

**Press Release**

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## Electrolux expands smart appliances collaboration with Google

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**Electrolux is expanding its collaboration with Google by integrating connected kitchen products in Europe with the Google Assistant, enabling consumers to control products using voice commands. The voice integration will start with Electrolux smart ovens in early 2019.**

“We are very happy to collaborate with Google to give people a simple, rewarding way of interacting with their connected Electrolux appliances,” says Dan Arler, Head of Major Appliances EMEA at Electrolux. “Voice control supports a clear user need. Whether it’s hands-free cooking or just an easier way to interact with the oven, we think consumers will love it.”

Voice integration with connected appliances improves the cooking experience by saving time and simplifying everyday tasks. By linking a connected oven to the Google Assistant, consumers will receive help with daily functions such as turning their oven on and off, selecting the right cooking program and desired temperature.

Today’s news expands Electrolux collaboration with Google to Europe. In 2017, Electrolux in the United States became the first white goods company to partner with Google on the Google Assistant, integrating products under its Frigidaire and Anova brands.

Electrolux will be launching Google voice integration with smart ovens in early 2019. Live demonstrations of the Electrolux partnership with Google will take place at the IFA fair in Berlin 2018, at the AEG booth – Hall 4.1, Stand 101, on August 31 – September 5, 2018.