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## Newest Whirlpool® Laundry Pair Asks the Right Questions

### Cabrio® Top Load Features 'What' and 'How' Intuitive Touch Display

BENTON HARBOR, Mich., Oct. 20, 2014 /PRNewswire/ -- Washing, folding, separating - these steps in the laundry process can feel never-ending and monotonous. Recently, Whirlpool® brand launched its largest-ever advertising campaign, Every day, care™, to prove that behind every chore is an act of love. Inspired by how families give and get the care they need, the new Cabrio® Top Load Laundry pair features the latest technologies and innovations that fit seamlessly into their lives. Starting on October 20, Whirlpool is introducing its Cabrio® laundry pair on national TV with a spot called [What and How](#), showcasing how families care for each other using simple language.



Doing laundry can be daunting enough without trying to figure out the dozens of cycles on a typical dial. That's why Whirlpool brand developed the Cabrio® Top Load Laundry pair, using cues from the language families use every day. With an Intuitive Touch Display that simply asks "what to wash" and "how to wash," this pair makes washing and drying decisions more intuitive by taking full advantage of the latest technology.

"Whirlpool is dedicated to creating family-centric innovations inspired by how families care for each other. The intuitive touch display on our Cabrio® Top Load Laundry pair is a meaningful change for families because consumers were missing out on the benefits of the laundry cycles. Most people were washing clothes solely using the 'normal' cycle because they didn't understand the terminology. We've now made it easier for everyone to get the most out of their machine," said Jon Hall, senior brand manager, Whirlpool Corporation.

Along with an intuitive touch display, the new pair features Adaptive Wash technology with Active Bloom™ wash action to better care for clothing. This technology senses each load type and then adapts water levels, guiding clothes through the cycle in a blooming motion. The wash action thoroughly washes clothes against each other instead of against a traditional agitator, to deliver improved cleaning and gentler fabric care.

The Cabrio® Top Load Laundry pair also offers the following care components:

- An industry-exclusive **ColorLast™** option gives cycles a boost to keep colors vibrant longer.\*
- In the dryer, **Advance Moisture Sensing** uses three built-in sensors to monitor and adapt each cycle so every load comes out perfectly dry.
- The **SingleSwipe™** feature makes the hassle out of cleaning the lint screen with a new design that removes lint in one swipe.

- The **Precision Dispense and Active Spray technology** virtually eliminates the need to pretreat clothes. It's gentle on clothes while still providing cleaning performance that helps fight tough stains.

See the new Cabrio® laundry pair in action on [whirlpool.com](http://whirlpool.com). The pair (WTW8500D and WE(G)D8500D) is now available online and in-store November 2014 at retailers nationwide in White and Chrome Shadow, with a starting MSRP of \$1,199 each.

For more information, visit [whirlpool.com/everydaycare](http://whirlpool.com/everydaycare) or join the #EveryDayCare conversation at [facebook.com/WhirlpoolUSA](https://www.facebook.com/WhirlpoolUSA).

\*Compared to our pre-2009 agitator washer.

#### **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 make their experience effortless, intuitive, and easy - whether that means most flexible refrigerator storage for all types of family needs, induction 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](http://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](http://whirlpoolcorp.com).



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