

FOR IMMEDIATE RELEASE**LG PREMIER SERVICE CHAMPION PROGRAM ELEVATES
HVAC TECHNICAL SUPPORT**

Program Underscores LG's Commitment to Providing Top-Tier Service, Customer Satisfaction and Technical Excellence in the HVAC Industry

ATLANTA, May 06, 2025 — Global HVAC technology leader **LG Electronics** continues to set new standards in HVAC training and customer service excellence with the launch of the **Premier Service Champion Program**, a new initiative designed to equip LG distributors and applied representatives with advanced technical knowledge, hands-on training, and cutting-edge industry resources. The program provides comprehensive education modules and expert-led workshops to enhance technical expertise and troubleshooting skills, raising technical support standards and helping to improve customer experiences across the industry and within local markets.

Distributors and applied representatives in the program are essential in providing top-tier technical support, enabling LG HVAC solutions to be installed and maintained to the highest industry standards. Through Growth - Advance - Partnership (GAP) Planning, participants will also contribute to ongoing improvements in service quality and training.

“The LG Premier Service Champion Program is a game-changer in HVAC technical support, showcasing LG’s commitment to top-tier service, innovation, and industry expertise,” said Mark Rogers, Director, Aftermarket Support, LG Electronics U.S.A. Air Conditioning Technologies. “This program helps to equip our partners with the skills and tools they need to deliver exceptional technical support and training for LG’s vast HVAC product line.”

Program Highlights:

- **Advanced Technical Training:** Participants will receive at least 40 hours of LG product training annually, covering installation, diagnostics, and servicing of LG HVAC products and controls.

- **Exclusive Access to LG Support:** Members will gain direct access to LG field service support, technical forums, and service bulletins to stay ahead of industry developments.
- **On-Site & Remote Assistance:** Service Champions will offer field support, ensuring seamless installation, and troubleshooting, of LG HVAC systems.
- **Professional Recognition & Networking:** Participants will be recognized for their expertise, gain access to exclusive industry events, and can join the LG Service Champion Recognition Program.
- **Cutting-Edge Service Tools:** Members who successfully complete program assessments will receive LG's LGMV (LG Monitor View™) Service Tool, enhancing diagnostic and troubleshooting capabilities.

For more information about LG's robust line of HVAC solutions, visit www.lghvac.com.

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About LG Air Conditioning Technologies USA

LG Electronics USA's Air Conditioning Technologies business is based in Alpharetta, Ga. LG is a leading player in the air conditioning market, manufacturing both commercial and residential air conditioners and building management solutions. From consumer and individual units to industrial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating, air conditioning, water heating, and building controls. Eleven-time ENERGY STAR® Partner of the Year, LG Electronics USA (based in Englewood Cliffs, N.J.), is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual revenues of more than \$60 billion. For more information, please visit www.lghvac.com.

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