

Press release

# New: French Door appliances from Liebherr

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- **New fridge-freezers in Liebherr's signature high quality from the specialist in refrigeration and freezing**
- **Outstanding design thanks to the innovative lighting concept and high-quality materials**
- **Plenty of space for freshness and flexible storage options**

**Top-tier quality and design: The new French Door appliances from Liebherr set new standards in the world of fridge-freezers. With generous amounts of storage space, state-of-the-art freshness technologies, high-quality materials and stylish lighting, they combine both functionality and design. At IFA 2024, Liebherr will be presenting its latest French Door appliances exclusively to specialist retailers for the first time. They will be available on the market from next year.**

**Ochsenhausen, Germany, 05/09/2024** – The new French Door appliances from Liebherr appeal to customers who are looking for more than just a conventional fridge, offering the largest possible storage space to provide freshness and boasting top quality down to the smallest detail. The exceptionally spacious fridge-freezers are available in two designs: as a French Door appliance with two freezer drawers or as a French Door fridge-freezer with four doors. They are available in three series: Pure, Plus and Prime. Each model combines elegant details and versatile features to suit the individual needs of each customer. A total of fourteen models are available, making it possible to choose between different equipment options and colours.

## **New fridge-freezers in Liebherr's signature high quality from the specialist in refrigeration and freezing**

With the introduction of these French Door appliances, the specialist in refrigeration and freezing is expanding its already unrivalled range of products. The high quality standards are reflected in the build quality featuring high-quality materials and in numerous practical features, for example:

- **Water & Ice centre:** With the Water & Ice centre, cold water, clear ice cubes and crushed ice are available at all times. The personalised filling function allows precise adjustment of the amount of water needed to fill different vessels and is ideal for both spontaneous parties and cozy evenings.
- **FlexDoorSystem:** With the patented FlexDoorSystem, the French Doors can be opened and closed one at a time. The doors open easily and close securely. When closed they are fully sealed, which saves energy.

## **Outstanding design thanks to the innovative lighting concept and high-quality materials**

The appliances stand out due to their impressive dimensions and well-thought-out design. With a height of 180.5 cm, a width of 96.2 cm and a housing depth of 63 cm, they offer generous amounts of storage space and can either be installed as a freestanding appliance or in a niche. Other impressive features include:

- **MoodLight:** The MoodLight indirect lighting concept stylishly showcases both the Water & Ice centre and the recessed grips on the freezer drawers. The dimmable lighting creates a sophisticated feel and can be tailored to the individual wishes of the user.
- **Glass & Steel interior:** The interior of the appliances is equipped with elegant glass and stainless steel components, which are not only visually appealing, but also increase the functionality and longevity of the appliance.
- **High-quality materials and elegant colour combinations:** The appliances are available with SmartSteel, TerraSteel and BlackSteel doors and are equipped with attractive side walls painted in silver or black.

### **Plenty of space for freshness and flexible storage options**

The French Door appliances are equipped with intelligent technologies that ensure long-lasting freshness of your food. BioFresh technology keeps fruit and vegetables fresh for longer by storing it at ideal humidity and temperatures close to 0 °C. The BioFresh Professional variant with HydroBreeze creates a fine mist that provides an extra kick of freshness and improves the structure of your food. EasyFresh technology guarantees that fruits and vegetables stay crisp so that they taste as if they have come straight from the market.

In particular, the VarioTemp zone offers a high degree of flexibility in the way that the available storage options can be used. This flexible zone allows the temperature to be accurately set between -18 and -10 °C for freezing and between -2 and +5 °C for cooling. For example, customers tend to enjoy having an additional cooling zone for drinks at a party. And if there is anything left of the buffet, there is still plenty of room to freeze the leftovers – nothing needs to be thrown away.

### **Growing popularity and global trends**

The demand for French Door fridges and freezers is increasing internationally. In Europe, the annual growth is 25 percent, while in China, up to 85 percent of all fridge-freezers sold are French Door models. In the USA, 25 percent of the appliances sold are French Door models. Worldwide, one third of fridge and freezer sales comes from this segment.

“Due to the enormous demand from our customers, we are expanding our range to include an entire product group of French Door fridge-freezers. These new appliances combine the high quality standards, stylish design and proven freshness technologies that are characteristic of Liebherr. They not only offer exceptional functionality, but also impress with their unparalleled aesthetics that enhance your living space,” concludes Steffen Nagel, Managing Director Sales & Marketing at Liebherr-Hausgeräte GmbH.

### **About Liebherr-Hausgeräte GmbH**

Liebherr-Hausgeräte GmbH is one of 13 product segments of the Liebherr Group. The Appliances division employs more than 6,800 staff and develops and produces a wide range of high-quality refrigerators and freezers for the domestic and professional sectors at its headquarters in Ochsenhausen (Germany) and in Lienz (Austria), Marica (Bulgaria), Kluang (Malaysia) and Aurangabad (India).

### **About the Liebherr Group – 75 years of moving forward**

The Liebherr Group is a family-run technology company with a broad and diverse range of products. The company is one of the largest manufacturers of construction equipment in the world. However, it also provides high-quality, user-oriented products and services to many other sectors. Today the group comprises over 150

companies from every continent. In 2023, it employed more than 50,000 staff and generated total revenue of over €14 billion. Liebherr was founded by Hans Liebherr in 1949 in the southern German town of Kirchdorf an der Iller. Since then, its goal has been to win over its customers with sophisticated solutions and contribute to technological progress. The Group celebrated three quarters of a century in 2024 under the motto '75 years of moving forward'.

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