



## **LG ANNOUNCES U.S. ROLLOUT OF 2025 OLED evo TV LINEUP**

*LG 2025 OLED TVs Deliver Exceptional Picture Quality with Perfect Black, Enhanced Brightness, Superior Gaming Performance and AI Personalization*

**ENGLEWOOD CLIFFS, N.J., March 11, 2025** — LG Electronics USA (LG) announced pricing and availability for two of its most-anticipated 2025 OLED TVs. **The LG OLED evo G5** and **LG OLED evo C5** are available for pre-order at [LG.com](https://www.lg.com) today and available later at LG-authorized retailers. Additional LG OLED models will be announced at a later date. For a limited time, customers shopping on LG.com can enjoy free wall mounting or stand setup with their pre-order purchase of select LG TVs<sup>1</sup> and up to \$200 savings on select LG Soundbars.<sup>2</sup>

### **The LG OLED evo G5 TV**

Powered by the Alpha 11 AI Processor Gen2, the LG OLED evo G5 boasts a 45% increase in brightness compared to its predecessor, the LG OLED evo G4. Thanks to Brightness Booster Ultimate technology<sup>3</sup> and AI-driven picture enhancements, the G5 delivers stellar picture quality with enhanced brightness. It also features “Perfect Black” and “Perfect Color” Certifications,<sup>4</sup> ensuring deeper blacks and more vibrant, accurate colors for an unmatched viewing experience. The G5 offers a personalized and convenient user experience through its webOS 25 smart platform and multiple AI capabilities. It also supports Filmmaker Mode with Ambient Light Compensation, Dolby Vision™ and Dolby Atmos®,<sup>5</sup> AI Sound Pro for immersive audio, as well as gaming features including 4K 165Hz VRR, NVIDIA G-SYNC and AMD FreeSync Premium. The LG OLED evo G5 series is an ideal choice for both cinematic viewing and gaming, backed with a 5-year panel warranty<sup>6</sup> and featuring five screen sizes (55/65/77/83/97-inch) with an MSRP starting at \$2,499.

### **LG OLED evo C5**

The C5 series offers a captivating home entertainment experience with its remarkable picture and audio quality, boasting “Perfect Black” and “Perfect Color” Certifications,<sup>4</sup>



along with Brightness Booster technology<sup>7</sup> powered by the Alpha 9 AI Processor Gen 8. This series also supports Dolby Vision and Dolby Atmos, utilizing AI Picture Pro and AI Sound Pro to refine visuals and create virtual 11.1.2 channel audio, while the AI Picture/Sound Wizard customizes settings based on individual preferences. Gamers will appreciate features including 4K at 144Hz, minimal input lag, VRR support and VESA’s ClearMR 9000 certification for smooth visuals, all within an ultra-slim design that seamlessly integrates into any space. The LG OLED evo C5 TV is available in six screen sizes (42/48/55/65/77/83-inch) and has an MSRP starting at \$1,399.

**2025 LG OLED evo TVs**

| <b><u>G5 Series (OLED evo)</u></b>                               | <b><u>C5 Series (OLED evo)</u></b>                              |
|--|---|
| OLED97G5WUA<br>97-inch class<br>\$24,999<br>Available March 2025 | OLED83C5PUA<br>83-inch class<br>\$5,399<br>Available March 2025 |
| OLED83G5WUA<br>83-inch class<br>\$6,499<br>Available March 2025  | OLED77C5PUA<br>77-inch class<br>\$3,699<br>Available March 2025 |
| OLED77G5WUA<br>77-inch class<br>\$4,499<br>Available March 2025  | OLED65C5PUA<br>65-inch class<br>\$2,699<br>Available March 2025 |
| OLED65G5WUA<br>65-inch class<br>\$3,399<br>Available March 2025  | OLED55C5PUA<br>55-inch class<br>\$1,999<br>Available March 2025 |



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|--|--|
| <p>OLED55G5WUA</p> <p>55-inch class</p> <p>\$2,499</p> <p>Available March 2025</p> | <p>OLED48C5PUA</p> <p>48-inch class</p> <p>\$1,599</p> <p>Available March 2025</p> |
|  | <p>OLED42C5PUA</p> <p>42-inch class</p> <p>\$1,399</p> <p>Available March 2025</p> |

Visit [LG.com](http://LG.com) for more information on LG’s lineup of 2025 OLED evo TVs.

