



Press Release

J.D. Power and Associates Reports: Among Owners of New Kitchen and Laundry Appliances, Awareness and Purchase of ENERGY STAR® Certified Appliances Increases Notably

Samsung Ranks Highest in Customer Satisfaction with Clothes Washers, Dryers, and Refrigerators; while Miele Ranks Highest in Dishwashers and Wolf Ranks Highest in Cooking Appliances

WESTLAKE VILLAGE, Calif.: 4 August 2010 — Awareness of ENERGY STAR certified appliances has increased among owners of new appliances, compared with 2009, as has the percentage of owners who purchased a certified appliance, according to the J.D. Power and Associates 2010 Laundry Appliance Satisfaction StudySM and the J.D. Power and Associates 2010 Kitchen Appliance Satisfaction Study,SM both released today.

More customers who purchased their appliances in 2010 indicated that they purchased an ENERGY STAR certified appliance compared to purchases made in 2008 and 2009. The most notable increase occurs with dishwasher purchases made in 2010, where nearly nine in 10 (86%) customers reported that their appliance was ENERGY STAR certified, a five percent increase from 2009 and a nine percent increase from 2008.

“More customers are aware of the ENERGY STAR program than they have been in the past,” said Christina Cooley, senior manager of the real estate and construction industries practice at J.D. Power and Associates. “The federal rebate program has likely contributed to the increase in awareness of the ENERGY STAR program as 20 percent fewer customers reported that they did not know if their appliance was ENERGY STAR certified in 2010 compared to those that purchased their appliance in 2008 or 2009. Manufacturers and retailers continue to have an opportunity to tout the energy efficiency of the appliances they offer and the specific, tangible benefits tied to energy efficiency, which in turn impact customer satisfaction.”

The study finds that satisfaction with appliance performance is strongly influenced by the owner’s perception of the appliance’s water and/or energy efficiency. Customers who report that their appliance is ENERGY STAR certified are more likely to be more satisfied with their appliance than customers who do not indicate that their appliance is certified.

“The timing of the Cash for Appliances Rebate Program is great for consumers, since some may have been delaying necessary appliance purchases due to tough economic times,” said Cooley. “The combined benefits of receiving the rebate and purchasing an appliance that is energy efficient definitely helps to add value to the appliance and positively impacts the customer experience.”

Laundry Appliance Satisfaction Study

The Laundry Appliance Satisfaction Study measures [customer satisfaction with clothes washers](#) and [dryers](#) based on performance in six factors: ease of use; features (such as the number of settings available and appliance capacity); performance and reliability (including energy efficiency, noise level and how well the appliance functions); styling and feel; warranty; and price.

[Clothes Washers](#)

For a second consecutive year, Samsung ranks highest in satisfying clothes washer owners, achieving a score of 832 on a 1,000-point scale. Samsung performs particularly well in four of six factors: performance and reliability; ease

of use; features; and styling and feel. Following Samsung in the ranking are Kenmore Elite (817) and Electrolux (816).

Clothes Dryers

Samsung ranks highest in customer satisfaction with clothes dryers for a third consecutive year with a score of 833, and performs particularly well in four of six factors: performance and reliability, ease of use; styling and feel; and features. LG (814) and Kenmore Elite (809) follow Samsung in the ranking.

Kitchen Appliances Study

The Kitchen Appliance Satisfaction Study measures customer satisfaction in three product categories: [dishwashers](#); [refrigerators](#); and [cooktops/ranges/ovens](#). Customer satisfaction is measured based on performance in six factors: performance and reliability (including how well the appliance functions, noise level and energy efficiency); features (such as the number of settings available and appliance capacity); ease of use; styling and feel; price; and warranty.

Refrigerators

For a sixth consecutive year, Samsung ranks highest in satisfying refrigerator owners. Samsung (803) performs particularly well in three of six factors: ease of use, performance and reliability; and features. Following Samsung in the ranking are LG (781) and Kenmore Elite (776).

Dishwashers

Miele ranks highest in customer satisfaction with dishwashers with a score of 806 and performs particularly well in four of the six factors: performance and reliability; styling and feel; features; and warranty. Bosch (801) follows Miele in the ranking.

Cooktops/Ranges/Ovens

Among manufacturers of cooktops, ranges, and ovens, Wolf ranks highest with a score of 812, and performs particularly well in five of six factors: ease of use; performance and reliability; styling and feel; features; and warranty. Following Wolf in the ranking is Samsung (809).

