



HISENSE SETS NEW STANDARD IN QUALITY AND VALUE WITH ITS FIRST SMART 4-DOOR REFRIGERATOR



SUWANEE, GA (Feb. 7, 2024) – [Hisense](#), a global leader in consumer electronics and home appliances, is entering the smart appliances market in the US, expanding its reach by delivering quality appliances at great value with the introduction of its new [Smart French 4-Door Refrigerator \(Model HRM260N6TSE\)](#), now available at Lowe's. This release marks Hisense's inaugural smart product in the home appliance sector, highlighting the brand's commitment to growing its presence in the industry while expanding access to high-performing kitchen appliances at attractive prices.

"With the debut of our first smart refrigerator, Hisense is celebrating another significant milestone," said David Gold, President of Hisense Americas and Hisense USA. "This launch is another example of our dedication to enhancing consumer lives by providing high-quality, value-driven products for customers in the US and beyond. We are enthusiastic about the future and our role in shaping the smart appliance industry."

DESIGNED FOR MODERN LIFESTYLES AND VERSATILE NEEDS

The Hisense Smart French 4-Door Refrigerator is an ideal choice for those seeking a blend of contemporary design, convenience, and value. This refrigerator features the unique Hisense VersaTemp Zone drawer, offering unparalleled flexibility – use it as extra fridge space, a chiller, or an additional soft freezer, with temperatures adjustable between 27°F and 41°F. Paired with the convenience of Hisense's [ConnectLife](#) app, users can remotely adapt their fridge to their immediate needs, ensuring their dessert, appetizer, or other special items are perfectly chilled.

SPACIOUS, CUSTOMIZABLE & ORGANIZED STORAGE

Boasting a generous 25.6 cubic foot capacity, this refrigerator caters to the needs of large families as well as frequent entertainers. Its well-lit interior, courtesy of 360-degree surround LED lighting, ensures every item is easily visible. Adjustable glass shelves, including a unique sliding shelf, offer the flexibility to accommodate items of varying heights, maximizing storage space. Dedicated produce drawers create the optimal environment for fruits and vegetables, extending their freshness, and the freezer's smooth-gliding, two-tiered drawer system adds to the ease of organization.

SLEEK DESIGN WITH CONVENIENT FEATURES

This smart refrigerator sports a sleek, flat French Door design that adds a modern, built-in look to any kitchen. Its fingerprint-resistant stainless steel finish not only enhances the aesthetic but simplifies cleaning, and the easily accessible ice and water dispenser provides easy access to chilled water, cubed, or crushed ice, for maximum user convenience.

SMART CONNECTIVITY AND ENERGY EFFICIENCY

Hisense's IoT platform, [ConnectLife](#), simplifies the management of all Hisense smart home appliances by giving users control over temperature settings and receiving important notifications. The smartphone app's alert system is designed to notify users if the fridge door remains open, ensuring food safety and energy efficiency. And with its Energy Star certification, this refrigerator not only delivers exceptional performance and style but does so with optimal energy efficiency.

INDUSTRY-LEADING WARRANTY

Hisense is committed to offering high-quality and high-performing products. Like all of its appliances, the new Smart Refrigerator comes with an industry-leading two-year warranty, twice as long as other brands, and a five-year sealed system warranty.

AVAILABILITY

The Hisense [Smart French 4-Door Refrigerator \(Model HRM260N6TSE\)](#) is currently available online exclusively at Lowe's for \$2,899 MSRP, with an introductory price of \$1,799. The model will officially be available for in-store purchase starting mid-February.

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About Hisense USA

Since 2001, Hisense USA Corporation, a subsidiary of Hisense Group, has been a leading provider of technology products, encompassing a diverse range of offerings such as televisions, Laser TVs and Cinemas, refrigerators, air conditioners, dehumidifiers, beverage coolers, and freezers. As the *Official TV and Home Appliance Partner of the NBA*, the company places maximum emphasis on performance, quality, and value, leading to remarkable industry growth and a reputation for producing award-winning products. In 2022, Hisense achieved the notable distinction of being the second largest global TV manufacturer, demonstrating its commitment to both maintaining superior product quality and ensuring exceptional customer experiences.

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