



GE PROFILE EXPANDS INDUCTION COOKING OPTIONS FOR EVERY KITCHEN
New Induction Range and Cooktops Bring Cutting-Edge Technology to More Consumers

LOUISVILLE, Ky.- Feb. 25, 2025 - [GE Profile™](#) is making its innovative induction cooking technology more accessible with the launch of new induction cooktops and an induction range model. This line-up gives consumers access to the speed, precision, responsiveness, easy-to-clean surface and efficiency of induction that consumers love at price points accessible to a wider range of households.

GE Profile™ ENERGY STAR® 30" Smart Slide-In Induction and Convection Range with No Preheat Air Fry and EasyWash™ Oven Tray (700 Series) combines induction's rapid heat technology and total control with premium features at a greater value to more kitchens so consumers can cook smarter and clean faster. It offers a cooktop with four burners, two of which will feature Power Boil that immediately heats the pan to boil water faster. Beyond the four burners, the range features a versatile Griddle Zone, where two burners join forces to create a wide, synced, heated surface—perfect for sizzling steaks, flipping pancakes for a crowd, or crafting the ultimate gooey grilled cheeses simultaneously. To offer an even smarter experience, the new Cookware Detection helps take some of the stress out of cooking by automatically shutting off the surface elements when it detects that cookware has been removed. Built-in Wi-Fi allows owners to control the oven from anywhere with a smartphone or tablet.

Additional features build on the award-winning [GE® 600 series](#), including [No-Preheat Air Fry Mode](#), No-Preheat Pizza and No Preheat Fresh Reheat that can help refresh leftovers from the night before. Once you're done cooking, the [EasyWash™ Oven Tray](#) makes oven cleaning easier than ever with a removable tray that can be rinsed clean in the sink or, for bigger messes, fit in all GE Appliances dishwashers.

GE Profile™ Induction Cooktop with Bridge Element and ENERGY STAR® is ideal for kitchens seeking an easy cooktop upgrade. Building on the [existing](#) GE Profile induction cooktop line-up, this product will be available in two sizes - 30" or 36" - and with either four or five burners. The cooking technology strikes the perfect balance between power and precision. For larger pans and griddles, owners can turn multiple burners into an expanded cooking surface with the touch of a button. When it comes to the ultimate control, [Glide Touch Controls](#) offer unparalleled speed and accuracy, allowing you to adjust temperatures effortlessly with just a swipe of your finger.

To help make induction even more accessible and remove barriers to installation, GE Profile guarantees the new 30" slide-in model will be an exact fit for your old 30" free-standing range and the 30" cooktop will fit your existing cut-out. The induction cooktops are also ADA-compliant and require typical voltage for electric cooktops, 208Vac or 240Vac, eliminating renovation hassles and electrical overhauls.

"We brought our most innovative cooking technologies together to shatter the perception that induction's speed, control and energy efficiency must come with a high price tag," said Henry Eng, vice president of cooking for GE Appliances. "With thoughtful design and engineering, we can offer more consumers the convenience, flexibility and efficiency that induction cooking offers."

For more information on induction and the right equipment to have at home, please visit the [website](#).

Slated to hit the market in March 2025, the 30" Induction Cooktop will be available at a suggested MSRP of \$1,599 and \$1,799 for the 36" in Black. The GE Profile Smart Slide-In Induction Range will follow in May 2025 at \$1,799 and will be available in Fingerprint Resistant Stainless Steel.

To see the GE Profile induction range at the Kitchen & Bath Industry Show (KBIS), visit the GE Profile booth #W2600, book a tour through <https://www.signupgenius.com/go/geappliances#> or email geappliances@allisonworldwide.com. For more information about GE Profile and available products, visit www.geappliances.com/ge/profile.htm or follow @geprofile on Instagram, TikTok, Pinterest, or YouTube.

About GE Profile™

As a leader in connected appliances, GE Profile™ offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geappliances.com/ge/profile.htm or [@geprofile](#) on Instagram, TikTok, Pinterest or YouTube.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home-appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units

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