The 2010 Laundry Appliance Satisfaction Study is based on responses from more than 5,100 consumers who purchased clothes washers and more than 5,100 consumers who purchased clothes dryers from a retail store or received one through other means (such as a new-home builder or a gift) during the past 24 months. The study was fielded between March and April 2010.

The 2010 Kitchen Appliance Satisfaction Study is based on responses from 4,563 consumers who purchased dishwashers, 5,493 consumers who purchased cooktops/ranges/ovens and 5,797 consumers who purchased refrigerators through a retail store or received one through other means (such as a new-home builder or a gift) during the previous 24 months. The study was fielded between March and April 2010.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](http://www.jdpower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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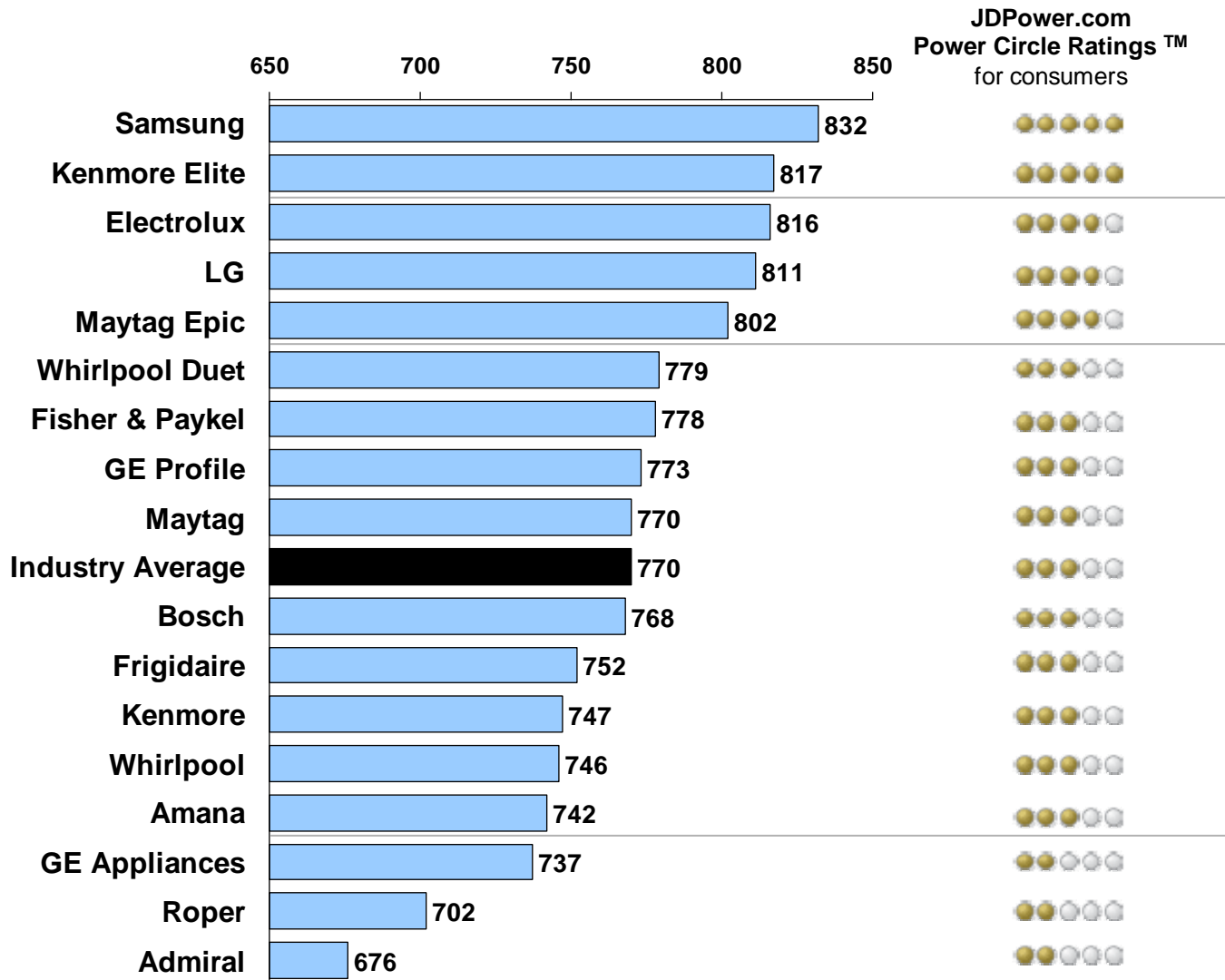
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NOTE: Five charts follow.

