. demographic that had been widely underserved, until now.

Beyond the Spanish-language control panel, GE Appliances tailored the appliance to account for specific laundry preferences that are popular for many Hispanic consumers who take extra care of preserving their garments by carefully pre-treating and addressing tough spots and stubborn stains before they even go in the wash. The new washer includes a custom “Añadir Remojo” (“Extra Soaking”) setting that adds 20 minutes of soaking to any cycle and features a “Más Intenso” (“Intense Wash”) setting for soiled items that combines soaking with additional agitation.

The washer also boasts a 4.5 cu. ft. capacity that allows for washing more clothes in fewer loads, ideal for multigenerational families who account for nearly one-third of all U.S. Hispanic households².

“We are thrilled to introduce this industry first Spanish-language product to Hispanic customers in the U.S., as it represents our longstanding commitment to offering innovative solutions that make laundry simpler,” said Michael Mattingly, executive director of product management for clothes care at GE Appliances. “Laundry is a labor of love in Hispanic households, and we’re creating products that integrate seamlessly into the lives and traditions of all Americans, especially in households where English is a second language.”

The new washer addresses other common laundry day pain points for many Hispanic households so they can get the most out of their appliance while taking care of their laundry. For example:

- “Eco Frío” (“Eco Cold”) setting reduces energy usage without sacrificing a great clean, giving peace of mind to those who are conscious about their environmental footprint and utility bills. “Eco Frío” adjusts wash time and agitation to still achieve a deep clean without hot water while saving up to 90% on energy costs.³
- The “Nivel de Agua” (“Water Level”) control allows users to manually add up to 26 gallons of water for maximum flexibility or let the washer optimize automatically (“Auto”) for the most efficient wash on any cycle.
- GE Appliances laundry products are also backed by a 10-year limited warranty on the motor and a 5-year limited warranty on the sealed drying system, offering long-lasting performance and peace of mind.

The GE Washer with Spanish-Language Panel will be available in April 2024 for a MSRP of \$799. GE Appliances is also launching a matching dryer with a Spanish-language panel that will be available in April 2024 starting at a MSRP of \$799.

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¹ Data from “The Future of Headship and Homeownership” report from the [Urban Institute](#)

² Insights from the [National Association of Hispanic Real Estate Professionals](#)

³ Energy savings using cold water vs. hot water for the normal cycle with a max load using the DOE test procedure to measure machine and hot water energy.



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About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit

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