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Skip the Preheat with Whirlpool® Brand's Newest Slide-In Range

BENTON HARBOR, Mich., Nov. 4, 2014 /PRNewswire/ -- Between pre-heating, thawing, boiling and baking, cooking can be a time-consuming and overwhelming daily task. Since it's also such an important part of the care that families give to one another every day, Whirlpool® brand has introduced its sleek new Premium Slide-In Electric and Gas Ranges, to help in the kitchen by cutting preheat time.



To reduce cooking preparation steps, the new slide-in range features Frozen Bake™ technology that skips the preheat and cooks frozen favorites faster¹. Whirlpool® brand's new range, available as electric or gas, boasts true convection cooking that helps seal in flavor and juices with perfect results in less time² than non-convection ovens.

When it comes to getting the right range, space can often be an issue. That's why the range's flexible installation FIT system design allows it to fit in both slide-in or freestanding existing kitchen cutout spaces, without remodeling. Although this full-depth range slides seamlessly into almost any countertop cutout³, it is also designed with finished sides for a premium look in any standalone space.

"Our new technology is always inspired by the way we care every day," said Jon Hall, senior brand manager, Whirlpool Corporation. "We outfitted our newest slide-in range with purposeful features that are meaningful and practical for families."

Other care components include:

- **6.2 cubic feet (cu ft) capacity** in the electric range, so the oven can handle meals for any family gathering, whether that's every night or for special occasions. The gas range also allows families to cook multiple meals at once, with 5.8 cu ft capacity.
- Keeping cleanup quick, the range features Whirlpool® brand's most energy efficient self-cleaning cycle⁴ with **AquaLift® self-cleaning technology** to help wipe away messes in only 50 minutes⁵, without harsh chemical odors.

These care components are all a part of the brand's recently launched advertising campaign, Every day, care™, which shows that behind every chore is an act of love. For more information, visit whirlpool.com/everydaycare or join the #EveryDayCare conversation at twitter.com/whirlpoolusa.

The 6.2 cu ft Premium Slide-In Electric Range with True Convection (WEE760H0D) and 5.8 cu ft Premium Slide-In Gas Range (WEG760H0D) is now available online and in-store at retailers nationwide in White Ice, Stainless Steel and Black Ice, with a starting MSRP of \$1,949.00 for electric and \$1,849.00 for gas. For more information on the range, visit whirlpool.com.

(1) Compared to a traditional preheat and bake cycle for pizza, nuggets/fries, pies and lasagna

(2) Compared to traditional thermal-bake cycle on the same model

(3) Based on existing cutout width of 30", cabinet depth of 23" - 24" and countertop cutout depth of 24 - 25". Countertop cutout < 24" can qualify for side trim kit and up to \$100 for professional countertop cutout modification. Valid for purchases 9/1/14 - 3/1/15 only. For complete details, visit whirlpool.com/fitsystemlimitedguarantee.

(4) Versus traditional self-clean cycle

(5) Based on average cleaning time of self-clean cycle with water and moderate soils

About Whirlpool® Brand

For more than one hundred years, Whirlpool® brand has been inspired by how people care for their families. Whirlpool® is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations that fit seamlessly into their lives - whether that means more flexible refrigerator storage for all types of family needs, baking technology for efficient cooking and easier cleaning or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool® brand is part of Whirlpool Corporation (NYSE: WHR), the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of Habitat for Humanity's largest corporate partners for 15 years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool® brand, please visit whirlpool.com/everydaycare or find us on Facebook at [facebook.com/whirlpoolusa](https://www.facebook.com/whirlpoolusa) or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at whirlpoolcorp.com.

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