J.D. Power and Associates 2010 Laundry Appliance Satisfaction StudySM

Overall Customer Satisfaction with Clothes Washers

(Based on a 1,000-point scale)



Power Circle Ratings Legend

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

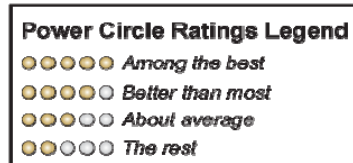
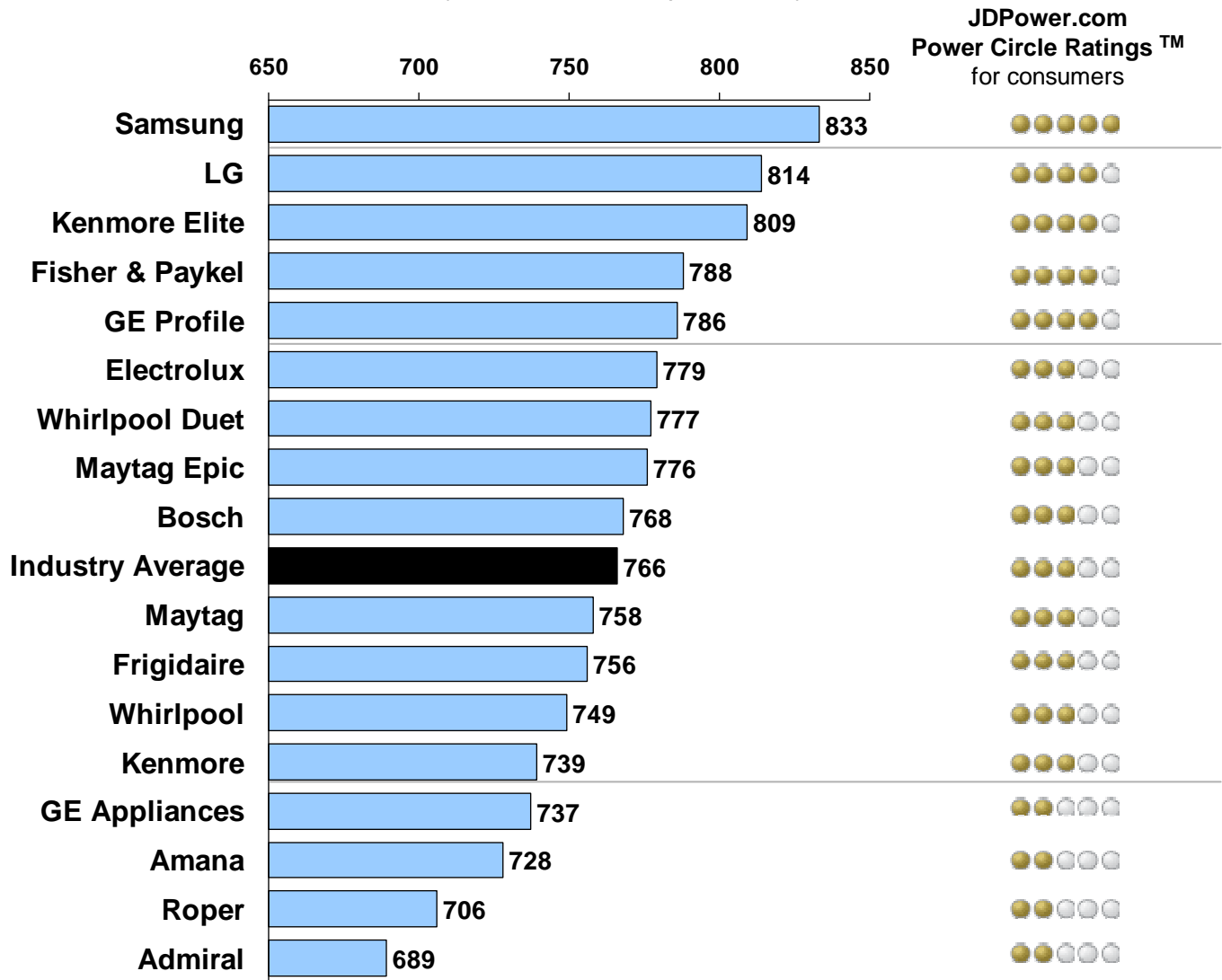
Source: J.D. Power and Associates 2010 Laundry Appliance Satisfaction StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2010 Laundry Appliance Satisfaction StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle RatingsTM are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.

