

## Press Release

Sydney, December 9, 2004

### **Electrolux Chef brings simple and convenient cooking to the table**

Electrolux Chef has announced the release of six new stylish integrated upright gas cookers (GSC6618W, GSC6618S, GSC6638W, GSC6638K, GSC6638S and GSC6658S), taking domestic cooking to a new level.

Developed by Electrolux, the world's number one choice, the new range is designed with the consumer in mind and provides a modern versatile three-in-one offering (built-in oven, cooktop and grill) that delivers multiple-functionality, making life easy for Australian consumers.

Key features of the new Electrolux Chef range include a large 82 litre capacity oven, delivering maximum cooking capacities and a triple ring wok burner, allowing consumers to create their favourite Asian dish with ease.

For fuss-free cleaning, the range comes with removable oven doors that allow consumers to effortlessly clean hard-to-reach crevices as well as a maximum seal oven door to reduce heat loss.

According to Electrolux Brand Manager, Tim Rich, "The new Electrolux Chef integrated models bring greater consumer choice to the cooking category.

"It symbolises Electrolux's commitment to providing consumers with new alternatives for intelligent and efficient cooking appliances."

Headlining the new range of upright cookers is the stylish Electrolux Chef GSC6658S model, which features a program timer that effectively does all the thinking for consumers, guaranteeing easy and accurate cooking. Designed with a stylish, stainless steel finish, the GSC6658S also features a fan forced oven that distributes heat evenly to all shelves enabling multiple batch cooking.

The GSC6638/W/K and GSC6618S/W models effectively take the effort out of cooking with a two-hour auto-off timer. Featuring a 600mm width and standard bench-top height, all Electrolux Chef integrated models have been designed to perfectly fit into internationally and locally sourced modular kitchen cabinets. For consumers this offers the ideal solution when style is important, yet space is a problem.

As with all Electrolux Chef products, the range is manufactured locally, tailored to Australian conditions and supported by the 'Top Service' after sales Customer Care Program.

For further details or to find specialist retailers across Australia, please visit the Electrolux website at [www.electrolux.com.au](http://www.electrolux.com.au) or contact the Customer Careline on 1300 363 640.

The Electrolux Group is the world's largest producer of powered appliances for kitchen, cleaning and outdoor use. More than 55 million Electrolux Group products (such as refrigerators, cookers, washing machines, vacuum cleaners, chain saws and lawn mowers) are sold each year to a value of approx. USD 14 billion in more than 150 countries around the world.



The new Electrolux Chef gas models include:

<b>GSC6618W</b>	\$1,321.00	<b>GSC6638K</b>	\$1,430.00
<b>GSC6618S</b>	\$1,651.00	<b>GSC6638S</b>	\$1,760.00
<b>GSC6638W</b>	\$1,430.00	<b>GSC6658S</b>	\$1,981.00

#### Ends.

For further information and product images please contact Kate Veness, Hausmann Communications on (02)8353 5724 or [kate.veness@hausmann.com.au](mailto:kate.veness@hausmann.com.au)

**Electrolux** is the world's largest producer of powered appliances for kitchen, cleaning and outdoor use, such as refrigerators, washing machines, cookers, vacuum cleaners, chain saws, lawn mowers, and garden tractors. In 2003, Group sales were SEK 124 billion and the Group had 77,000 employees. Every year, customers in more than 150 countries buy more than 55 million Electrolux Group products for both consumer and professional use. The Electrolux Group includes famous appliance brands such as AEG, Electrolux, Zanussi, Frigidaire, Eureka, and Husqvarna.

**Electrolux** is Australasia's leading whitegoods company through its Australian and New Zealand subsidiaries, Electrolux Home Products Pty Limited and Electrolux Home Products (NZ) Limited. Whitegoods manufactured in Australasia by Electrolux are marketed under Westinghouse, Simpson and Electrolux – Chef, Dishlex, Kelvinator brands and, for export markets, under other brands. The company's four manufacturing plants in Adelaide produce cookers, rangehoods, washing machines and dryers, dishwashers and appliance motors. The manufacturing plant in Orange, 250km west of Sydney, produces refrigerators and freezers. A further plant in Christchurch New Zealand produces cookers. Electrolux imports into Australia and New Zealand kitchen and laundry products from Europe which it markets under the Electrolux Gallery brand. Visit us at <http://www.electrolux.com.au>

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