



GE APPLIANCES
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GE Appliances Announces New Range Line-Up to Address Some of the Biggest Pain Points in Cooking

Added Features and User-Friendly Design Across 36 Models Simplifies and Speeds Up Chores at Home

LOUISVILLE, Ky., February 27, 2024 – GE Appliances (GEA), a Haier company, is introducing a new robust [portfolio of slide-in gas and electric ranges](#) across 36 models that streamline and improve cooking at home with innovative features and intuitive designs. The top-of-the-line model is the GE® 30" Slide-In Electric Convection Range with No Preheat Air Fry and EasyWash™ Oven Tray (600 series) that helps save time and effort by cutting down on cooking time and speeding up the clean-up. It will be on display at the Kitchen and Bath Industry Show (KBIS) this week.

Among several design upgrades across the portfolio, the new 600 series delivers a new level of ease with the industry-first EasyWash™ Oven Tray. This is the first and only range with a removable tray that makes clean up effortless. Instead of scrubbing off baked-on food remnants from the oven floor, owners can simply pop out the enameled, EasyWash™ tray from the bottom of the oven and rinse it off in the sink. It will also fit in any GE Appliances dishwasher.

Beyond simplifying clean-up, this Slide-In Electric Convection Range also reduces cook times with new cooking modes developed by GE Appliances food scientists. When it's a quick-dinner type of night, owners can select No Pre-Heat Air Fry for a crispier version of their favorite foods or No Preheat Pizza, designed to cook frozen pizza perfectly. Or, for post-dinner party leftovers, No Preheat Fresh Reheat removes the preheating step and helps food taste as good as it did the first time. Each of these features ensure owners spend less time in the kitchen and more time around the table enjoying a home-cooked meal.

Additional features specific to the 600 series include a fifth element warming zone to provide the ideal temperature control for foods on the cooktop, as well as an oven storage drawer to store cookware and other kitchen accessories.

"With this new range line-up, we're completely revamping and streamlining our existing offering with intuitive, user-centric features that enable greater efficiencies and connectivity," said Jeffrey LeDuc, executive commercial director for cooking, GE Appliances. "Our commitment to creating the best user experience for our owners is at the forefront of this line-up's enhanced design. With features like the new EasyWash™ tray, we're improving the entire cooking experience with small additions that make a big difference, and we're excited to be the first ones to bring it to customers."

The full range line-up includes standardized features across the line-up (400, 500 and 600 series), including:

- **Express Preheat™:** With Express Preheat™, the 500 or 600 series ranges can preheat food in 7 minutes or less¹, making it one of the most efficient preheating GE ranges and getting meals on the table faster.
- **PowerBoil™ Burners:** For high heat and faster boiling, these burners provide up to 3,600 watts of power.
- **WiFi Connected Features:** With SmartHQ™ Management, the 400 series allows property managers to manage and control appliances from one simple, intuitive command center. The 600 series connects to Smart HQ™ to allow for any future updates and access to capabilities, such as Remote Start.
- **Flexible Configuration:** Configure your kitchen how you like with the choice of freestanding or slide in ranges.
- **Steam Clean:** Save time and effort by steam-cleaning the oven after use without the need for special water, kits, or extra steps.

¹ 350 degrees F/One rack



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To complement this new series, GE Appliances is also introducing two new air fry baskets later this year, ideal for preparing family-sized meals that don't require a lot of clean up when paired with the EasyWash™ Oven Tray. The Air Basket sits on top of the oven rack for a suggested MSRP of \$49, while the Air Fry Basket and Oven Rack replaces the oven rack and will be available at a suggested MSRP of \$69. Both will be available on the [GE Appliances Parts Store](#).

The GE® 30" Slide-In Electric Convection Range with No Preheat Air Fry and EasyWash™ Oven Tray will be available in March 2024 in electric or gas for \$1,049 in Fingerprint Resistant Stainless Steel, Black or White. The 400 and 500 series will also be available in March in Stainless Steel, Black and White (varies based on model), starting at an MSRP of \$899, in gas and electric.

The EasyWash™ Oven Tray will also be available on the Parts Store for \$49 so you can replace at any time.

To see the innovative GE Slide-In Convection Range with EasyWash™ Oven Tray in person, stop by the GE Appliances Booth #W2317 at KBIS 2024 or schedule a booth tour by emailing geappliances@allisonworldwide.com.

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About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.