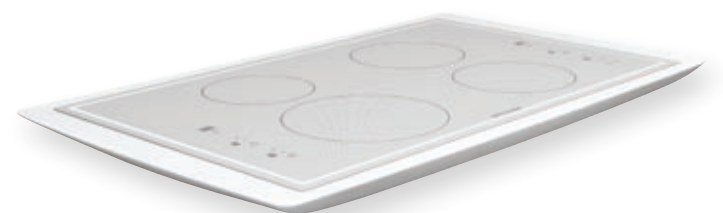


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The Thoughtful Design Innovator.

Do you remember the last time you opened a gift that made you say "Oh! How did you know? That's exactly what I wanted!" That's the kind of feeling that the designers at Electrolux seek to evoke in everyone who chooses or uses one of our products. We devote time, knowledge, and a great deal of thought to anticipating and creating the kind of appliances that our customers really need and want.

This kind of thoughtful care means innovating with insight. Not design for design's sake, but design for the user's sake. For us, thoughtful design means making appliances easier to use and tasks more enjoyable to perform, freeing our customers to experience that ultimate 21st century luxury, ease of mind. Our aim is to make this ease of mind more available to more people in more parts of their everyday lives, all over the world. So when we say we're thinking of you, you know we mean just that.

Electrolux. Thinking of you.

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