J.D. Power and Associates 2010 Laundry Appliance Satisfaction StudySM

Overall Customer Satisfaction with Clothes Dryers

(Based on a 1,000-point scale)



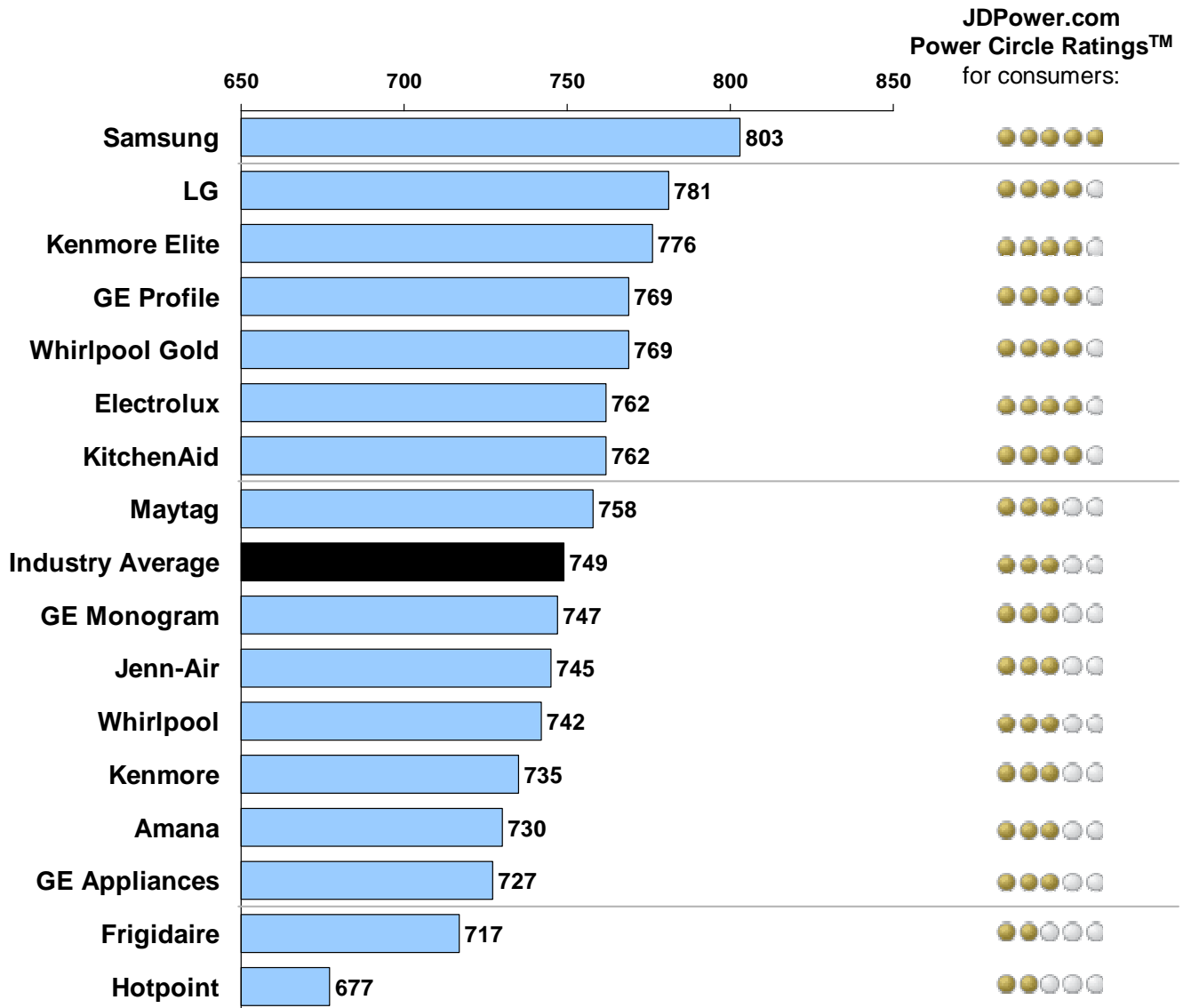
Source: J.D. Power and Associates 2010 Laundry Appliance Satisfaction StudySM

