



GE PROFILE™ CONTINUES TO HARNESS CUTTING-EDGE TECHNOLOGY AND FURTHER GAME-CHANGING INNOVATION WITH ITS EXPANDED LAUNDRY PORTFOLIO

Forward-thinking solutions deliver a smarter, easier cleaning experience with greater flexibility

LOUISVILLE, Ky., October 15, 2024 — [GE Profile™](#) continues to expand its portfolio of industry-leading laundry solutions with innovations rooted in technology to help owners streamline everyday tasks. Equipped with personalized functionalities and exceptional performance, these modern advances are engineered with consumer-centric designs and features to make laundry more intuitive.

[GE Profile™ UltraFast Combo](#): The latest iteration of the [award-winning](#)¹ washer and dryer combo was engineered with a simplified design and streamlined features to further meet consumers' needs, without sacrificing performance or energy efficiency. With its slightly smaller capacity, this ultimate all-in-one solution can still wash AND dry a large load in about two hours.²

It also features new PowerSteam technology cycles that safely penetrate deep into fabric fibers to loosen stains and odors during the wash cycle and help to remove wrinkles in the dry cycle to deliver enhanced cleaning performance.

Like its predecessor that reimagined the Combo category, it is equipped with innovative ventless heat pump technology and a Fast Airflow Drying System, delivering 50% more energy efficient drying.³ The space-saving design and 120v plug requirement of the UltraFast Combo also enables greater installation flexibility. By eliminating the need for exterior venting, owners can create a laundry space virtually anywhere with a water hookup and a drain.

The new UltraFast Combo grants greater accessibility to those looking to save time, energy and space at a more attainable price, while enjoying existing features owners expect from GE Profile.

The GE Profile UltraFast Combo is now available in White for a MSRP of \$2,599 at [geappliances.com](#) and Best Buy. The Home Depot and Lowe's will also individually offer new GE Profile UltraFast Combo models with exclusive features, including [SmartDispense™ Technology](#) available at Home Depot and [Pet Hair mode](#) available at Lowe's.

Other new laundry solutions include:

- [GE Profile™ 955 Series Front Load](#): Available in a new trending color, Jade Green, owners can give their dull laundry room a much-needed pop with the GE Profile 955 Series Front Load. Engineered to deliver exceptional performance and convenience, the 955 Series Front Load has the largest front load washing capacity⁴ in the industry. Consumers can wash and dry a small load in the washer alone, eliminating the need to transfer clothes to the dryer, while also using voice control through the [SmartHQ app](#) to further streamline the laundry experience. The [GE Profile 955 Series Front Load](#) is currently available for a MSRP of \$1,549 at retailers nationwide in Jade Green and Carbon Graphite.
- SmartHQ Laundry Assistant: GE Appliances is expanding its SmartHQ Assistant, a conversational AI experience available through the [SmartHQ™ app](#) to include the SmartHQ Laundry Assistant this month. Powered by Google Cloud's generative AI, more than one million connected laundry owners will have the ability to ask questions (via voice or text) about proper clothing care, from stain removal tips to guidance on hard-to-wash fabrics to washer use and care recommendations. For select models, including the GE Profile 955 Series Front Load washer and

dryer, the machines will automatically set temperature and wash settings to optimize performance based on the question asked.

“GE Profile continues to build on its commitment of taking everyday tasks and creating smarter solutions,” said Lee Lagomarcino, vice president of clothes care at GE Appliances. “With these additions to our lineup, we are giving more households the opportunity to harness advanced cleaning and make laundry easier, saving owners time and effort to do more of what they love.”

1 2024 CES® Innovation Awards Honoree in the Home Appliances category

2 Tested using a 10lb DOE (Department of Energy) or typical mixed load on the Normal Wash + Dry Cycle Eco Dry setting.

3 Efficiency rating as compared to the requirements for ENERGY STAR qualification for standard electric dryers.

4 Among front washing machines 28" wide or less

About GE Profile™

As a leader in connected appliances, GE Profile offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geappliances.com/ge/profile.htm or [@geprofile](https://www.instagram.com/geprofile) on Instagram, TikTok, Pinterest or YouTube.

About GE Appliances, a Haier company

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home-appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](https://www.linkedin.com/company/geappliances)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units

####