<sup>1</sup> Purchase select 2025 OLED preorder TVs and receive free wall mounting by Handy (up to a \$164.99 value). Available from March 10, 2025 – March 30, 2025. Free wall mounting savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart, returned or part of the order is canceled, the promotional savings will be void. Handy wall mounting service must be added to the original TV order and is not redeemable separately. Wall mounting by Handy includes installation of TV mounting bracket, mounting of TV, and load testing the hardware. Prices and offers are non-redeemable for cash and non-transferable. Availability, prices and terms of offer are subject to change without notice. Handy's Terms of Use: <https://www.handy.com/terms>

<sup>2</sup> Purchase select LG OLED or QNED TV with select LG Soundbar in a single transaction on <http://www.LG.com> between January 6, 2025 and April 6, 2025 and receive up to \$200 off the Soundbar purchase price as bundle discount. Soundbar and eligible TV must be purchased in the same order. There are 3 select LG OLED & QNED TV and Soundbar bundle offers, details listed below. Savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart, returned or part of the order is canceled, the promotional savings will be void. Prices and offers are non-redeemable for cash, non-transferable and may not be combined with any other offers/discounts. Availability, prices and terms of offer are subject to change without notice.

Bundle:

Eligible Soundbars: S95TR (\$200 off), SC9S (\$200 off), S90TR (\$100 off), S80TR (\$100 off), S70TY (\$50 off)

Eligible TVs: OLED55B4PUA, OLED65B4PUA, OLED77B4PUA, OLED83B4PUA, OLED55C4PUA, OLED65C4PUA, OLED77C4PUA, OLED83C4PUA, OLED55G4SUB, OLED65G4SUB, OLED77G4WUA, OLED83G4WUA, OLED97G4WUA, OLED77M3YUA, OLED83M3YUA, OLED97M3PUA, OLED77T4PUA55, QNED80TUC65, QNED80TUC75, QNED80TUC86, QNED80TUC55, QNED85TUA65, QNED85TUA75, QNED85TUA86, QNED85TUA98, QNED89TUA65, QNED90TUA75, QNED90TUA86, QNED90TUA, OLED97G5WUA, OLED83G5WUA, OLED77G5WUA, OLED65G5WUA, OLED55G5WUA, OLED83C5PUA, OLED77C5PUA, OLED65C5PUA, OLED55C5PUA, OLED48C5PUA, OLED42C5PUA

<sup>3</sup> Available on 55/65/77/83” OLED evo G5. Brightness Booster Max available on 97” OLED evo G5.

<sup>4</sup> Verified by UL Solutions for Perfect Black technology delivering black levels ≤0.24nit up to 500lux and Perfect Color technology delivers color consistency levels >99% up to 500lux.

<sup>5</sup> Dolby, Dolby Vision, Dolby Atmos, and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation. Manufactured under license from Dolby Laboratories. Confidential unpublished works. Copyright © 2012–2024 Dolby Laboratories. All rights reserved.

<sup>6</sup> In the 1st year of the warranty, panel, parts and labor costs are covered. In the 2nd-5th year of the warranty, only panels are covered, and labor will be charged. The 5-year limited panel warranty is available for the G, Z & M Series. Please see

[https://media.us.lg.com/m/29b79d001b4b6bb3/original/5yr\\_OLED\\_TV\\_Warranty\\_Card\\_2025.pdf](https://media.us.lg.com/m/29b79d001b4b6bb3/original/5yr_OLED_TV_Warranty_Card_2025.pdf)

<sup>7</sup> Not available on 42/48” OLED evo C5.



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**About LG Electronics USA**

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. [www.LG.com](http://www.LG.com).

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