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J.D. Power and Associates 2010 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction with Refrigerators

(Based on a 1,000-point scale)



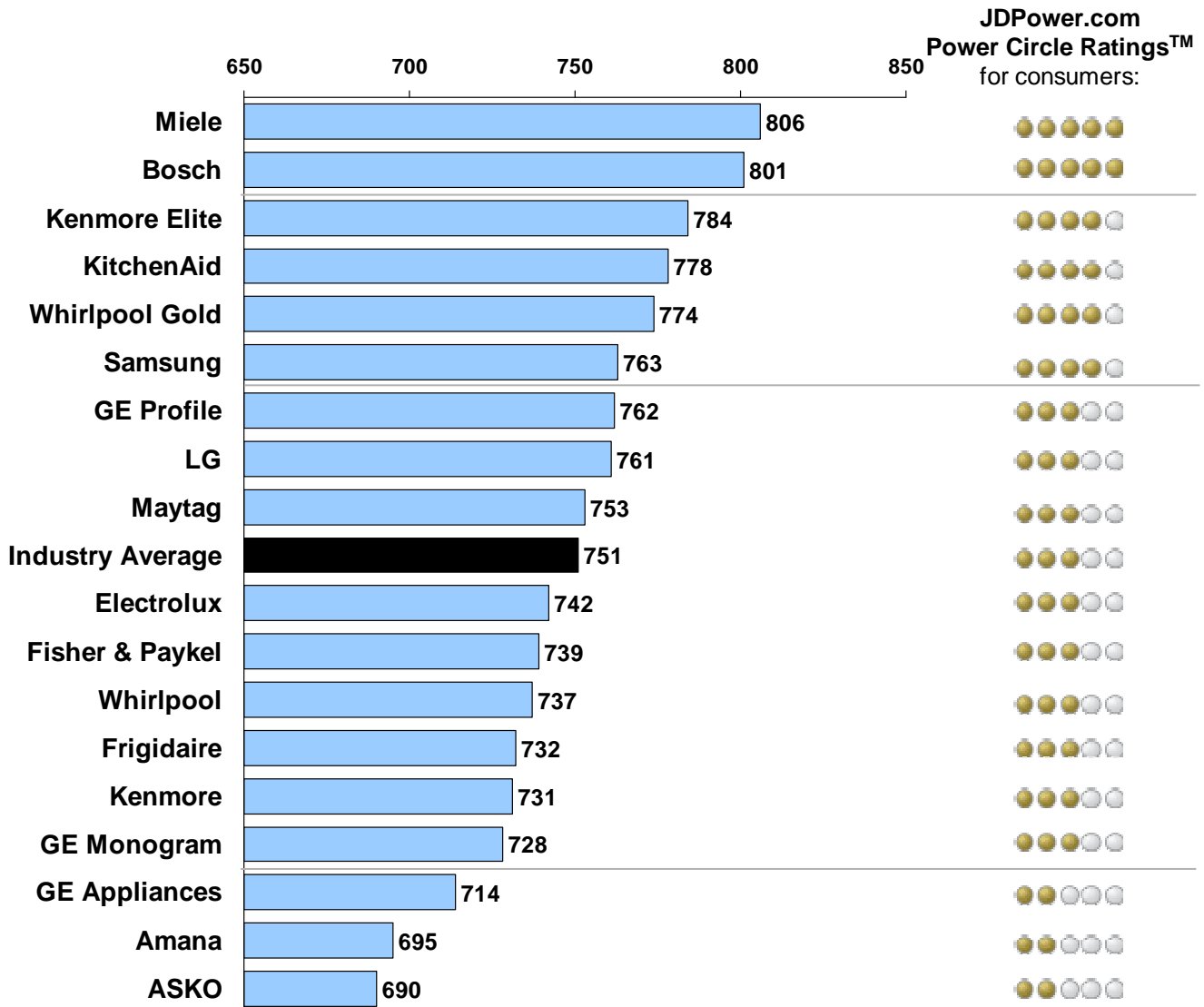
Source: J.D. Power and Associates 2010 Kitchen Appliance Satisfaction StudySM

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J.D. Power and Associates 2010 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction with Dishwashers

(Based on a 1,000-point scale)



Power Circle Ratings Legend

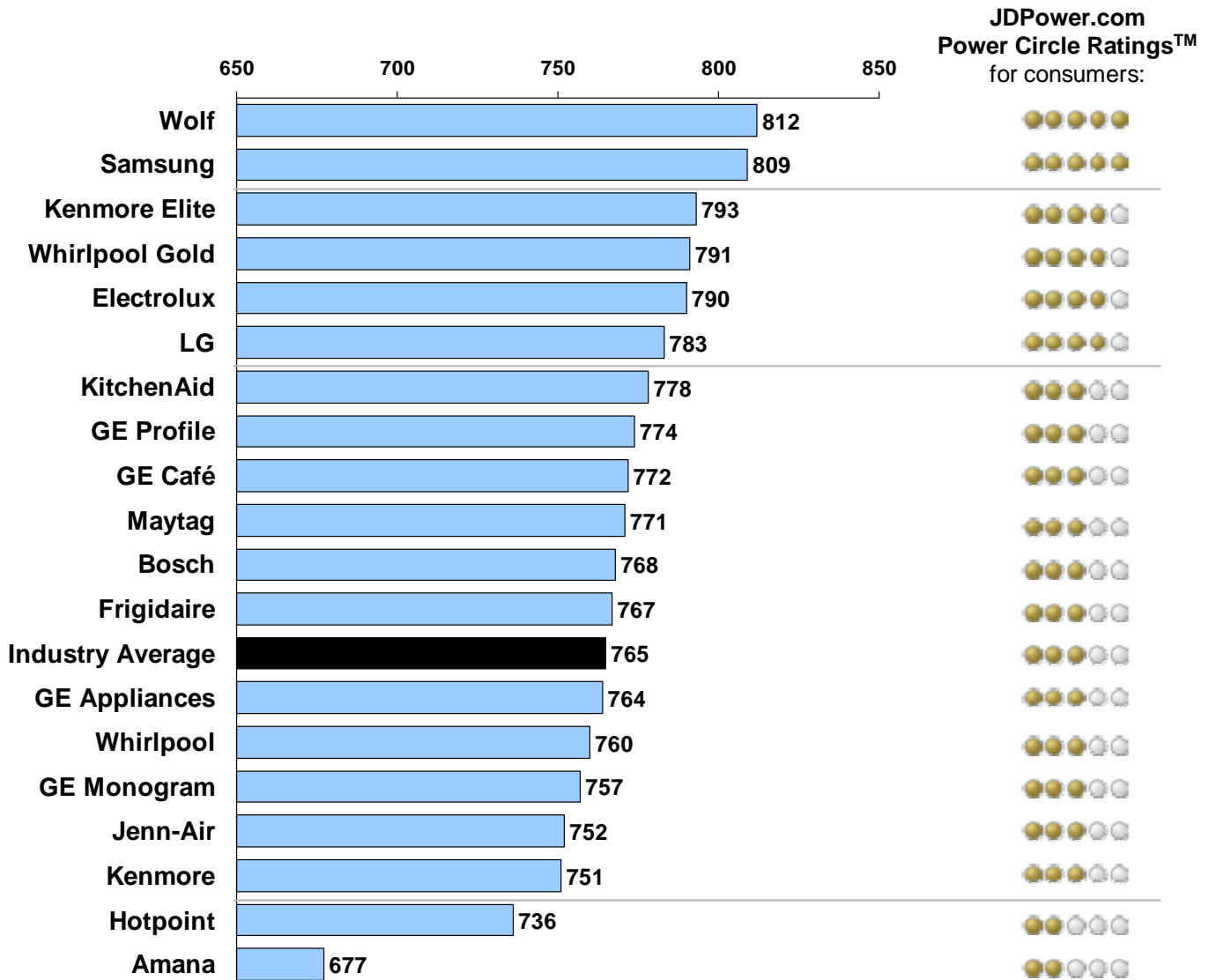
- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2010 Kitchen Appliance Satisfaction StudySM

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J.D. Power and Associates 2010 Kitchen Appliance Satisfaction StudySM

Overall Customer Satisfaction with 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 and Associates 2010 Kitchen Appliance Satisfaction StudySM

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